

CONSTITUTION USA with Peter Sagal

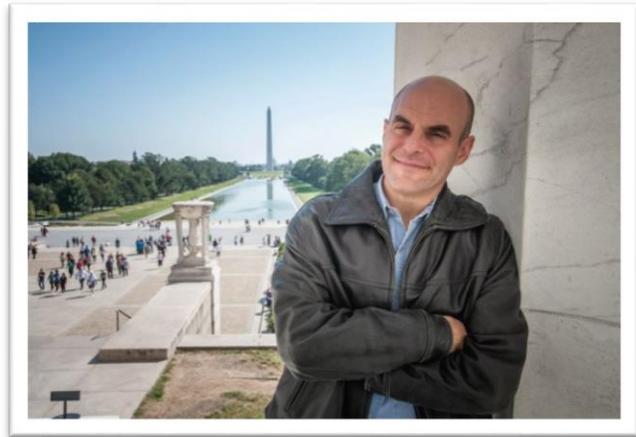
FACT SHEET

CONSTITUTION USA is a multi-media project from TPT National Productions in association with Insignia Films that explores the Constitution and its role in the American story—from its creation, to the crises that challenged and reshaped it, to contemporary debates over rights and the role of government.

CONSTITUTION USA will bring our nation's essential document vividly to life for 21st-century Americans through the following project elements:

Broadcast

The series, hosted by Peter Sagal, star of NPR's popular *Wait Wait...Don't Tell Me!*, premieres nationally in four 1-hour blocks on Tuesdays in May 2013. Sagal travels across the country on a customized motorcycle to find out where the Constitution lives, how it works, its history and its vital relevance today.



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Education Partners/Materials

- **The National Constitution Center (NCC)** is the foremost leader of educational materials related to the Constitution. Together with TPT, the NCC is developing customized digital educational materials, and will also provide a Spanish language version of the Constitution, a timeline of the Constitution and other resources from their website.
- **PBS NewsHour** is partnering with TPT through their Student Reporting Labs initiative, in which high school students in 35 different cities are assisted by local media professionals to create journalistic content. Through the Student Reporting Labs initiative, students will explore constitutional issues relevant to their own communities.
- **iCivics**, an online educational initiative created by Justice Sandra Day O'Connor is developing an online game about "federalism," the Constitution's system of power sharing between states and the federal government. This game, which will be accompanied by classroom materials and will be featured on the **CONSTITUTION USA** website.
- **James Madison's Montpelier Center for the Constitution** in Virginia is providing adult online educational materials, a Bill of Rights mobile app and online course, and web-based interactive Constitution through their "ConText" system.
- **The Public Insight Network (PIN)** through American Public Media is a network of 170,000 citizen journalists that newsrooms around the country use to add context and depth to news stories. TPT will reach out to this source network every 3-4 weeks through the series premiere with questions about the Constitution. Responses will initially be posted on **CONSTITUTION USA's** tumblr blog and will eventually become a full page on the **CONSTITUTION USA** website.

Web and Social Media

- The project website launches in April 2013 and will feature all project educational content as well as streaming video of the entire series and web-exclusive video including additional interviews. A landing page will be available in early January at: www.pbs.org/constitutionUSA.

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- A “behind-the-scenes” tumblr site (<http://pbsconstitution.tumblr.com/>) launched in August 2012.
- Peter Sagal has been Tweeting using the hashtag #constitutionpbs to his 68,000 followers.
- Harley-Davidson, a promotional partner of **CONSTITUTION USA**, will use news alerts and social media posts to promote the premiere of the series to their millions of fans/Facebook followers.

Promotion

- **CONSTITUTION USA** has been designated a “Key Program.”
- Rubenstein Communications in New York will oversee media relations for **CONSTITUTION USA** to help drive awareness of the broadcast premiere nationally and locally across all media platforms.
- NPR will reach out to joint licensee stations nationwide to help promote the project by offering interviews with Peter to local radio shows and by helping coordinate interviews on national shows such as *All Things Considered* and *Morning Edition*.
- **CONSTITUTION USA** kicked off the PBS days at the Television Critics Association Press Tour in January and will have a panel in the interactive portion of the SXSW Festival in Austin, TX, in March about civics education in the digital age.
- A “Making Of” piece and a series trailer are being produced for promotional purposes online and through social media.

Station Relations

TPT is creating an “Event-in-a Box” for stations to utilize when hosting events around **CONSTITUTION USA**. The “Event-in-a Box” will include clips, discussion guides, and suggestions for event participants.

Events

A number of events will take place surrounding the broadcast premiere of the series.

Confirmed events:

- Kansas City, MO
- Madison, WI
- New York, NY
- Portland, OR
- Seattle, WA
- St. Louis, MO
- St. Paul, MN*
- Washington, D.C.*

Possible events:

- Chicago, IL
- Cincinnati, OH
- Los Angeles, CA
- Philadelphia, PA
- Phoenix, AZ
- San Francisco, CA



(Denotes appearance by Peter Sagal)

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