



Welcome!

WebChat #4: Media for the Public!

Dial In:1-800-861-4084.
Code:4102437979



AmeriCorps Week Goals

- **Bring more Americans into service**
- **Salute AmeriCorps members and alums for their powerful impact**
- **Thank the community partners who make AmeriCorps possible**



Speakers

Stephanie Grocott, Campaign Consultation, Inc.

Jackie Aker, Corporation for National and Community Service

Sandy Scott, Corporation for National and Community Service

Linda Brown Rivelis, Campaign Consultation, Inc.

Erin Mazursky, Campaign Consultation, Inc.

Patrick Metzger, Western New York AmeriCorps



Future WebChats...

One more to go!

WebChat #5: Final Preparations

May 6th 3:00-4:00pm EST

Last minute helpful tips to make your event even more successful



Agenda

- I. Introductions & AmeriCorps Week Goals
- II. Why media outreach is important and how it helps your project
- III. Different kinds of media and how to get press
- IV. Projects that have gotten good press... word from the field
- V. Going viral: Grow the movement
- VI. Projects on My Project Tool
- VII. Where to get resources
- VIII. Q & A
- IX. Conclusion



Media Matters

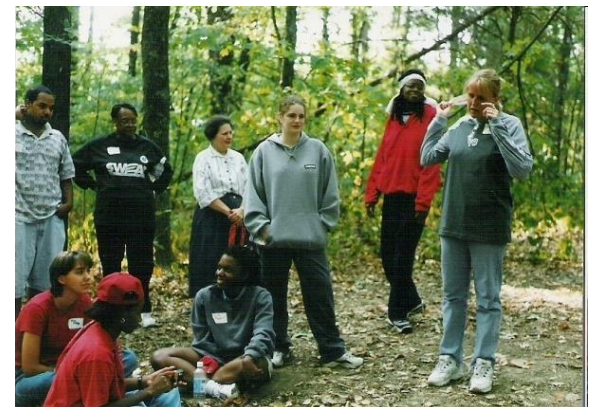
- More participation
- More funding
- Stronger pool of potential AmeriCorps members
- Stronger sense of community
- Engages broader range of people
- Great way to get recognition for efforts



Word from the field

Pam H.: I made a one year commitment to the InnerWest Community of Dayton, Ohio 10 years ago. The experience changed me and my life course forever. I became a concerned, active citizen in my community's policies and physical environment, and I will continue to do so anywhere I live on Earth. I pioneered a youth leadership program designed to motivate inner city youth to be leaders in their communities and to teach American Red Cross courses to younger youth - courses including First Aid, CPR, and HIV/AIDS Education.

Here's a picture of some of our chapter during our diversity training in 1999...Thanks AmeriCorps!





AmeriCorps Week Messages

- AmeriCorps is Needed More Than Ever in Our Current Economic Crisis
- This is an Unprecedented Moment of Opportunity for AmeriCorps
- AmeriCorps Builds Lifelong Civic Leaders, Strengthens the Nonprofit Sector, and Drives Social Innovation
- AmeriCorps: Heroes Wanted



AmeriCorps Week Quick Facts

574,000: Number of people who have served as AmeriCorps members since its founding in 1994.

718 million: Total number of hours served by AmeriCorps members.

\$1.59 Billion: Total amount of Segal AmeriCorps Education Awards earned by AmeriCorps members since 1994.

2.2 Million: Number of community volunteers managed or mobilized by AmeriCorps members in 2008.

4, 100: Number of nonprofit, faith-based, and community organizations that AmeriCorps members served in 2008.

\$5.7 Billion: Amount of AmeriCorps funds invested in nonprofit, community, educational, and faith-based community groups since 1994.



Different Kinds of Press

- **Earned media**
- **Paid media**
- **Partnerships/Word of Mouth**



Earned Media

Traditional PR activities:

- Newspaper – Event or Feature Story
- TV and Radio
- Letter to the Editor or Op-Ed
- Editorial
- Blog entry



Paid Media

- TV commercials
- Print ads
- Blog ads or targeted search

*Usually only good when have a large budget



Word of Mouth

- Emails to listserv
- Facebook/Twitter/MySpace
- Partner organizations
- Local businesses
- Blogs



Step 1: Create a Publicity Plan

- Timing of events
- Targeted media list
- List of documents/invitations/signage needed
- Main message for your organization
- Assigning responsibilities to specific individuals (who's doing what?)



Step 2: Target Media Sooner Rather than later

- Assemble your list to include:
 - Top editor, city/community editor for local paper
 - News editor/station manager of local TV
 - News editor/station manager of local radio station
 - Online editor/manager for locally-focused websites/blogs
 - Editors of special interest weeklies/monthlies
- Write a media advisory, alerting them to event
- Send out media advisory 2 weeks, 10 days before the event



Media Advisory

- Who, What, When, Where, Why
- Keep it short
- Most important information
- Most eye-catching information
- The “Why” is the top message of the event



Sample Media Advisory



- Late morning or early afternoon are the best times to attract media
- Logo/branding identification for AmeriCorps and your organization
- Invite media when action is happening, not just speeches
- Have press info at event and on the internet
- Designate lead spokesperson who can deliver message



Step 4: Send out Press Releases & Alert your networks

- Send out a press release the day before, the day of and the day after
- Make sure you are in communication with your networks and let them know about the event
- Stay in touch with bloggers



Press Release

- Your own article about the event
- Most important information in the headline and first paragraph
- Good quote from spokesperson or leader
- Number of people in attendance or expected
- In-line with messaging of the week/event
- Logo well-placed at top



Sample Press Release



Tips for Getting Press

- Use the national story
- Register your event online:
<http://myproject.nationalservice.gov>
- Be creative and original!
- Invite local VIP
- Profile a member
- Highlight Recruitment
- ...get more tips online



**Project knows how to
Get Things Done..**

... By getting media!

WNY AMERICORPS
NATIONAL • SERVICE



Patrick Metzger

Integrated Communications Director

Western New York AmeriCorps

in West Seneca, NY



Where to get more resources

www.americorpsweek.gov/ideas

Mozilla Firefox

http://www.americorpsweek.gov/

Google Maps Pandora WMATA The Daily Dish TWC Weather Huff Post

communities. Many events are being planned across the country. Individuals and organizations with a special interest in AmeriCorps—especially, members, programs, and alums—are encouraged to use their creativity to mark the week in any way they see fit. The choice is up to you!

What are YOU doing for AmeriCorps Week?

Here are some tips to get you started:

Make a presentation.

Speaking to a school or community group is a great way to spread the word about AmeriCorps. [Click here to order a kit or download materials.](#)

Produce a video... or take a picture!

The third annual AmeriCorps Video Contest will once again take place as part of AmeriCorps Week. Submissions will be accepted beginning in May. This year we're also adding a Photo Contest with the same theme: "Getting Things Done!". [Click here for details on either contest or to view winning videos from last year.](#)

Stock up on AmeriCorps Week resources.

AmeriCorps programs can win local support for the work they do by organizing a service project, hosting an open house, or inviting local officials to become AmeriCorps members for the day. [Click here for more ideas and resources to get you started](#), and please don't forget to [register your project](#) so we know what you're up to!

Blog about your AmeriCorps experience.

Use social networking Internet sites to talk about your AmeriCorps experience and to spread the word about AmeriCorps Week.

Video & Photo Contest

For AmeriCorps Week 2009, we're building on our ever popular Video Contest by adding a Photo Contest! Stay tuned for rules, tips and prizes for both contests - submissions will be accepted beginning in May. [Click here to learn more](#)

Register Your Event or Presentation

Take a minute to let us know about your AmeriCorps Week project, event, or presentation. We'll get a truer sense of the scope of activities taking place May 9-16, and the many friends of AmeriCorps across the country can more easily find - and support - activities taking place near them. [Click here to learn more](#)

WebChats

The Corporation for National and Community Service is offering a series of WebChats to help plan and promote AmeriCorps Week events and make AmeriCorps Week



Where to get more resources

Resources for Activities and Events - Mozilla Firefox

View History Bookmarks Tools Help

http://www.americorpsweek.gov/ideas.asp

VoteBuilder Obama Mail Google Maps Pandora WMATA The Daily Dish TWC Weather Huff Post



GETTING THINGS DONE
MAY 9-16, 2009

SUBSCRIBE BOOKMARK

AmeriCorps Week

[What Is AmeriCorps Week?](#)

[What Is AmeriCorps?](#)

[AmeriCorps Week News](#)

[Ideas and Resources](#)

[AmeriCorps Presentation Kit](#)

[Order AmeriCorps Week Materials and Gear](#)

[Widgets and Banner Ads](#)

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Ideas and Resources

Whether you're an AmeriCorps program, member, alumnus, or friend, there are countless ways to support AmeriCorps Week's goals of bringing more Americans into service and raising awareness about how AmeriCorps is "getting things done" for your community and for America. Below are a few ideas:

Speak to a Community Group

AmeriCorps members, alumni, and programs have great stories to tell. Arrange a public speaking opportunity (or two or three) at a local school or college, or before a local community organization like the Rotary Club or Chamber of Commerce. Talk about your AmeriCorps experience and the difference that AmeriCorps has made in your life. Get people excited about the power of serving their community!

- [Order a free AmeriCorps presentation kit](#)

'AmeriCorps for a Day'

Ask a local official, potential funder, celebrity, or reporter to become an AmeriCorps member for a day—or even a half-hour, if that's what they can offer. Once they get an inside look at your organization and

WebChats

To help you plan and promote your AmeriCorps Week event or presentation, we are setting up a series of WebChats where you can learn more about what's going on and share ideas with headquarters and your peers from across the country. [> Learn more](#)

Register Your Event

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Where to get more resources

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Most Visited | VoteBuilder | Obama Mail | Google Maps | Pandora | WMATA | The Daily Dish | Weather | Huff Post

need not be formal or expensive – it's the spirit that counts!

Reach Out to the Media

Your organization does great work every day to meet a host of needs. What better excuse to draw attention to your efforts than AmeriCorps Week? Contact your local newspaper, radio, television, and cable stations to request coverage of your group during the week, or ask them to run public service announcements.

- **Interview Tips - Before, During and After** (Microsoft Word)
Everything you need to know for an effective interview process.
- **AmeriCorps Media Tips** (Microsoft Word)
General tips to have success with the media.
- **10 Ways to Get Press for Your AmeriCorps Week Service Project** (Microsoft Word)
Useful ways to help spread awareness about your AmeriCorps Project, Event or Presentation.
- **Contacting the Media and Public Officials** (ServiceNation)
Service Nation's guide for communicating with elected officials including eight steps to inviting elected officials to a service event. This material could be adapted to AmeriCorps Week activities.

Engage Officials and Community Partners

Ask your mayor, town council, county leader, or even your state's governor to issue a proclamation recognizing AmeriCorps Week and your group's connection to it. Get local sports teams to recognize AmeriCorps members during the game, or ask a local celebrity to service with 'AmeriCorps for a Day.'

- **Draft Governor Proclamation for AmeriCorps Week 2009** (Microsoft Word)

Spread the Word About Your AmeriCorps Service

Not everyone has time to speak to a school or community group. But everyone can do something to let others know of the power and impact of AmeriCorps. Drop off AmeriCorps brochures at your local library. Blog about AmeriCorps on MySpace or Facebook or

Done

start | Google Talk | Firefox | Office PC - 19... | Microsoft Pow... | Webchat_4_o... | Search Desktop | 11:01 AM



Going Viral

How are you going to further President Obama's call to make communities stronger?



Edit Page

Send an Update to Fans

Promote Page with an Ad

More

The 3rd annual AmeriCorps Week takes place May 9-16, 2009. What are YOU doing for AmeriCorps Week?

Information

Location:
1201 New York Avenue, NW
Washington, DC

Fans

6 of 1,125 fans See All

AmeriCorps Week

You can register your project at: <http://myproject.nationalservice.gov/> and get people to sign up there! 16 hours ago clear

Wall

Info

Boxes

YouTube Box

Photos

+

What's on your mind?

Share

AmeriCorps Week + Fans

Just AmeriCorps Week

Just Fans

Settings



AmeriCorps Week

You can register your project at: <http://myproject.nationalservice.gov/> and get people to sign up there!

7:04pm · Comment · Like

2 people like this.



Linda Setterberg at 9:34pm April 26
our project is registered!

Report X

Write a comment...



Miriana Robinson Anyone in the Augusta, GA area that would like to do a project? E-mail me at mrobinson@handsoncolumbiacounty.org :)

Yesterday at 9:31am · Report




Kimberly Pennell

I am an AmeriCorps*VISTA alum and served in 1998-2000, one of those years as a Leader. Anyone here live in Savannah, GA or know of an AC program in Savannah? I want to do something w/a project in my area.

Sat 12:53am · Report



Pam Hunt I made a one year commitment to the InnerWest Community



AmeriCorps Week 2009

Finding/Registering Projects

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WebChats

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AmeriCorps Week Stuff

Order your FREE materials and help spread the word about AmeriCorps. These great marketing materials



<http://myproject.nationalservice.gov/>

Most Visited | VoteBuilder | Obama Mail | Google Maps | Pandora | WMATA | The Daily Dish | Weather | Huff Post

AmeriCorps Week | My Project Tool

AMERICORPS WEEK **GETTING THINGS DONE** MAY 9-16, 2009

SUBSCRIBE | BOOKMARK

Tech Tool Login

POST Projects or Events

PROMOTE Presentations

FIND AmeriCorps Week Activities

View Photo Gallery

Visit AmeriCorpsWeek.gov

Enter AmeriCorps Week Video / Photo Contest

Project Tool | Help | Login

What are YOU doing for AmeriCorps Week?

AmeriCorps Week is a recruitment and recognition event designed to:

- Bring more Americans into service
- Salute AmeriCorps members and alums for their powerful impact
- Thank the community partners who make AmeriCorps possible

Benefits of using AmeriCorps Project Tool:

- Post projects and events happening across nation
- Register presentations to share during week
- Receive national and local media coverage
- Find events and activities in your area
- Spread awareness and encourage service

Login here

Username:

Password:

Forgot your password?

Login

POST your Projects and Events

PROMOTE your Presentations

FIND AmeriCorps Week Activities

Search for opportunities all over the country

<http://myproject.nationalservice.gov/public/indexSearch.aspx>

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Tech Tool[Login](#)[POST Projects or Events](#)[PROMOTE Presentations](#)[FIND AmeriCorps Week Activities](#)[View Photo Gallery](#)[Visit AmeriCorpsWeek.gov](#)[Enter AmeriCorps Week Video / Photo Contest](#)[Project Tool](#) | [Help](#)[Home >](#)

Find AmeriCorps Week Activities

Click on a state to find out what's happening in your community or across the country.

Keyword(s): State: 



GETTING THINGS DONE

MAY 9-16, 2009

+ SUBSCRIBE

Tech Tool

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POST Projects or Events

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Activities

View Photo Gallery

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Enter AmeriCorps Week
Video / Photo Contest

Project To

Home > Find a Project or Event >

Search Results

Your Original Search Criteria

Keyword(s):
State:

Did not find what y
Search **USAServi**

Search Results Summary

Show: **All(92)** | Projects & Events(78) | Presentations(14)

Sort by: Relevance | Name | Start Date | City | State

1 2 3 4 5 ... 10 Next >

"Your Place" Park Beautification Project



Resource Page!

- Updated daily!
- Can also find on Facebook fan page:
AmeriCorps Week

Go to live resource page on website



Questions or Comments?



WebChat #5: Final Preparations
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Last minute helpful tips to make your event even more successful

Be sure to join!



Please take the quick survey on the right so we can continue to make these WebChats as helpful as possible!

Thanks!



Thank you for attending!

See you next week and tell a friend!

Visit www.AmeriCorpsWeek.gov for more
information