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Monica Ashar

From: Yosi Sergeant
Sent: Friday, July 17, 2009 4:40 PM
To: Martin, Philip; Abernathy, Nell L.
Subject: RE: yay arts!!

I certainly can.

Yosi Sergeant
Director
Office of Communications
National Endowment for the Arts
1100 Pennsylvania Avenue NW, Room 614
Washington DC 20506
202-682-5570 office
[REDACTED] cell (b)(6)
yosi@arts.gov

From: Martin, Philip [mailto:PMartin@cns.gov]
Sent: Friday, July 17, 2009 2:40 PM
To: Abernathy, Nell L.; Yosi Sergeant
Subject: RE: yay arts!!

Yosi, instead of me calling you at 4:45 would you please call 202.606.3830 so Nellie, who will be on the road, can also call into that line?

Thanks,
Phil

Phil Martin
Outreach Coordinator, United We Serve
Corporation for National and Community Service
202.606.6657
pmartin@cns.gov
www.serve.gov

From: Abernathy, Nell L.
Sent: Friday, July 17, 2009 10:32 AM
To: 'yosi@arts.gov'
Cc: Martin, Philip
Subject: yay arts!!

Sorry I haven't gotten back to you this week. I'll get on your 4:45 call with phil today.

Nellie Abernathy
Team Lead
Corporation for National and Community Service
202-606-6766
Nabernathy@cns.gov

United We Serve
SERVE.GOV

Monica Ashar

From: [REDACTED] on behalf of [REDACTED]
Sent: Friday, July 17, 2009 5:36 PM
To: Yosi Sergant
Cc: [REDACTED]
Subject: NEA ARRA and United We Serve
Attachments: NEA ARRA Documentation Project.ppt

(b)(4)

Attachment withheld
under (b)(4)

Hi Yosi ...

Hope you have a good weekend!

Two topics:

We just talked today to a national magazine publisher about the "citizen creator" initiative. It turns out they're planning a big issue (web/print) in September on community service and social responsibility. We were wondering (after the meeting) if it made sense to try to convince them to do a section on United We Serve, documented using the "citizen creator" concept. For example, we could help develop a page on unitedweserve.causecast.org that solicited stories, photos, video, etc. ... perhaps along the theme of "Why We Serve", voices from volunteers in communities across the country. Then we'd reach out across some of the social networks and national organizations that are involved (including AFTA), encourage submissions in August, and see how many different communities we could represent. The magazine would be able to tell the story of United We Serve and give examples using material that volunteers submitted. Does that sound like a good idea to pursue?

Second topic ... we got your voice mail about the NEA ARRA grantees. We had developed some draft ideas about how we might address that as a project; there's an outline attached. See what you think of the approach. At this point, we don't have funding, but maybe we can find a sponsor of some kind.

Take care! (I'm going to meet my daughters at Friends 2B Made and stuff some bears!)

Monica Ashar

From: Martin, Philip [PMartin@cns.gov]
Sent: Friday, July 17, 2009 5:45 PM
To: Yosi Sergant
Subject: think i lost you --did you get her on the phone?

Phil Martin
Outreach Coordinator, United We Serve
Corporation for National and Community Service
202.606.6657
pmartin@cns.gov
www.serve.gov

Monica Ashar

From: Phillips, Macon [REDACTED] (b)(2)
Sent: Monday, July 20, 2009 1:55 PM
To: Croft, Cammie L.; Stanton, Katie J.; Yosi Sergeant
Cc: Lee, Jesse C.
Subject: RE: Have u heard anything about the united we serve video volunteerism thing?

if there hasn't been a blog post we should do one

From: Croft, Cammie L.
Sent: Monday, July 20, 2009 1:45 PM
To: Stanton, Katie J.; Phillips, Macon; 'yosi@arts.gov'
Subject: Re: Have u heard anything about the united we serve video volunteerism thing?

Huh - I got this question last week too.

I haven't seen anything on this. But maybe that's because I'm not sure what the "volunteerism thing" is referring to.

From: Stanton, Katie J.
To: Phillips, Macon; 'yosi@arts.gov' ; Croft, Cammie L.
Sent: Mon Jul 20 13:41:26 2009
Subject: Re: Have u heard anything about the united we serve video volunteerism thing?

+ cammie.. There may have been a blog post
Katie Jacobs Stanton
Director of Citizen Participation
New Media @ the White House
[REDACTED] (b)(2)

From: Phillips, Macon
To: 'Yosi Sergeant'
Cc: Stanton, Katie J.
Sent: Mon Jul 20 13:22:47 2009
Subject: RE: Have u heard anything about the united we serve video volunteerism thing?
Katie,

Can you pass along anything like this?

From: Yosi Sergeant [mailto:yosi@arts.gov]
Sent: Monday, July 20, 2009 1:23 PM
To: Phillips, Macon
Subject: RE: Have u heard anything about the united we serve video volunteerism thing?

Was there a press release about this? Is there anything to forward?

Yosi Sergeant
Director
Office of Communications
National Endowment for the Arts
1100 Pennsylvania Avenue NW, Room 614

Washington DC 20506

202-682-5570 office

██████████ cell (b)(6)

yosi@arts.gov

From: Phillips, Macon [mailto:██████████] (b)(2)

Sent: Tuesday, July 14, 2009 10:00 PM

To: Yosi Sergeant

Subject: RE: Have u heard anything about the united we serve video volunteerism thing?

awesome

here is the psa contest link

<http://flu.gov/>

web page needs some help, but I'm more interested in the videos ...

hit me back with that referral for the new york gang

From: Yosi Sergeant [mailto:yosi@arts.gov]

Sent: Tuesday, July 14, 2009 5:02 PM

To: Phillips, Macon

Subject: RE: Have u heard anything about the united we serve video volunteerism thing?

You tube meets allforgood.

<http://www.youtube.com/videovolunteers>

Yosi Sergeant

Director

Office of Communications

National Endowment for the Arts

1100 Pennsylvania Avenue NW, Room 614

Washington DC 20506

202-682-5570 office

██████████ cell (b)(6)

yosi@arts.gov

From: Phillips, Macon [mailto:██████████] (b)(2)

Sent: Tuesday, July 14, 2009 2:58 PM

To: Yosi Sergeant

Subject: FW: Have u heard anything about the united we serve video volunteerism thing?

could this have been it?

From: Croft, Cammie L.

Sent: Tuesday, July 14, 2009 1:23 PM

To: Phillips, Macon

Subject: RE: Have u heard anything about the united we serve video volunteerism thing?

Nothing.

Last I heard -- ie on Friday -- the CNCS folks were still working on getting up a blog on Serve.gov.

Though -- I think (b)(6) at youtube was trying to encourage folks to use his citizentube program to promote all for good. That was back in June though.

--

Cammie L. Croft

Deputy Director | New Media @ The White House

(b)(2) (o) | (b)(2) (bb)

EEOB Room 163 (b)(2)

From: Phillips, Macon

Sent: Tuesday, July 14, 2009 1:21 PM

To: Croft, Cammie L.

Subject: Have u heard anything about the united we serve video volunteerism thing?

Monica Ashar

From: Yosi Sergeant
Sent: Monday, July 20, 2009 1:58 PM
To: Frank_P._DiGiammarino@omb.eop.gov
Subject: FW: NEA ARRA and United We Serve
Attachments: NEA ARRA Documentation Project.ppt

Attachment withheld
under (b)(4)

I've mentioned these folks to you. They are looking to do ARRA storytelling.

This deck is a amalgam they pitched us re:United We Serve/ARRA.

Yosi Sergeant
Director
Office of Communications
National Endowment for the Arts
1100 Pennsylvania Avenue NW, Room 614
Washington DC 20506
202-682-5570 office
[REDACTED] cell (b)(6)
yosi@arts.gov

Monica Ashar

From: Yosi Sergant
Sent: Monday, July 20, 2009 7:36 PM
To: [REDACTED]
Subject: Re: [REDACTED] (b)(6)

Perfect.

----- Original Message -----

From: [REDACTED] <[REDACTED]> (b)(6)
To: Yosi Sergant
Sent: Mon Jul 20 19:37:40 2009
Subject: Re: [REDACTED] (b)(6)

Ok, that's fine. I'll call in at 9 Tuesday

On Jul 20, 2009, at 6:29 PM, Yosi Sergant wrote:

> This work?

>
>

> ----- Original Message -----

> From: Martin, Philip <PMartin@cns.gov>

> To: Yosi Sergant

> Sent: Mon Jul 20 18:27:57 2009

> Subject: RE: [REDACTED] (b)(6)

> Yes, you can both call 202.606.3830. Please let her know.

> Thanks,

> Phil

> Phil Martin

> Outreach Coordinator, United We Serve

> Corporation for National and Community Service

> 202.606.6657

> pmartin@cns.gov

> www.serve.gov

> From: Yosi Sergant [mailto:yosi@arts.gov]

> Sent: Monday, July 20, 2009 6:27 PM

> To: Martin, Philip

> Subject: RE: [REDACTED] (b)(6)

>
>
> I don't have one... do you have a call in number?
>
>
>
> Yosi Sergeant
>
> Director
>
> Office of Communications
>
> National Endowment for the Arts
>
> 1100 Pennsylvania Avenue NW, Room 614
>
> Washington DC 20506
>
> 202-682-5570 office
>
> [REDACTED] cell (b)(6)
>
> yosi@arts.gov <<mailto:serganty@arts.endow.gov>>
>
>
>
>
>
> -----Original Appointment-----
> From: Martin, Philip [<mailto:PMartin@cns.gov>]
> Sent: Monday, July 20, 2009 5:07 PM
> To: Yosi Sergeant
> Subject: Accepted: Updated: [REDACTED] (b)(6)
> When: Tuesday, July 21, 2009 9:00 AM-9:30 AM (GMT-05:00) Eastern Time
> (US & Canada).
> Where:
>
>
>
>
>
> Thanks for arranging -- what number?
>
>
>

Monica Ashar

From: [REDACTED] (b)(6)
Sent: Tuesday, July 21, 2009 12:57 PM
To: Martin, Philip
Cc: Yosi Sergeant
Subject: Re: Did I do something wrong

Ok - I will reach out to [REDACTED] and [REDACTED] ([REDACTED]), [REDACTED], [REDACTED], and [REDACTED] as well as National Performance Network, [REDACTED] & [REDACTED] as co hosts. We can do this as the Arts & Democracy project. (b)(6)

[REDACTED] will work me on this.

Sent from my iPhone

On Jul 21, 2009, at 12:16 PM, "Martin, Philip" <PMartin@cns.gov> wrote:

> That works for me - I'll hold the time and reserve a line for 100
> people unless you suggest a different number.
>
> [REDACTED], please see email attached that has contact info for/ideas from
> [REDACTED] and [REDACTED] so you can connect w/ them about preparing for the
> call. (b)(6)
>
> Yosi, [REDACTED] talked about including Americans for the Arts by engaging
> their [REDACTED] project. I'm just thinking that it would
> probably make sense to invite [REDACTED] on the call as well - not as a
> facilitator/leader, but as a listener/participant - especially since
> she's working on a web/stories project that sounds similar to
> something [REDACTED] described: (b)(6)
>
> <http://www.artsusa.org/serve/>
>
> If you both can get help from [REDACTED] and [REDACTED] and anyone else who
> can help w/ examples, etc., that'd be great - please send me a draft
> agenda for the call. (Yosi, you might want to engage [REDACTED] and her folks
> in the prep for the call as well -- but as I said to [REDACTED], I don't
> know the who's who/political stuff, so I'll let you guys sort that
> out, but hope that we err on the side of inclusivity whenever
> possible.) (b)(6)
> [REDACTED], also attached are some recent emails that have gone out to
> Education and Arts partners (probably none on your May 12 list since I
> didn't know about that meeting until last week) for your reference.
>
> Look forward to seeing the invite list/agenda ideas.
>
> Thanks so much,
> Phil
>
> Phil Martin
> Outreach Coordinator, United We Serve
> Corporation for National and Community Service
> 202.606.6657
> pmartin@cns.gov
> www.serve.gov

>
> -----Original Message-----
> From: [REDACTED] [mailto:[REDACTED]] (b)(6)
> Sent: Tuesday, July 21, 2009 11:59 AM
> To: Yosi Sergeant
> Cc: Martin, Philip
> Subject: Re: Did I do something wrong
>
> Yosi I'm sorry you didn't get on the call. Shall we find a time to
> touch base? Also for both of you - how does July 30 at 3 est look for
> the call?
>
> Sent from my iPhone
>
> On Jul 21, 2009, at 9:11 AM, Yosi Sergeant <yosi@arts.gov> wrote:
>
>> I got a non working number
>
>
>
>
>
> This message cannot be displayed because of the way it is formatted.
> Ask the sender to send it again using a different format or email
> program. multipart/mixed This message cannot be displayed because of
> the way it is formatted.
> Ask the sender to send it again using a different format or email
> program. multipart/mixed

Monica Ashar

From: Yosi Sergant
Sent: Tuesday, July 21, 2009 3:39 PM
To: Patrice Walker Powell
Cc: Anita Decker; Eleanor Steele
Subject: Re: United We Serve

Patrice-

I planned, coordinated and executed that meeting while still at the White House..I look forward to circling in with you and Anita.

----- Original Message -----

From: Patrice Walker Powell
To: Yosi Sergant
Cc: Anita Decker; Eleanor Steele
Sent: Tue Jul 21 15:10:40 2009
Subject: RE: United We Serve

I am unclear on whether or not you attended the May 12th meeting (?). I assume you are aware that both Anita and Mario attended that meeting. I suggest that you, Anita and I speak about this matter. And will ask Eleanor to try to coordinate this perhaps during the time that either precedes or follows our already scheduled meeting on Wed.

pwp

From: Yosi Sergant
Sent: Tuesday, July 21, 2009 1:10 PM
To: Patrice Walker Powell
Cc: Bill O'Brien
Subject: United We Serve

Patrice-

The Corporation for National Service is hosting a conference call with grassroots arts leaders on July 30th, 2009 and asked that I join in the call as a host. The list of attendees is still being formatted, but it looks like it will be similar to the May 12th meeting that was held at the White House hosted by [REDACTED], [REDACTED] and [REDACTED].](b)(6)

I will be recognizing the work this community already does for their communities and encouraging them to use this opportunity to showcase that work via the tools created for this initiative. I will forward you my notes prior to call for approval.

Yosi Sergant

Director

Office of Communications

National Endowment for the Arts

1100 Pennsylvania Avenue NW, Room 614

Washington DC 20506

202-682-5570 office

 cell (b)(6)

yosi@arts.gov <<mailto:serganty@arts.endow.gov>>

Monica Ashar

From: [REDACTED] (b)(6)
Sent: Tuesday, July 21, 2009 3:47 PM
To: Martin, Philip
Cc: Yosi Sergant
Subject: May 12 report and United We Serve ideas
Attachments: The Arts and Social Change draft 6 26 09 final.doc; ATT00005.htm; BRIEFING BOOK FINAL.pdf; ATT00006.htm; WH Briefing Report 6-4-09.pdf; ATT00007.htm; WHbriefingresponse.pdf; ATT00008.htm

Hi Philip, good to talk today - glad we could pin down the call. FYI , attached are 1)the report we put together after the May 12 briefing 2) the briefing book including the participants' bios and contact info, and 3) a short description of the project to move forward on work to support community arts involvement in United We Serve.

This has been given to some private funders by [REDACTED] (b)(6) and [REDACTED] (b)(6) and I've been advising them - I don't think any of the funders have committed support yet. If this were to happen - it would definitely happen in coordination with you, Americans for the Arts, and the various arts networks.

[REDACTED] (b)(6)

DRAFT FOR DISCUSSION -- June 24, 2009

The Arts and Social Change: The United We Serve Opportunity

Community service will be one of the hallmarks of the Obama Administration. This commitment began in earnest on June 22, with the launch of the United We Serve campaign. The Administration is calling on all Americans to find ways to improve their communities and help people less fortunate than themselves. The initial summer of service (June 22 through September 11) will be followed by other “seasons of service,” making this a year-round and Administration-long initiative.

The initiative is catalyzed by the White House, but it is intended to become a self-organizing movement. Different sectors will have distinctive approaches to this call to action. In the arts, national arts service organizations are distributing information about United We Serve to their members, and the National Endowment for the Arts is encouraging trade associations, artists and others to think creatively about how they can boost volunteerism and service.

This is an unprecedented opportunity for the artists and arts organizations whose artistic practice focuses on community organizing and social change. Community service is embedded in all aspects of the work of these artists and organizations, and they possess deep knowledge about how best to use the arts and culture to catalyze community change, particularly in low-income contexts. These artists and organizations know first-hand how the arts animate and empower individuals and groups, and contribute to other important dimensions of community life – education, health care, economic development, housing and the built environment, to name a few.

The Obama Administration has already recognized the special power of this kind of artistic activism. On May 12, the White House sponsored a briefing on Art, Community, Social Justice, and National Recovery, which involved more than 60 artists and creative organizers engaged in civic participation, community development, green jobs, youth activism, and related enterprises. White House staffers repeatedly solicited this field’s participation in United We Serve.

Those who attended the White House briefing represent the vast network of people and organizations similarly dedicated to using the arts as a catalyst for greater equity and progressive change. This diverse and dynamic network includes Hip Hop organizers; green designers; performing, visual and media artists; social entrepreneurs; and thousands of other creative people working in both nonprofit and commercial contexts to improve American communities.

Mobilizing this national network in the context of United We Serve could have multiple important long-term impacts, including:

1. Elevating the visibility of artists and organizations working for community change and recognizing this sector’s significant role in addressing the needs of diverse communities;
2. Attracting other people and financial resources to support the work of art and social change;
3. Highlighting best practices in using the arts for community empowerment, social justice and progressive change;
4. Improving coordination among organizations working in this realm;
5. Laying the groundwork for the arts and social change sector’s ongoing participation in the Administration’s multi-year community service campaign;

6. Integrating artists and community-based arts programs into the work of the Corporation for National and Community Service as well as other important centers of policy development and change, including the White House Office of Engagement and the Office of Social Innovation, thereby enabling artists and arts activists to become valued resources for the Administration on an array of policy issues.

The arts and social change sector is large, growing rapidly, and active in all parts of the country. But it is a grassroots movement, decentralized and poorly funded. To effectively mobilize this field as part of the United We Serve campaign will take an extra measure of community organizing and some seed financing. A leadership group from the field has come together to catalyze this mobilization, and seek initial funding for this work.

Our plan has three major components:

1. Developing a Coalition and Working Advisory Committee – a leadership group will oversee and advise the project. This leadership group will establish a coalition of art and social change enterprises interested in connecting to the United We Serve initiative. The coalition will provide a platform and organizing body for efforts associated with this summer's efforts and for future work of mutual interest.
2. Organizing and Implementing a mobilization – an experienced grassroots organizer will be hired to implement activities this summer and plan for the future. Components of this assignment include:
 - a. Promoting the United We Serve concept among leading practitioners of art and social change, and connecting their efforts.
 - b. Creating a database of exemplary projects and the artists and community leaders behind them.
 - c. Pitching and securing stories about these exemplars in major media markets this summer, and into the fall.
 - d. Developing an Arts.Serve section on the All for Good website to establish an online presence that promotes stories, videos, and other material about exemplary projects, makes the national network visible, builds online interactivity, and encourages volunteers.
 - e. Identifying a communications firm or press representative to develop and execute a media strategy
3. Developing Long-term Partnerships – coordinating efforts with Corporation for National and Community Service, national and regional arts service organizations and networks, social change networks engaging the arts, the National Endowment for the Arts and trade associations on activities associated with United We Serve this summer, and relevant Administration priorities.
4. Assessment and Planning – reviewing the impact of various components of this initial organizing effort, refining strategies, and laying the groundwork for participation in subsequent Administration-initiated community service and community development efforts.

We are seeking \$150,000 to support this activity between June and February 2010. This will cover costs of personnel, publicists, website design and operation, and related administrative

costs. Leveraging Investments in Creativity (LINC) will serve as the fiscal umbrella for the project.



Pratt Center
for Community Development



StateVoices



Introduction

On May 12th, more than 60 artists and creative organizers engaged in civic participation, community development, education, social justice activism, and philanthropy came together for a White House briefing on Art, Community, Social Justice, National Recovery.

This meeting combined the interests of several groups addressing intersecting issues. All are interested in the power of the arts to build communities and create change. [REDACTED] requested a meeting with community cultural development practitioners and thinkers to talk about how the remarkable mobilizing power of community arts can be used by the Obama administration as a tool and a pathway for national recovery.

(b)(6)

[REDACTED] of the [REDACTED], arts organizer [REDACTED] and [REDACTED] working with the [REDACTED] and [REDACTED], requested a meeting with policy makers, artists and organizers. Their intent was to identify existing efforts within the cultural and social justice movements that are in alignment with the national agenda and to discuss our common pursuits and possibilities. This diverse group includes Hip Hop organizers, green designers, creative communicators, social networkers, and other visual, performing, and media artists committed to social justice from both the non-profit and for-profit sectors who are working on such issues as green jobs, health care and economic justice.

] (b)(6)

Each of the sponsors of this meeting had been in contact with Yosi Sergeant who was then an Associate with the White House Office of Public Liaison (and is now Communications Director of the National Endowment for the Arts.) Once we understood that a larger meeting would enable us to access more advisors and policymakers, it made sense to combine forces and invitation lists.

The Washington DC meeting had three parts: 1) a meeting at the Kaiser Family Foundation to prepare for the briefing, 2) the two-hour White House briefing at the Eisenhower Executive Office Building, and 3) a post-briefing meeting at Bus Boys & Poets to interpret and respond to what we had learned and to engage in small-group strategy sessions including: cultural policy, green jobs, immigration, public/private space, healthcare reform, organizing power on behalf of community artists, and a department of alternative thinking.

This report includes notes from the White House briefing and from the post-briefing strategy session. The latter includes a summary of the small group discussions and the full notes submitted by each group, including contact information. Our intention in issuing this report is to ensure transparency for colleagues who were not at the meeting, so that they can weigh in on what was learned from the White House and respond to it. Thanks to [REDACTED] for her extensive notes and great first draft.

(b)(6)

As our White House hosts repeated throughout the briefing, this is the beginning of a conversation. We hope that this report extends the conversation throughout the field and that it continues and expands wherever people care about art, community, social justice and national recovery.

[REDACTED] & [REDACTED] (b)(6)

**Report on White House Briefing On Art, Community,
Social Justice, National Recovery
12 May 2009, Eisenhower Executive Office Building**

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White House Briefing
Eisenhower Executive Office Building
Tuesday, 12 May 2009

More than sixty artists and creative organizers convened in a third-floor conference room at the Eisenhower Executive Office Building for a briefing introduced and moderated by Kareem Dale, Special Assistant to the President, who serves as White House Liaison to the arts. The briefing was structured as a series of opportunities to listen and learn about administration policies, programs and priorities, headlined "Grassroots Arts Groups and Organizations." Some speakers took a few questions, some had time only to speak and run.

Two themes ran through all the presentations by administration officials:

First, almost every presenter spoke of personal experience in the arts as a student, performer, consumer or supporter (e.g., Mike Strautmanis was a theater major before law school, Kareem Dale acted in Chicago with the Black Ensemble Theater and later served on its Board of Directors, etc.).

Second, almost every speaker assured us that the administration "gets it" when it comes to the importance of arts and culture to organizing for positive change.

This is encouraging, and as we understood going in, the opening exchange in a continuing conversation. After the briefing, we recognized there was ample room for mutual education, for artists and creative organizers to learn more about public policy and program development processes and how to work most effectively with the public sector; and for the administration to learn more about how artists and creative organizers can work with many public initiatives, including areas like job creation, education and labor, which were not represented at the briefing.

Overall, we came away feeling that there would be room at the table for artists and creative organizers to take part in conversations about relevant policies and programs; and that we were being challenged to come up with promising and attractive ideas about how artists can work for the administration's agenda and how artists' work can be integral to national recovery.

What we learned is summarized below in the order we heard from the seven speakers who addressed us.

Mike Strautmanis, Chief of Staff for the Office of Public Liaison

Mike Strautmanis welcomed us warmly, declaring that we have many friends at the Office of Public Liaison (formerly the Office of Public Engagement and Intergovernmental Affairs). He explained that the office is the "front door to the White House," fulfilling and realizing the essence of President Obama's career, his philosophy of political change, and his presidency. He declared the administration's willingness to bring in stakeholders, receiving input and advice to ensure that decisions are relevant, effective and based in lives lived as they are today. He explained that the Social Secretary's work, the First Lady's efforts and other White House initiatives demonstrate that the administration wants the arts to affect the whole person. People are motivated, lifted and moved to do important and world-changing things by science, he explained, which is being restored to its rightful place. Others are motivated by issues and by expressing themselves through the arts.

Mike Strautmanis directed our attention to key people with whom to foster relationships: Kareem Dale, who was appointed to deal with the arts specifically; and Valerie Jarrett, a close confidante and advisor to the First Family, who connects directly to the Oval Office.

He also introduced Yosi Sergeant, who was instrumental in arranging the briefing. Yosi had just left the Office of Public Engagement to serve as Communications Director at the National Endowment for the Arts (NEA), noting that he represents the commitment to bring in people not traditionally part of the political process to share their talents and skills. He recognized that Yosi's efforts had made the campaign soar with arts work beyond what could have happened with traditional political consultants. With Yosi and Anita Decker (Director of Government Affairs at the NEA) in place, he explained, people very close to the President are involved in the effort.

Questions to Mike Strautmanis:

(b)(6) Q: [REDACTED], [REDACTED], noted that he appreciated Strautmanis's words about seeking advice, input and connections. He suggested the people in the room equaled a think tank to serve the administration's aims, and asked how in practical terms we could connect to the administration's policy work.

A: **Mike Strautmanis** described two paths. First, there are formal, set pieces of work such as the healthcare debate, efforts to reduce energy costs and the commitment to community service. In these areas, the administration wants to bring people in informally to advise and offer perspectives and to receive updates on impact. The administration wants to know what's missing or doesn't make sense, and will reach out periodically as issues come up.

(b)(6) Second, through Kareem Dale, there is a conduit to the White House and the Obama Administration, to initiate contact and stay in touch via email and phone. The administration has an agenda, but there are things activists know and are involved in that the administration can't know directly, such as ways to communicate with people and how to motivate them culturally.

Q: [REDACTED], described the challenge of constant threats to net neutrality, of threats to introduce licensing charges that block access. What assurances do we have from the White House that community and local voices that are locked out can find a foothold?

A: **Mike Strautmanis** noted that net neutrality is a hot issue, and that [REDACTED] [REDACTED] [REDACTED] a colleague from the [REDACTED] has been talking to President Obama about his perspective on this. He stated that briefing participants should be at the table with the FCC (Julius Genachowski, President Obama's choice to run the agency, is an advocate of net neutrality), Phil Schiliro (Assistant to the President for Legislative Affairs) and Congressional relations, all of whom need this perspective. The issue of media consolidation, he said, is the next question affecting the entire media industry as we remake many parts of society, including media. He shared the administration's openness to creative solutions and new ways of thinking, noting that the Department of Justice is reenergizing its anti-monopoly division, which is especially important now, during an economic downturn.

(b)(6) Q: [REDACTED], [REDACTED], declared that "We love a White House that loves organizers!" Regarding the open-door metaphor, she noted, folks are being invited in to help, but it also takes a movement to create a climate for change, banging down that door. She asked Mike Strautmanis to share what he has learned about how people have been effective in helping to creating the political space needed for change.

A: **Mike Strautmanis:** He explained that the administration must be comfortable with messiness: real engagement is messy and people need to be comfortable with some conflict and raised voices, a natural part of change and of bringing competing interests into the room. Ground rules for trust are also needed: don't slam each other in the media from private conversations. Don't come to the table only to complain, have solutions too. Be willing to demonstrate, be prepared

and be willing to compromise with competing interests. He noted that organizers are not always used to political processes. Some are approaching with old tools, projections and biases, but what's needed is to trust the process of change. Instead of protest signs on the fence, he urged, think about what it means to be inside the fence. He noted that this could also be instructive to the traditional participants in political gamesmanship, who know the system but aren't yet invested in the process of creating real change.

Buffy Wicks, Deputy Director, Office of Public Liaison

Buffy Wicks began by noting that service is a huge priority for the Obamas, embedded in both their life stories. She explained that the White House was preparing for President Obama to launch a call for participation in a "Summer of Service," offering average Americans opportunities to participate as volunteers in economic recovery. She asked briefing participants to think through how their networks and organizations can participate in areas such as the arts in education, healthcare and preventative care, energy and environment, or economic opportunity. Do you use volunteers, she asked, and are there ways you can expand service for volunteers?

She explained that the administration will be launching a National Day of Service on September 11. People will be able to learn more at www.serve.gov. She explained that the President and the First Lady will be engaging all of the resources of the White House to think through how the arts can be a space where Americans can engage in service, and noted that Kareem Dale will have more information as the project is built across the country this summer.

Buffy Wicks did not take questions.

Joseph Reinstein, Deputy Social Secretary

Joseph Reinstein explained that the Office of the Social Secretary is all about White House events. Every event at the White House is managed through this office, including briefings, dinners, and those that involve arts as a major strategic platform. He said the arts are essential to maintaining and encouraging a U.S. global competitive advantage, which comes from our creativity and ideas, and those are a direct result of our children's arts education. It's not a luxury, he said, but a necessity, critical to economic recovery and our long-term economic role in the world. He told us that the administration is reinvesting in arts education, increasing money for the NEA, supporting healthcare and tax fairness for artists, demonstrating that a commitment to the arts is a commitment to the country's vitality and recovery.

Joe Reinstein invited participants to talk with him about White House events needed to communicate to the country, to the world and to Congress. He said the administration wanted to make the White House a place to celebrate democratic ideals, common values, ingenuity and diversity, to strengthen ties that bring us together as Americans. The President wants people coming together to solve old problems with new ideas and putting aside differences to work together, so events at the White House should remind them of what we can do together to celebrate the American spirit. They should make people feel good about our values and America.

He offered several examples, including a bipartisan Super Bowl party that "sent shock waves" through Washington; the Library of Congress Gershwin Award to Stevie Wonder, where President Obama, the First Lady and Stevie Wonder all talked about what music meant to them personally; summer music series once a month featuring jazz, classical music, pop, and folk; opera events in September on the South Lawn; a film festival planned for fall; and dance events to celebrate American choreographers and companies. A poetry slam was planned for the same night of the briefing. The First Lady described it, he told us, as sending an important signal that democracy demands many voices, that all are welcome there, that the administration believes the arts play a critical role beyond arts education in saying what a democracy is. Arts and culture, spoken word,

film, science and technology, innovation, poetry, literature and debate are all welcome at White House events.

(b)(2) He closed by noting that everywhere administration representatives go, they are greeted by the arts community's delight, but everything depends on artists offering answers and ideas, on patience and determination to work with the administration. He asked participants to flood him with ideas via [REDACTED].

Questions for Joseph Reinstein:

(b)(6) Q: [REDACTED], [REDACTED], asked whether there a direct link between arts policy and the Department of Education.

A: **Joseph Reinstein** said yes, noting that President Obama has asked for greater cohesion and collaboration between agency work and departments, such as the Department of State, Department of Education, the White House and man others. He explained that a group dedicated to working on creating cohesion is just now taking shape.

(b)(6) Q: [REDACTED], [REDACTED], asked whether over the administration's eight years, there will be Native involvement in bringing films and storytelling to celebrations at the White House.

A: **Joseph Reinstein** was enthusiastic about the idea, repeating his email address.

(b)(6) Q: [REDACTED], independent artist, writer, musician and director, said he loves to hear that education initiatives are a priority, because arts are often the first thing to be cut. He asked how much community involvement is wanted with White House events. He was grateful for the honor of being asked, but he doesn't want it to be just a dog and pony show for politicos. So how will the White House bring community in to be involved?

A: **Joseph Reinstein** noted that the Office of Legal Affairs has sometimes been annoyed at the Social Secretary's office restricting the number of politicos who can come to events to make room for others. Music students and faculty from Berkeley, Julliard and Oberlin attended the Stevie Wonder tribute, for instance. Part of delivering on the promise to be the people's house, he told us, is to be responsive to the community and public, so inclusion is a major objective and criterion for every event. The guest list is no longer just VIP and white.

(b)(6) Q: [REDACTED], touring singer/songwriter and spoken word artist, asked about grants for individual artists: how open will administration policy be to grants for individuals?

A: **Joseph Reinstein** noted that he couldn't personally speak to this issue, but others in the room might be able to answer or follow up.

(b)(6) Q: [REDACTED], [REDACTED], noted that we have to make connections between separate agencies that have power over our lives, so we need information on how to give direct, effective input, rather than do it piecemeal. He asked about not just outreach through things like diverse and inclusive events at the White House, but *inreach*. In this room are exciting, socially engaged, democratically engaged organizations, he said: how do we serve with the White House?

A: **Joseph Reinstein** restated the need to create cohesion across the federal landscape and create a centralized place for people to get information.

(b)(6) Q: [REDACTED], [REDACTED], said that since we can't all perform here, and the arts are sometimes treated as dismissible, how can we help you regarding enlarging access to events here, for instance by creating aligned events in other venues?

A: **Joseph Reinstein** noted that the administration was new. He said that Year one will be laying a foundation and framework for the future. He likes the idea of not only access to the White House but also community engagement through events that align with White House gatherings, creating synergy.

(b)(6)

Q: [REDACTED], [REDACTED], brought up the question of international access for artists, noting that creative minds have had difficulty getting into the United States. He asked if the administration planned to facilitate access for international groups and artists, who have been stopped at airports and sent home, causing resentment toward the U.S.

A: Joseph Reinstein said the administration wants to offer cultural exchanges with organizations and talent to bring artists here and vice versa.

Kareem Dale, Special Assistant to the President

Kareem Dale supplemented and clarified a few points. He noted that he is also the Special Assistant to President Obama for Disability Policy, pointing out that no one at the White House works on just one issue. At the poetry event that evening, local students are invited from Gallaudet College, from the only college dedicated those who are deaf and hard of hearing. He said the administration is working to have every constituency represented.

He noted that administration officials have met with several arts organizations to talk about cultural exchanges. The administration is busy, but definitely listening to what they had to say and committed to fostering cultural exchanges. He reported that at the State Department dinner for the Foundation for Art and Preservation in Embassies, Secretary of State Clinton spoke about how important the arts are for diplomacy. She has been a champion of arts, he said, and wants them to be included at the State Department. He stated that across the board, the administration is committed to the arts: the arts are back, truly back. He told us that he stands before us as the point-person for arts at the White House and knows where we are coming from: he is passionate about it.

Trooper Sanders, Deputy Director of Policy and Projects, Office of the First Lady

Trooper Sanders summarized the three principal areas and policy priorities of the Office of the First Lady:

National Service: He described the challenge as engaging people of all generations and talents and abilities in solving social challenges in their communities. The First Lady's own history includes developing a public service organization focusing on social innovation. The aim is to connect people in practical ways with their own communities.

Work/Life Balance: He explained that family and career support is part of President Obama's political leadership. For example, the First Lady has begun a conversation with executives across the country to build employer engagement in this issue through government policy. The goal is to change the discussion about work/life balance, especially the challenges faced by women in always giving a 120% but never feeling they are meeting standards.

Military Families: The First Lady's office is focusing on the spouses of service members, recognizing the unique stresses placed on them and their families. The administration is making some new investments in military family services to expand career support for military spouses, for example. They are also reaching out to communities beyond bases to build connections with families on the bases. They recognize the need to think creatively: how to help a child who has not seen her mom or dad for a few years and is struggling in school to find an arts program or mentor, to develop a greater sense of balance? He said the White House may be calling on nonprofits to help shape this in the next few months. For example, the Sierra Club has a national program supporting military children, connecting children to the outdoors, to camping with their peers, a creative way of connecting the environmental sector with the military.

Questions for Trooper Sanders:

(b)(6) **Q:** [REDACTED], [REDACTED], noted the importance of using arts and culture to organize, inform, engage and sustain community. She asked how the administration is connecting the people in this room to other policy people involved in community development.

A: Trooper Sanders explained that the administration is trying to open up the White House to different areas of focus, a matrix approach. For example, military families are one lens: there's a role for arts and culture within that; and similarly with work/life balance, from education and health care to therapy and support, wellness and prevention, creative treatment. He said that President Obama has to address big questions like public safety and keeping the lights turned on, but also has a unique opportunity to blend beyond the silos, for example, in health care reform. If one goal is slowing the growth of costs, for instance, are there things arts and culture can do to produce better outcomes than traditional treatments? Can palliative care be blended with arts and culture to improve care down the line? It's tricky, he said, but we can mix it up and try stuff. He offered his email address for thoughts about how participants' work can be helpful: tsanders@who.eop.gov. He will also be reaching out regarding military family issues.

Mario Garcia Durham, Director of Presenting, National Endowment for the Arts

Mario Garcia Durham opened with thanks for everyone's work and to the administration, for the recent increase in the NEA's budget. He acknowledged that people in the arts continue to work under any conditions, but there has been a break in the clouds! He noted that NEA programs can evolve; what the NEA supports and emphasizes comes from artists and organizations. He encouraged people to apply to the NEA, despite the effort entailed, noting that many requests from a field or area demonstrates need. He stated the NEA's commitment to the new Administration's goals and the Summer of Service program. He applauded participants' work and persistence, restating his accessibility and willingness to working with people as the NEA develops into new areas.

Questions for Mario Garcia Durham:

(b)(6) **Q:** [REDACTED], [REDACTED], [REDACTED], said that we need to hear a paradigm shift to the understanding that artists are workers who contribute to the economy, not just rarefied people, but workers who should be part of workforce development. She said the NEA can fund regional events identified with special events at the White House; and stressed workers' housing as a priority issue.

(b)(6) **A: Mario Garcia Durham** agreed.

Q: [REDACTED], [REDACTED], asked what the administration is doing to enforce the Indian Arts and Crafts Act of 1990, passed to protect indigenous communities from fraud. She offered to work with the administration to enforce this legislation, preserving traditional arts.

A: Mario Garcia Durham suggested contacting Kareem Dale who can make a connection with Jodi Gillette, a Deputy Associate Director of Intergovernmental Affairs who is a member of the Standing Rock Sioux Tribe. He shared his own email: durhamm@arts.gov

(b)(6) **Q:** [REDACTED], [REDACTED], asked if it will be possible for the arts to have a cabinet-level position, as has been proposed, noting that the U.S. is the only country without it.

A: Kareem Dale responded that no one had spoken with him about this, other than a little discussion during the transition. As briefing participants are agents of change, he advised us to keep pushing for what's appropriate and necessary. He emphasized the need for patience, saying that the administration believes in the ideals but just got here.

(b)(6) **Q:** [REDACTED], [REDACTED], was inspired by this occasion, noting that the Obama legacy is already full of innovation and experimentation. She encouraged thinking about arts policy that way, too. She wants local and federal government to say yes to creativity and action, with new

thinking and trailblazing ahead about how artists function in society, with artists' engagement in real time and real action.

(b)(6) Q: [REDACTED], actor and producer, noted that those present come from different walks of life, and know arts and culture, its role in society and as a forum for community as a whole. He encouraged all departments at the White House to add to their missions explaining the role of arts in society, how art plays a functional, concrete role. Art is policy, not just performance.

A: **Mario Garcia Durham** agreed, noting that that is the beauty of this group. Government and its policies should be shaped by participants' voices in connection with the NEA. We can change, he said, but it depends on your activism and voice with us.

(b)(6) Q: [REDACTED], [REDACTED], addressed the military family connection, asking if the NEA can support a program for young artists, creating pathways to college towards arts careers, and jobs for disconnected youth instead of enlistment. The military is fine if you have a choice, he said, but too many have had none.

A: **Mario Garcia Durham** said that was a great idea, noting that there aren't specific NEA program tracks for this, but now is the time to come forward with such ideas.

(b)(6) Q: [REDACTED], creative organizer and spoken word artist, said that we are needed at the table around arts and healing, to offer the integrative approaches developed by artists working in community as a way to augment and strengthen concepts of healing with creative models and to share all community concerns and issues. This is a moment of inspiration, she said, but folks in this room are also doing work on the ground, concrete practical work to move the needle.

(b)(6) Q: [REDACTED], hip hop historian, spoke of the need for high visibility. The Army is always there on the streets, he said. He asked for a commitment to underwrite urban expression in a comparable way. Why not seed an urban peace corps or green corps to redirect attention? Money coming from taxpayers shouldn't only be for the military. What about commitment to the elderly? How can art be a major part of what they do? It's not just a young thing.

A: **Mario Garcia Durham** said these points resonated and restated his availability.

Tina Tchen, Director of Public Liaison

Tina Tchen said her office is charged by President Obama to resonate with what this group is interested in. She noted that previously in its 50-year history of outreach, the public liaison office had been focused on one-way communication with national organizations that have DC offices, but President Obama wants a two-way street and real public engagement. She said her office is re-visioning and re-branding, looking forward to being publicly engaged. She thanked briefing participants for their ideas and programs that can be highlighted and taken to scale, and for their roles in amplifying the administration's message in their communities.

She encouraged arts organizations to participate in the Summer of Service program Buffy Wicks mentioned earlier, helping to generate opportunities for people to do more in their communities and hoping they will partner with the White House in this effort. The administration wants to sustain energy from the election process and turn it toward the agenda. She acknowledged that participants' organizations are facing hard financial choices right now, and that President Obama is engaged in a tough process with the budget, health care reform, green jobs, and education that are necessary to righting the economy in this first year. Innovation will restore us, she said, and education is the only way to ensure that we are competitive in the future. There is great promise in artists' creativity, she said, and the administration needs to hear those ideas. She advised participants to stay in touch with Kareem Dale, the East and West Wing teams and the NEA, closing with special acknowledgment to Yosi Sergeant. Stay engaged, she said, the administration is not afraid of your disagreement or challenge: healthy ideas come from dialogue.

Tina Tchen did not take questions.

Kareem Dale, Special Assistant to the President

Kareem Dale closed the session by emphasizing engagement in the Summer of Service. Across the country, he said, this will be a way to provide service to participants' organizations and communities, and to offer a concrete way to engage with the Obama Administration.

He encouraged participants to engage with the administration, with White House parties, on the policy front through Kareem Dale's office and the First Lady's policy person. For events, participants should reach out to Joe Reinstein, for policy to Kareem Dale, whose job with respect to the arts is to ensure that arts get raised on equal footing and as an equal partner in this work. He explained that arts and culture is a \$160 billion industry, which is why the administration brought briefing participants in and will bring in others. He repeated that the arts are back, ending with thanks.

Post-Briefing Meeting

Busboys & Poets

Directly after the May 12, 2009 White House briefing on Art, Community, Social Justice, National Recovery, participants met for small-group strategy sessions about cultural policy, green jobs, immigration reform, public/private space, healthcare reform, organizing power on behalf of community artists, and a department of alternative thinking. The following are summaries of longer reports from each group. For more information, a contact person is listed for each group.

Toward a Cultural Policy Framework

Contact: [REDACTED]
[REDACTED]

Summary: The group started with a framework of cultural policy issues proposed by [REDACTED] and [REDACTED]: a flexible set of points around which to draw unity among all the diverse work going forward. In the larger movement for art, community, social justice and national recovery, we can work with the public sector to find opportunities to advance our goals, and also with other people to build a constituency to help move the public sector along. A framework can help with both. Points included:

- 1) Protect and Expand Cultural Equity and Cultural Rights;
- 2) Include Artists In National Recovery and Building Sustainability;
- 3) Advance A New Works Progress Administration;
- 4) Assess Cultural Impact on Communities; and
- 5) Restore Public Interest and Media Justice In the Culture Industries.

The group felt developing a framework was a worthy goal. Challenges include hitting the right balance between the general and specific, valuing first voice, and finding fresh language that people could understand and connect with, so we don't fall into the arts advocacy trap of sounding like a special interest pleading for itself or turn people off with strange jargon. They recognized that it's not only about coming up with the right language, but about being flexible and creative in getting the framework out and making it useful. They formed a Google group to facilitate discussions, and created a smaller committee to take the draft further before the whole group discusses it, and turn together to questions of strategy.



Department of Alternative Thinking

Contact: [REDACTED]
[REDACTED]

Summary: There is a huge role for creativity in the White House. Artists think differently (and with a different side of their brain) about problem solving than the typical person working for the government (whether

politicians, lawyers, lobbyists or policy experts). Creativity and innovation—in all aspects of the public and private sectors—are what gives our country an edge. This group was inspired to further develop an idea that struck them during the briefing: the establishment of a new “Department of Alternative Thinking.” The DoAT would be a volunteer brain trust/think tank made up of the country’s most creative and maverick minds (thinkers, artists, innovators, and inventors). It would be set up as a free, public service to the White House and other government departments. The purpose of the DoAT is to integrate creative brain consultation (sideways thinking) into every aspect of governmental decision-making (whether it is the arts, the economy, healthcare, energy and environmental policy, international policy, national security, infrastructure, NASA, education, etc).

Modeled loosely after the Armed Forces Reserve and jury duty, the DoAT “fellows” would volunteer for service on a revolving but continuous panel. Fellows would be selected by the White House and a body of peers and enlisted for periodic, short tours of duty in Washington, DC in order to ensure a healthy turnover of ideas while allowing participants to continue their own work. The DoAT fellows would help government insiders see things from a different perspective, helping to foster innovative solutions to government issues and policy...all of which would be incredibly valuable in keeping America one step ahead.

How to Organize Political Power on Behalf of Community Artists?

Contact: [REDACTED]
[REDACTED]
[REDACTED]

] (b)(6)

Summary: In developing political and educational strategies, we need to reframe ourselves and utilize tools of engagement—involve the media through strategic planning, strengthen communication channels throughout the White House, and develop cross-sector collaborations. While there are varying levels of our organizational and individual capacities to develop advocacy effectiveness, focusing on the most efficient ways to educate the public and policy-makers would lead to the most desired widespread results. Writing legislation, finding places in the Stimulus Bill where Community Arts organizations can insert themselves, teaming up with the Ad Council to show examples of successful projects that transform communities, and having Community Arts advocates and artists as regular guests on news stations are methods for how to leverage voice and acquire support. One proposal is to create a media campaign on September 12th of 2009, the day following the end of the Summer of Service.

In the next White House meeting, this group would like to make sure that highly positioned Administration representatives are present to address various issues in connection with Community Arts and Cultural Development such as Van Jones (environment/green jobs), Janet Napolitano (immigration), and Arne Duncan (education). There is an educational gap between us and the White House coming from both sides. A decision should be made as to the focus of next steps- developing our infrastructure or concentrating on the implementation of advocacy actions. Either way, clear messaging is the key to successfully educate the public and policy-makers while gaining support for our important work, which helps to weave the social fabric together.

Green Jobs

Contact: [REDACTED]
[REDACTED]
[REDACTED]

(b)(6)

Summary: The Green Jobs work group had a varying array of interests and goals. Among them were activists focused on digital storytelling as a form of alternative media, transitioning "arts values" into "US values", engaging youth in issues, defining green "art" jobs, transformational and life coaching work through the arts, and the revitalization and cultural healing of disenfranchised urban centers decimated by "natural" disaster and/or economic inequity. Their primary query was "How do we connect disparate, transcontinental communities into a cohesive, working activist unit in order to fulfill the need and demand for Green Jobs and Green Living in general?"

Suggested solutions included:

- 1) Developing, highlighting then standardizing certain life skills as integral components in personal growth that also, in turn, benefit the community at large.
- 2) Branding and redefining "green" the word and "green" the movement and ultimately diversifying mainstream media's current consumer heavy rhetoric.
- 3) "Green is a Given": Requiring that federal, state and local funding policies for social projects only invest in green projects or have "green goals".

The secondary query was "How to implement these solutions with a core collaboration of art based and green strategies?" Examples given included: Green for All's "Dream in Action" Tour, In New Orleans, the Pontchartrain Park Community Development Corp and "Waiting for Godot", (for the first time with an all African American cast) in the lower 9th Ward, and "Searching for Martin," a multimedia project featuring stories from over-burdened communities along Martin Luther King blvds and thoroughfares across the US.

Healthcare Reform

Contact: [REDACTED]
[REDACTED]
[REDACTED]

(b)(6)

Summary: This group discussed the multiple roles that artists can play in support of health care reform. Artists can:

- Join with policy makers to help create a narrative about the current health care system. There is an ongoing need for stories from inside the health care system, both stories of patients and providers. Artists can facilitate the development of these compelling stories by partnering with health care workers in hospitals/community health centers and helping people tell their stories on an ongoing basis. These stories serve to highlight the need for health care reform but can also be used to demonstrate the existence of communities who rely on public hospitals/community health centers that are often under threat of closure. For example, Los Angeles Poverty Department's work on Skid Row in Los Angeles.
- Create a counter narrative to the Luntz memo/Republican talking points designed to destroy health care reform. They can offer creative, humorous voices that can think outside of white papers or New York Times op-eds to communicate effectively about the importance of health care reform and diminish the increasing attacks on our movement for reform. For example, the satirical webisodes SEIU is producing with comedy writers with content from Lutz memo.
- Work with health care workers in skills sharing sessions. Artists provide ideas, strategy etc. for using the arts in medicine. Health care workers to provide care in return. Eg: Artist Access program at Woodhull Hospital in Brooklyn, NY.

- Participate in the Sarah Jones Health Equality tour: invite artists from other parts of the country where health equality work is growing to performances on the Sarah Jones tour (Nashville July 7 / Minneapolis, July 11) to develop storytelling, arts and culture projects around building awareness and action connected to health care equality.

Immigration Reform

Contact: [REDACTED]
[REDACTED]
[REDACTED]

7 (b)(6)

Summary: In 2007, comprehensive immigration reform failed to pass because proponents were "out-called" (i.e., calls to the legislature) 100 to 1 by a vocal minority of opponents of the legislation. In 2009, there will be another historic opportunity to pass this landmark legislation that will bring 12 million people out of the shadows of this country and onto a path to citizenship. Artists and cultural organizers can play a critical role this year on helping advance the legislation, as well as over the coming years helping bring the humanity and personal/family stories of the issue to light. A "coordinated cultural campaign" was the clearest vision articulated in this session of what this involvement might look like. One that makes room for moderate voices, but helps people put faces to the issue, and to understand that it is their neighbor who might be deported next, their family torn apart.

HBO's upcoming documentary about the failed legislative campaign of 2007 is one opportunity for generating discussion and insight. CCC's "Ideas and Innovation Team" has organizing strategies in key states that people can all join, and the State Voices (www.statevoices.org) tables in each state will be places artists and organizers can engage with these fights, both generating critical calls and helping change the public impressions, fears and grow understanding. Global Action Project helps young people make media and tell their own stories. One video is "America's Next Top Immigrant" that uses satire to reframe the American Dream. Active Voice has initiatives focusing on those "just beyond the choir" of allies, with showings of "The Visitor" and PBS documentaries, putting a human face on public policy. Urban Bush Women talked about "collaboration laboratories" or "collab labs" in Brooklyn that could be used to foster a more unified approach to immigration, and not let African American and Latino/Arab/Asian American communities be divided on immigration reform.

Public/Private Space

Contact: [REDACTED]
[REDACTED]
[REDACTED]

7 (b)(6)

Summary: The conversation began with the call for reclaiming of Public Space that would bring forth legitimacy, support and reframing opportunities for artists and communities. US communities don't view public art as a treasure as compared to the international community. As an example, international visitors travel to and throughout the States to specifically view "unsanctioned" public arts such as graffiti, murals, etc. In light of this, we discussed how might public art and identified spaces be utilized by municipalities and local areas to generate tourism, public education and economic benefits (especially given the proliferation of advertising in public space.) Public art, in multiple forms including sculptural installations and temporary performance-based arts, could aid in changing public space usage patterns. Current government regulations that restrict access and use of public spaces are more detrimental to spontaneous development of creative ideas and their execution within the public sphere. Decreases in federal/state arts budgets as well within arts

education have created a creative vacuum and public space may have served as an “informal arts education classroom” and mentoring programs.

Actionable Items:

- Emphasis placed on removing impediments with projects
- Tolerance encouraged for spontaneous acts of public art and recognition of the contribution public art makes to the culture of urban environments.
- To support community development and engagement, Community Foundations should be held accountable to support art and culture projects within the public space.
- Government and local communities’ recognition of artists’ contributions to the economic success of local, regional and national economies as a necessary step in shifting the balance of power in the use of public spaces for art.
- Explore new, broader definitions and contexts for “public art.”
- More attention placed on how local communities are using public space in creative, new ways and how public space could become part of the global conversation on The Commons.

Resources

- *Washington Post* coverage: <http://www.washingtonpost.com/wp-dyn/content/article/2009/05/12/AR2009051203327.html>
- Video of President Obama announcing the Office of Public Engagement: <http://www.whitehouse.gov/ope/>
- PRI/WNYC's The Takeaway: James Kass and Jeff Chang were interviewed about the White House poetry jam with Youth Speaks/Brave New Voices, but also spoke about the White House briefing and the state of arts, creativity and social justice. See link and note from host Farai Chideya (audio is under the youtube video): www.thetakeaway.org/stories/2009/may/13/youth-speak-at-the-white-house
- SPARC Mural briefing site: <http://www.sparcmurals.org/sparcone>
- Google map of participants by Joe Lambert, Center for Digital Storytelling: <http://maps.google.com/maps/ms?hl=en&ie=UTF8&msa=0&msid=104723253661494481557.000469ec791467c1e87e9&ll=43.127549,-88.013535&spn=0.245055,0.4422&z=11>

Participants

- [REDACTED]
- [REDACTED]
(Meeting Organizer)
- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]

(b)(6)



Pratt Center
for Community Development



StateVoices



White House Briefing: Art, Community, Social Justice, National Recovery

On May 12th, more than 60 artists and creative organizers engaged in civic participation, community development, education, social justice activism, and philanthropy will come together for a White House briefing. During the campaign, powerful narratives, compelling images, and creative activism moved people from all walks of life to get involved in civic participation and public service. Every day, artists and organizers apply our knowledge and creativity to the actions that make democracy concrete. We perceive this as a favorable moment to catalyze broad public support for a bold and forward-looking national agenda and we look forward to discussing how we might work together toward that end.

Our purposes for this White House briefing are:

- (1) To learn about key Obama Administration initiatives that might be advanced through the long-term engagement of artists working with communities;
- (2) To connect the creative community with campaigns and other action opportunities involving important national issues;
- (3) To share the exemplary work of our diverse field;
- (4) To facilitate the inclusion of dynamic cultural strategies as an integral part of the administration's agenda for economic recovery, community renewal and civic engagement.

Our work encompasses both the for-profit and non-profit sectors. Our group includes individuals working independently and with a range of organizations and networks, in new and old media, including hip hop activists, green designers, creative communicators, arts educators, social networkers, and visual, performing, literary and media artists. While we work in many different ways, we share a common dedication to the power of the word, music, and image to capture moments of triumph, struggle, and transcendence. Within our group we:

- Honor unheard, authentic and diverse voices;
- Reach the hearts and minds of Americans who often are not included in organizing campaigns or town hall meetings, transcending the polarization that marks so much public discourse;
- Cultivate social imagination, helping people to envision positive changes in their communities and the nation, to see past differences to common purpose and see themselves as part of the change;
- Engage the earthshaking power of creativity in the service of national recovery.

Some of us focus on the arts' power to call attention to possibility and generate hope. Some of us focus on cultural development as a process that cultivates democracy through art and imagination, through shared stories and an experience of our own creativity. Some of us focus on cultural recovery, putting artists to work for the common good in communities across the country.

As artists and organizers we are interested in advancing public policies, generating ideas, raising the visibility of key issues, and working collaboratively with the administration in support of its long-term goals. We have a deep passion for social justice and experience in carrying out successful programs and campaigns. We see this as a special moment of opportunity to be of service and advance the administration's goals for national recovery.

That the briefing is taking place is unprecedented acknowledgement from the White House that our work's value is being perceived, which we receive with gratitude and hope. We look forward to using our creative muscle in collaboration with the Obama administration, making our mutual vision for change a reality. We will meet after the briefing to immediately begin drawing on what we have learned to inform our strategies for future action.

_____, _____ & _____ (b)(6)

Monica Ashar

From: Yosi Sergeant
Sent: Tuesday, July 21, 2009 9:23 AM
To: Martin, Philip
Subject: RE: Did I do something wrong

Not able to get on.

Yosi Sergeant
Director
Office of Communications
National Endowment for the Arts
1100 Pennsylvania Avenue NW, Room 614
Washington DC 20506
202-682-5570 office
[REDACTED] cell (b)(6)
yosi@arts.gov

-----Original Message-----

From: Martin, Philip [mailto:PMartin@cns.gov]
Sent: Tuesday, July 21, 2009 9:12 AM
To: Yosi Sergeant
Subject: RE: Did I do something wrong

We're on the call 202.606.3830

Phil Martin
Outreach Coordinator, United We Serve
Corporation for National and Community Service
202.606.6657
pmartin@cns.gov
www.serve.gov

-----Original Message-----

From: Yosi Sergeant [mailto:yosi@arts.gov]
Sent: Tuesday, July 21, 2009 9:12 AM
To: Martin, Philip; [REDACTED] (b)(6)
Subject: Did I do something wrong

I got a non working number

Monica Ashar

From: [REDACTED] (b)(6)
Sent: Wednesday, July 22, 2009 11:38 AM
To: Yosi Sergant
Subject: Re: Did I do something wrong

OK - anything you want me to add to the invitation?

Also did you get the email that [REDACTED] sent from [REDACTED]? I'm really excited about it! (b)(6)

On Jul 22, 2009, at 11:32 AM, Yosi Sergant wrote:

I will participate as a 'guest speaker' on the call.

Yosi Sergant
Director
Office of Communications
National Endowment for the Arts
1100 Pennsylvania Avenue NW, Room 614
Washington DC 20506
202-682-5570 office
[REDACTED] cell (b)(6)
yosi@arts.gov

From: [REDACTED] [mailto:[REDACTED]] (b)(6)
Sent: Wednesday, July 22, 2009 11:32 AM
To: Martin, Philip
Cc: Yosi Sergant
Subject: Re: Did I do something wrong (b)(6)

Philip - were you going to send me the examples that [REDACTED] and [REDACTED] came up with or should I just get this directly from them? Who usually facilitates the call - is that you? Yosi - are you playing a role? My hope is to get the invitation out tomorrow or at the latest Friday - so far Alternate Roots has agreed to co-host the call with the Arts & Democracy Project and I'm waiting to hear back from National Performance Network and National Association of Latino Arts and Cultures (the three networks at the briefing). Is the NEA a co-host? Do you have any sample invitations I can look at? Also there were two versions of writing a story in the email you sent me Philip - which one should we use?

On Jul 21, 2009, at 12:16 PM, Martin, Philip wrote:

That works for me - I'll hold the time and reserve a line for 100 people unless you suggest a different number.

[REDACTED] please see email attached that has contact info for/ideas from [REDACTED] and [REDACTED] so you can connect w/ them about preparing for the call. (b)(6)

Yosi, [REDACTED] talked about including Americans for the Arts by engaging their [REDACTED] project. I'm just thinking that it would probably make sense to invite [REDACTED] on the call as well - not as a facilitator/leader, but as a listener/participant - especially since she's working on a web/stories project that sounds similar to something [REDACTED] described:

<http://www.artsusa.org/serve/>

If you both can get help from [REDACTED] and [REDACTED] and anyone else who can help w/ examples, etc., that'd be great - please send me a draft agenda for the call. (Yosi, you might want to engage [REDACTED] and her folks in the prep for the call as well -- but as I said to [REDACTED], I don't know the who's who/political stuff, so I'll let you guys sort that out, but hope that we err on the side of inclusivity whenever possible.)

[REDACTED] also attached are some recent emails that have gone out to Education and Arts partners (probably none on your May 12 list since I didn't know about that meeting until last week) for your reference.

Look forward to seeing the invite list/agenda ideas.

Thanks so much,
Phil

Phil Martin
Outreach Coordinator, United We Serve
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pmartin@cns.gov
www.serve.gov

-----Original Message-----

From: [REDACTED] [mailto:[REDACTED]]
Sent: Tuesday, July 21, 2009 11:59 AM
To: Yosi Sergeant
Cc: Martin, Philip
Subject: Re: Did I do something wrong

Yosi I'm sorry you didn't get on the call. Shall we find a time to touch base? Also for both of you - how does July 30 at 3 est look for the call?

Sent from my iPhone

On Jul 21, 2009, at 9:11 AM, Yosi Sergeant <yosi@arts.gov> wrote:

I got a non working number

From: [REDACTED]
Date: July 20, 2009 3:41:33 PM EDT
To: [REDACTED], "Martin, Philip" <PMartin@cns.gov>
Subject: Community Arts Integration through Service

] (b)(6)

[REDACTED] - (b)(6)

Hi. Yes lets chat by phone! I love your ideas and thinking.

Is there a way we could pull together an "Artists Call" for national service. Using your 5 points as a starting point we could ask artists to align ideas with the core goals of Uniter We Serve and the weekly themes.

As you say community arts integration means that the artist facilitator aligns themselves with the constituent needs, placing our craft in the service of community. As you mention there are a variety of examples from Mural Arts in Philly, to Writers Corps and Musicians Corp not to mention models like Gallery 37 in Chicago, YaYa in New Orleans, the Village of Arts and Humanities in Philadelphia or muralist in Los Angeles restoring their mural's – inspired in part by the elections. While some of these models lend themselves more to workforce development all have a volunteer component that could find alignment with the spirit and intention of United We Serve.

Part of what I am thinking is that we need to connect artists who are interested in service with organizations that might not traditionally partner with the arts to realize their projects. This seems like the most direct way to involve community artists over the coming weeks.

I'll give you a call so we lean into this idea some more and develop a rapid proposal.

best;

[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
www.[REDACTED].com
[http://\[REDACTED\].blogspot.com/](http://[REDACTED].blogspot.com/)

] (b)(6)

-----Original Message-----

From: [REDACTED]
To: Martin, Philip <PMartin@cns.gov>; [REDACTED]
Sent: Mon, Jul 20, 2009 6:36 am
Subject: RE: United We Serve Mural Project

] (b)(6)

Hi [REDACTED] (b)(6)

Nice to meet you. I'm glad to know there are others out there interested in making the connection between arts and service to community.

I would certainly love to chat further about this. From the standpoint of YSA, I know there are concerns about just walking into a community and painting fence or a wall and then leaving, without any plans for sustainability or an understanding from youth about the community impact and need.

As you well know, there are many groups that do this correctly though.

Let me know if you're available some time this week to speak on the phone. Regarding the Americans for the Arts link, I've met [REDACTED], the [REDACTED], a couple of times. I don't know him well but he might be a great person to include in the dialogue. (b)(6)

I look forward to hearing from you,

[REDACTED]
[REDACTED]
[REDACTED]
Youth Service America
1101 15th St., NW, Suite 200
Washington, DC 20005
Ph. [REDACTED], ext. [REDACTED], Fax [REDACTED]
[REDACTED] www.ysa.org

(b)(6)

From: Martin, Philip [<mailto:PMartin@cns.gov>]

Sent: Friday, July 17, 2009 11:04 PM

To: [REDACTED] (b)(6)

Subject: RE: United We Serve Mural Project

[REDACTED] (b)(6)

Yosi and I talked about getting the May 12 group (grassroots community/social change arts folks) and some others on a call next week – in the meantime, you might want to team up with [REDACTED] (currently with Youth Service America, background is as [REDACTED]) to sketch out an early version (or at least framework for?) the sort of document you recommend so we have some material in advance of the call. See some of [REDACTED]'s thoughts below. Feel free to take me out of the "reply" field if you bounce a lot of emails back and forth on this, but definitely loop me in w/ questions or if I can be helpful, and would love to see the doc before the first call so we know what we're working from. Up to you guys whether to share ideas this weekend, wait till next week, bring in others at this stage, etc. Attached is a United We Serve flyer, and the issue week dates are below. (b)(6)

Maybe a collaborative doc could exist here somewhere eventually (or somewhere else):

<http://www.artsusa.org/serve/>

The ALA has created a wiki, for example (though doesn't look like it's used much):

<http://www.ala.org/unitedweserve>

So, if you like, create, fiddle, weave, sketch together...

Yosi and I will be in touch soon.

Thanks,

Phil

(b)(6)

s initial thoughts:

A few ways that the arts/service fields can integrate:

1. Integrating arts into service organizations and helping them meet their mission. For example, I always think of RSVP of the Capital Region in Harrisburg, PA and their amazing quilting program (seniors taught youth how to quilt; youth then entered in rural arts and crafts festival, often placing in competitions); or AmericaScores which combines soccer and poetry.
2. Using the arts AS the service – such as Mural Arts (in Philadelphia) which rehabilitates communities as well as individuals; or Jump Street's summer jobs program, Lively Arts, teaching youth how to create and design furniture that is then donated to libraries, senior centers, and 20 schools.
3. Using arts as advocacy (which often falls under descriptions of service and service-learning opportunities) – for example getting youth to use the arts process to raise awareness about certain issues - theater to talk about HIV/AIDS or visual art to create dialogue around environmental sustainability. Graphic design opportunities also assist with workforce development goals; spoken word programs another great way to raise awareness of various issues.
4. Or figuring out ways to use arts as PART of recognized service standards – for example, arts as part of service planning, arts as part of service reflection, and creating service-learning curricula that uses arts processes. Already, journaling is widely used in service-learning projects; developing videos and photography is a great way to show the impact of service projects.
5. Finally, to dispel the concerns around not paying artists, we could raise awareness of college arts outreach opportunities where students go into the community to supplement arts ed programs in schools. (such as UCLA's Arts Bridge program.) They may or may not yet be professionals, but this can be seen as equivalent to an arts ed internship or apprenticeship.

Phil Martin

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www.serve.gov

From: [REDACTED] [mailto:[REDACTED]]
Sent: Thursday, July 16, 2009 10:29 PM
To: Martin, Philip
Cc: yosi@arts.gov
Subject: Re: United We Serve Mural Project

(b)(6)

Phil, I have an idea, let's create a Community Arts advisory team that can help develop some guide lines, best practices and suggestions for successful arts projects that are integrated into the weekly themes.

- community arts integration,
- how various groups can connect with artists in their community,
- successful existing models.

We could probably do this with one or two group calls and a live a google doc. and then disseminate through our respective networks.

what do you think?

[REDACTED]

"[REDACTED]"

[REDACTED]

[REDACTED]

www.[REDACTED]

[http://\[REDACTED\]blogspot.com/](http://[REDACTED]blogspot.com/)

(b)(6)

-----Original Message-----

From: Martin, Philip <PMartin@cns.gov>

To: [REDACTED] (b)(6)

Sent: Thu, Jul 16, 2009 5:26 pm

Subject: RE: United We Serve Mural Project

Thanks --

Talking w/ Yosi Sergeant tomorrow specifically about how we can integrate the grassroots community artist folks into upcoming issue weeks -- would love to get some of the folks you mentioned on the phone really soon

--

- * July 20 Community Renew al
- * July 27 Education
- * Aug 03 Energy & Environment
- * Aug 10 Health
- * Aug 24 Safety & Security
- * Aug 31 Interfaith Service

Phil Martin
Outreach Coordinator, United We Serve
Corpor ation for National and Community Service
202.606.6657
pmartin@cns.gov
www.serve.gov

From: [REDACTED] [mailto:[REDACTED]] (b)(6)
Sent: Wednesday, July 15, 2009 4:26 PM
To: Martin, Philip
Subject: United We Serve Mural Project

Phili - Thanks for taking teh time to talk today! here is the paint day report - will send you images this friday and any media -

best - [REDACTED] (b)(6)

Bronx Wash Neighborhood Mural Project
<http://bronxwashmuralproject.blogspot.com/>

On Saturday July 11, 2009 more than 25 Northwest Neighborhood residents in Tucson, AZ, participated in the Bronx Wash Mural community paint day. The event was facilitated by [REDACTED] of the TAB/Mural Arts Program in collaboration with the Northwest Neighborhood Association and funded by Pro Neighborhoods. [REDACTED] led a number of design workshops with neighborhood residents to arrive at the final design. (b)(6)

Participants shared food and stories as they painted with premixed paints. [REDACTED] rode her bike to the event and writes "watching the interaction of local residents many of whom didn't really know what was going on, but when they saw that a group of neighbors were coming together to beautify the barren arroyo, they were very pleased." A neighbor and self-proclaimed "tagger" gave the mural a thorough review and after following the outline of the images, said: "I like it. I really like the message that the mural is giving to the neighborhood" (b)(6)

"I wanted to meet some of my neighbors and find painting generally relaxing" said one participant. It's the first time I've gotten to know other people in my neighborhood!" said [REDACTED] who lives a few blocks from the mural "enjoyed watching "people's reactions and seeing the mural slowly appear". [REDACTED] brought out her hoola-hoops adding to the festive atmosphere. (b)(6)

"I was delighted by the number of neighbors who wandered by and got involved", writes [REDACTED] a Senior Community Organizer PRO Neighborhoods. "Initially I came to support the grantee group but immediately was drawn into the pleasure of the art and the socializing." (b)(6)

The lively painting continued in the heat of the late afternoon and into the evening. We were protected by the elements by tarps and ice cold drinks. We were treated to locally grown grapes and Pizza courtesy of Brooklyn Pizza <http://www.brooklynpizzacompany.com>. Our next paint day is with kids on Friday July 17. The mural will continue to be worked on for several weeks with a celebration scheduled for the fall.

The mural is part of the United We Serve <http://www.serve.gov/> campaign. If you are interested in volunteering as a mural assistant for this and upcoming projects please contact the artist at [REDACTED] or [REDACTED] (b)(6)

[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
www.[REDACTED].com
[http://\[REDACTED\].blogspot.com/](http://[REDACTED].blogspot.com/) (b)(6)

<= span style="font-size: 10pt; font-family: Arial; color: black;">

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From: "ServiceInitiative" <ServiceInitiative@cns.gov>

Date: July 17, 2009 1:00:54 PM EDT

To: "Martin, Philip" <PMartin@cns.gov>

Subject: **United We Serve: Build the Movement**

Reply-To: "ServiceInitiative" <serviceinitiative@cns.gov>

<http://www.serve.gov>> United We Serve - Serve.gov

Dear United We Serve Partner,

Thanks to you, United We Serve is off to a strong start. But we need your continued help reaching out to prospective volunteers in your communities in order to help President Obama grow this service movement.

We have delivered the message that service is not simply a nice thing to do, rather it is critical to restoring America's promise. The First Lady has echoed the President's call to service. Entertainers and musicians are lending their star-power to the cause. The sports community is promoting United We Serve through public service announcements airing in media markets nationwide. <http://www.youtube.com/watch?v=dF79bghfm80>> Click here to watch the Major League Baseball video featured during the All Star Baseball Game this week.

These high-profile spokespeople are exciting, but we need your help reaching volunteers where they live, work and worship. Here are some simple ways to spread the word:

Engage your friends and colleagues:

- * Bring five friends, family members, faith group members or colleagues with you next time you serve.
- * Link to our <http://apps.facebook.com/causes/192100>> Facebook cause page for Serve.gov

Engage your community by using United We Serve media tools to invite local TV stations, newspapers and other bulletins to cover your activities, draw attention to the pressing community needs you are addressing, and help you recruit new volunteers. Download our media tools from the newsroom <http://www.serve.gov/newsroom.asp>> at Serve.gov <http://www.serve.gov>> and:

In addition, we encourage you to spread the word about United We Serve:

- * Submit an <http://www.serve.gov/assets/documents/09_0716_sample_oped.doc> op-ed or
- a <http://www.serve.gov/assets/documents/09_0716_sample_letter.doc> letter to the editor to your local newspaper about the importance of service
- * Plan a press conference for your organization to highlight an ongoing service activity and tie it to the President's call to service
- * Send a <http://www.serve.gov/assets/documents/09_0707_sample_release.doc> press release to local media outlets sharing the story of a volunteer or highlighting the impact of your organization
- * Record a public service announcement for your local radio station

Also, you are invited to join our public affairs team on a conference call to discuss press strategy and ask questions. Please RSVP to serviceinitiative@cns.gov. And join us:

Tuesday, July 21 at 2PM

Call in number: [REDACTED] (b)(2)

Passcode: [REDACTED]

We appreciate your help as we work to spread the word about your service and this national initiative to all of America's communities. Meanwhile, check out our new "stories of service blog" at Serve.gov <<http://www.serve.gov>> and test the new and improved search function to sort through over 250,000 volunteer opportunities.

In Service,

United We Serve Summer Team
Corporation for National and Community Service

<http://www.serve.gov/emails/images/email_footer.gif>

From: "Martin, Philip" <PMartin@cns.gov>
Date: July 17, 2009 10:54:06 AM EDT
To: "Martin, Philip" <PMartin@cns.gov>
Subject: United We Serve: Using Media, Moving Forward

United We Serve Partners:

Great to talk with those of you on the call yesterday. Here's the follow-up we promised.

Quick-and-easy guide to making the most of your connection with United We Serve to get attention and inspire/recruit volunteers:

1. Send me ASAP your best one or two events/programs happening during Education Week, July 27-Aug 2, in case we can include in media advisory, etc. Imagine: if local news cameras walk into one place that shows the best of what volunteers do, what place is it and what will be happening there?

a. Include location, date(s), time(s), two or three sentence detailed description (#s people, activities, etc.), contact person/info.

b. Can be ongoing project or one-time event; can be something you've been doing for years or special for United We Serve.

c. We won't be able to help highlight every project, but we definitely can't consider highlighting yours if we don't know what you're doing.

d. You might want to consider using your existing relationships to try to find a surrogate who can join your event.

2. Send me ASAP and throughout summer your best stories of work volunteers have already done that will inspire others to take action.

a. See attached guidelines.

b. See www.serve.gov <<http://www.serve.gov/>> for examples. I like the one that's up now from the 8th-grader engaging in a group service learning project.

3. See the email below; share our media tools with all your on-the-ground people and invite all of them to RSVP for our public affairs call on Tuesday.

One suggestion:

* Think about your (partners'/affiliates') current members/volunteers as United We Serve organizers. How can they be called upon to engage other Americans in important community projects this summer? Consider asking them to ask their friends, family, co-workers to join them and/or to go to www.serve.gov <<http://www.serve.gov/>> ; to use their social media connections to get people involved; to share their story of service locally at places of worship and elsewhere; etc. Let me know if you need ideas.

* United We Serve Facebook page:
<http://apps.facebook.com/causes/192100>

And two reminders from our call yesterday:

* If you don't generally engage in education-related projects until the school year, is there a way to get (your) people involved this summer?

* Either way, how will you answer the president's call in the fall? We'll share some ideas soon, but it's not too early to start thinking/planning.

* See all issue weeks below. Especially for you folks in the arts community. If you have upcoming events/stories that are a better fit with another week, please send those ASAP as well.

- * July 20 Community Renewal
- * July 27 Education
- * Aug 03 Energy & Environment
- * Aug 10 Health
- * Aug 24 Safety & Security
- * Aug 31 Interfaith Service
- * Sep 11 National Day of Remembrance and Service

Email below contains links to local/national media tools and information on the Tuesday all-affiliate public affairs conference call - spread the word!

Dear United We Serve Partner,

Thanks to the help of our partners, United We Serve is off to a strong start. Between your networks and the President's megaphone, we have reached volunteers across the nation with the message that service is not simply a nice thing to do, but it is critical to restoring America's promise. The First Lady has echoed the President's call to service. Entertainers and musicians are lending their star-power to the cause. The sports community is promoting United We Serve through PSAs airing in media markets nationwide. Watch the video <http://www.youtube.com/watch?v=dF79bghfm80> Major League Baseball featured during the All Star Baseball Game.

These high-profile spokespeople are exciting; but, in this next phase of our initiative, we need to reach volunteers where they live, work and worship. We need your help in executing a bottom-up media campaign that highlights successful local volunteer activities and calls on every individual to get engaged making their communities and our country better. We need every local affiliate of national organizations telling the community their stories of service and offering opportunities to get involved and expand the impact of their work. Here's how you can highlight your own contributions and help spread the word.

Encourage your local affiliates to use the UWS media tools in the newsroom <<http://serve.gov/newsroom.asp>> at Serve.gov <<http://www.serve.gov/>> or your own materials to:

- 1) Submit an op-ed or a letter to the editor to your local newspaper about the importance of service
- 2) Plan a press conference to highlight an ongoing service activity and tie it to the President's call to service through United We Serve
- 3) Send a press release to local media outlets sharing the story of a volunteer or highlighting the impact of your organization
- 4) Record a PSA for your local radio station

Also, your organization and your local affiliates are invited to join our public affairs team on a conference call to discuss press strategy and ask questions. Please RSVP to serviceinitiative@cns.gov. And join us:

Tuesday, July 21 at 2PM

Call in number: [REDACTED]

Passcode: [REDACTED]

] (b)(2)

We appreciate your help as we work to spread the word about your organizations and this national initiative to all of America's communities. Meanwhile, check out our new "stories of service blog" at Serve.gov <<http://www.serve.gov/>> and test the new and improved search function to sort through over 250,000 volunteer opportunities.

In Service,

United We Serve Summer Team

Phil Martin

Outreach Coordinator, United We Serve

Corporation for National and Community Service

202.606.6657

pmartin@cns.gov

www.serve.gov

<Stories for United We Serve.doc>

From: "Martin, Philip" <PMartin@cns.gov>

Date: July 12, 2009 8:05:27 PM EDT

To: "Martin, Philip" <PMartin@cns.gov>

Subject: **United We Serve update**

Dear United We Serve Partners,

Please see the latest update on the president's service initiative below, including photos of the First Family in action. And a few added notes:

* We are hitting the airwaves hard trying to motivate more Americans to volunteer this summer. For example, President Obama and all living former presidents have recorded a video calling upon Americans to serve. This will be shown at the MLB All Star game <http://mlb.mlb.com/news/press_releases/press_release.jsp?ymd=20090712&content_id=5841988&vkey=pr_mlb&fext=.jsp&c_id=mlb> , just before the president throws out the first pitch. Various musical artists <http://musicindustrynewswire.com/2009/06/26/min1843_203302.php> are asking their fans to get involved this summer, and some NFL stars will release United We Serve PSAs. More to come.

* Please continue posting volunteer opportunities on [serve.gov](http://www.serve.gov) if you don't already use something like Idealist or Volunteer Match. See/distribute attached tip sheet. (All for Good is the database created by Google that is used by [serve.gov](http://www.serve.gov) and that imports/displays postings from other major volunteer database sites.)

* [Serve.gov](http://www.serve.gov) will begin displaying stories of service this week and continue throughout the summer. If you'd like your organization to be highlighted, please see the attached guidelines, talk to your on-the-ground people, and send me directly something you think is

compelling. It can be a profile of a local volunteer, a description of an ongoing project, or something else. Written in first person or third person. You might decide to include some call to action at the bottom - inspirational words, links to online content, instructions to search for certain keywords in serve.gov, etc. The sooner you send me something, the sooner I can try to argue on your behalf to get it posted on the site.

* Education Week begins July 27. We want to showcase education-related projects to celebrate good work and inspire others to take action. Please consider:

* Sending me a brief list of projects happening during that time (see example from YMCA attached) in case we can highlight them somehow

* Sending stories you'd like displayed on the website during Education Week (see above)

* Writing local and national op-eds and submitting press releases about your organization/project in conjunction with United We Serve's Education Week

* Announcing/launching a particular goal, partnership, or area of focus for your participation in United We Serve

* Using serve.gov and other mechanisms to engage even more volunteers that week in ways that support your mission

* See the new United We Serve flier attached and use as you wish. Feel free to distribute widely - email it, post it on your website, hang it on bulletin boards, etc.

* Let's talk 1on1. If your lead contact person for United We Serve - whether that's you or someone else - hasn't already been in contact with me directly, feel free to be in touch with me to set up a time to ask questions, share ideas, etc.

Update is below.

Regards,

Phil

Phil Martin

Outreach Coordinator, United We Serve

Corporation for National and Community Service

202.606.6657

pmartin@cns.gov

United We Serve launched to much fanfare three weeks ago!

The First Lady officially kicked off our summer initiative on June 22 at the Corporation's National Conference on Service and Volunteering in San Francisco. That same day Cabinet Secretaries fanned out across the country to make a difference in local communities. Then on June 25 the President and First Family joined AmeriCorps NCCC in service alongside Congressional families by packing 15,000 backpacks for the children of our troops. For a look back at these remarkable activities, click on the following links:

- * First Lady at the National Conference on Service and Volunteering
<<http://www.whitehouse.gov/blog/The-First-Lady-Kicks-Off-United-We-Serve>>/>
- * Cabinet Secretary Service
<<http://www.whitehouse.gov/photogallery/United-We-Serve/>>
- * First Family, NCCC, and Congressional Families at Ft. McNair
<<http://www.whitehouse.gov/video/President-Obama-and-the-First-Lady-Pack-15000-Backpacks-for-Children-of-Our-Troops/>>

Serve.gov <<http://www.serve.gov/>> , the online home of United We Serve, is now live. Your feedback on its functionality has been incredibly valuable. We are working closely with All For Good to make the search engine work better for you and for prospective volunteers. The purpose of this new platform is to get you connected with each other. Please submit additional concerns to All For Good here <<http://spreadsheets.google.com/viewform?hl=en&formkey=clZQWHN5Rzg4cTVMTG1jYWxfMTJRFE6MA>> and we will continue to share with them the feedback we are receiving from the field.

For volunteers who want to develop their own service projects with friends, family, and neighbors to address unmet needs, Serve.gov <<http://www.serve.gov/>> also offers easy-to-use toolkits by issue area to help volunteers get started, build a team, set outcome-oriented goals, and track their community impact.

Beginning next week we will start featuring stories of service on Serve.gov <<http://www.serve.gov/>> . Throughout the summer we will focus

our spotlight on activities in priority issue areas. Our communications calendar includes the following themed weeks:

- * July 20 Community Renewal
- * July 27 Education
- * Aug 03 Energy & Environment
- * Aug 10 Health
- * Aug 24 Safety & Security
- * Aug 31 Interfaith Service

In addition to the stories we feature on Serve.gov

<http://www.serve.gov/> in these issue areas, we hope that you will also shine your own spotlight on stories that reflect the work you do in your community. We encourage organizations and groups to highlight local efforts and draw attention to local needs by generating their own media this summer. To help, we have posted a media guide, sample press release, and sample media advisory in the newsroom at Serve.gov <http://www.serve.gov/> .

We thank you again for your participation in United We Serve and we look forward to strengthening your efforts this summer.

Gratefully,

The United We Serve Summer Team

ServiceInitiative@cns.gov

<All for Good Tip Sheet.doc><Stories for United We Serve.doc><YMCA project examples.doc><united we serve flyer.pdf>

Monica Ashar

From: Martin, Philip [PMartin@cns.gov]
Sent: Wednesday, July 22, 2009 11:55 AM
To: [REDACTED] (b)(6)
Cc: Yosi Sergant
Subject: RE: Did I do something wrong
Attachments: Stories for United We Serve.doc; RE: Community Arts Integration through Service

Sorry, the examples were buried in one of the emails – they're below here. But I'd get in touch with [REDACTED] (see attached) since he and [REDACTED] were going to workshop the examples a bit. (We should add stories/video/etc and probably other things --)

Draft agenda- what do you think?

- [REDACTED] (or one of other co-sponsors): open call, welcome people, give overview (purpose, agenda), provide a little background (May 12 meeting, etc.) – 2-3 mins
-Yosi: NEA is behind this and want to work w/ you, etc etc.- 2-3 mins
-Phil: United We Serve – 3-5 mins
-[REDACTED]?– ideas for how arts orgs can connect w/ UWS (specific examples) – 5-8 mins
-[REDACTED] facilitates Q/A, sharing ideas - all can be involved:20 mins
-Phil quick review of action steps – 2 mins
-[REDACTED] – close, thank you

Will get you call-in number as soon as I get it. If I don't get it by the time you want to send email, you can send a save the date email w/ call-in info to follow. It's been requested....

The attached version of the story guide is the one to use.

1. Integrating arts into service organizations and helping them meet *their* mission. For example, I always think of RSVP of the Capital Region in Harrisburg, PA and their amazing quilting program (seniors taught youth how to quilt; youth then entered in rural arts and crafts festival, often placing in competitions); or AmericaScores which combines soccer and poetry.
2. Using the arts AS the service – such as Mural Arts (in Philadelphia) which rehabilitates communities as well as individuals; or Jump Street's summer jobs program, Lively Arts, teaching youth how to create and design furniture that is then donated to libraries, senior centers, and 20 schools.
3. Using arts as advocacy (which often falls under descriptions of service and service-learning opportunities) – for example getting youth to use the arts process to raise awareness about certain issues -theater to talk about HIV/AIDS or visual art to create dialogue around environmental sustainability. Graphic design opportunities also assist with workforce development goals; spoken word programs another great way to raise awareness of various issues.
4. Or figuring out ways to use arts as PART of recognized service standards – for example, arts as part of service planning, arts as part of service reflection, and creating service-learning curricula that uses arts processes. Already, journaling is widely used in service-learning projects; developing videos and photography is a great way to show the impact of service projects.
5. Finally, to dispel the concerns around not paying artists, we could raise awareness of college arts =20 outreach opportunities where students go into the community to supplement arts ed programs in schools. (such as UCLA's Arts Bridge program.) They may or may not yet be professionals, but this can be seen as equivalent to an arts ed internship or apprenticeship.

Phil Martin
Outreach Coordinator, United We Serve
Corporation for National and Community Service
202.606.6657
pmartin@cns.gov
www.serve.gov

From: Caron Atlas [mailto:caronatlas@gmail.com]
Sent: Wednesday, July 22, 2009 11:32 AM
To: Martin, Philip
Cc: Yosi Sergeant
Subject: Re: Did I do something wrong

(b)(6)

Philip - were you going to send me the examples that [REDACTED] and [REDACTED] came up with or should I just get this directly from them? Who usually facilitates the call - is that you? Yosi - are you playing a role? My hope is to get the invitation out tomorrow or at the latest Friday - so far Alternate Roots has agreed to co-host the call with the Arts & Democracy Project and I'm waiting to hear back from National Performance Network and National Association of Latino Arts and Cultures (the three networks at the briefing). Is the NEA a co-host?

Do you have any sample invitations I can look at? Also there were two versions of writing a story in the email you sent me Philip - which one should we use?

On Jul 21, 2009, at 12:16 PM, Martin, Philip wrote:

That works for me - I'll hold the time and reserve a line for 100 people unless you suggest a different number.

[REDACTED] please see email attached that has contact info for/ideas from [REDACTED] and [REDACTED] so you can connect w/ them about preparing for the call.

(b)(6)

Yosi, [REDACTED] talked about including Americans for the Arts by engaging their [REDACTED] project. I'm just thinking that it would probably make sense to invite [REDACTED] on the call as well - not as a facilitator/leader, but as a listener/participant - especially since she's working on a web/stories project that sounds similar to something [REDACTED] described:

(b)(6)

<http://www.artsusa.org/serve/>

If you both can get help from [REDACTED] and [REDACTED] and anyone else who can help w/ examples, etc., that'd be great - please send me a draft agenda for the call. (Yosi, you might want to engage [REDACTED] and her folks in the prep for the call as well -- but as I said to [REDACTED], I don't know the who's who/political stuff, so I'll let you guys sort that out, but hope that we err on the side of inclusivity whenever possible.)

(b)(6)

[REDACTED] also attached are some recent emails that have gone out to Education and Arts partners (probably none on your May 12 list since I didn't know about that meeting until last week) for your reference.

(b)(6)

Look forward to seeing the invite list/agenda ideas.

Thanks so much,
Phil

Phil Martin
Outreach Coordinator, United We Serve

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202.606.6657
pmartin@cns.gov
www.serve.gov

-----Original Message-----

From: [REDACTED] [mailto:[REDACTED]] (b)(6)
Sent: Tuesday, July 21, 2009 11:59 AM
To: Yosi Sergeant
Cc: Martin, Philip
Subject: Re: Did I do something wrong

Yosi I'm sorry you didn't get on the call. Shall we find a time to touch base? Also for both of you - how does July 30 at 3 est look for the call?

Sent from my iPhone

On Jul 21, 2009, at 9:11 AM, Yosi Sergeant <yosi@arts.gov> wrote:

I got a non working number

From: [REDACTED]
Date: July 20, 2009 3:41:33 PM EDT
To: [REDACTED], "Martin, Philip" <PMartin@cns.gov>
Subject: Community Arts Integration through Service

[REDACTED] - (b)(6)

Hi. Yes lets chat by phone! I love your ideas and thinking.

Is there a way we could pull together an "Artists Call" for national service. Using your 5 points as a starting point we could ask artists to align ideas with the core goals of Uniter We Serve and the weekly themes.

As you say community arts integration means that the artist facilitator aligns themselves with the constituent needs, placing our craft in the service of community. As you mention there are a variety of examples from Mural Arts in Philly, to Writers Corps and Musicians Corp not to mention models like Gallery 37 in Chicago, YaYa in New Orleans, the Village of Arts and Humanities in Philadelphia or muralist in Los Angeles restoring their mural's – inspired in part by the elections. While some of these models lend themselves more to workforce development all have a volunteer component that could find alignment with the spirit and intention of United We Serve.

Part of what I am thinking is that we need to connect artists who are interested in service with organizations that might not traditionally partner with the arts to realize their projects. This seems like the most direct way to involve community artists over the coming weeks.

I'll give you a call so we lean into this idea some more and develop a rapid proposal.

best;

[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
www [REDACTED]
[http://\[REDACTED\].blogspot.com/](http://[REDACTED].blogspot.com/)

(b)(6)

-----Original Message-----

From: [REDACTED] <[REDACTED]>
To: Martin, Philip <PMartin@cns.gov>; [REDACTED]
Sent: Mon, Jul 20, 2009 6:36 am
Subject: RE: United We Serve Mural Project

(b)(6)

Hi [REDACTED] (b)(6)
Nice to meet you. I'm glad to know there are others out there interested in making the connection between arts and service to community.

I would certainly love to chat further about this. From the standpoint of YSA, I know there are concerns about just walking into a community and painting fence or a wall and then leaving, without any plans for sustainability or an understanding from youth about the community impact and need.

As you well know, there are many groups that do this correctly though.

Let me know if you're available some time this week to speak on the phone. Regarding the Americans for the Arts link, I've met [REDACTED] the [REDACTED] a couple of times. I don't know him well but he might be (b)(6) a great person to include in the dialogue.

I look forward to hearing from you,

[REDACTED]
[REDACTED]
[REDACTED]
Youth Service America
1101 15th St., NW, Suite 200
Washington, DC 20005
Ph. [REDACTED] ext. [REDACTED]; Fax [REDACTED]
[REDACTED] www.ysa.org

(b)(6)

From: Martin, Philip [<mailto:PMartin@cns.gov>]
Sent: Friday, July 17, 2009 11:04 PM

To: [REDACTED] (b)(6)
Subject: RE: United We Serve Mural Project

[REDACTED] (b)(6)

Yosi and I talked about getting the May 12 group (grassroots community/social change arts folks) and some others on a call next week – in the meantime, you might want to team up with [REDACTED] (b)(6) (currently with Youth Service America, background is as [REDACTED]) to sketch out an early version (or at least framework for?) the sort of document you recommend so we have some material in advance of the call. See some of [REDACTED]'s thoughts below. Feel free to take me out of the “reply” field if you bounce a lot of emails back and forth on this, but definitely loop me in w/ questions or if I can be helpful, and would love to see the doc before the first call so we know what we’re working from. Up to you guys whether to share ideas this weekend, wait till next week, bring in others at this stage, etc. Attached is a United We Serve flyer, and the issue week dates are below.

Maybe a collaborative doc could exist here somewhere eventually (or somewhere else):
<http://www.artsusa.org/serve/>

The ALA has created a wiki, for example (though doesn’t look like it’s used much):
<http://www.ala.org/unitedweserve>

So, if you like, create, fiddle, weave, sketch together...

Yosi and I will be in touch soon.
Thanks,
Phil

[REDACTED]'s initial thoughts: (b)(6)
A few ways that the arts/service fields can integrate:

1. Integrating arts into service organizations and helping them meet their mission. For example, I always think of RSVP of the Capital Region in Harrisburg, PA and their amazing quilting program (seniors taught youth how to quilt; youth then entered in rural arts and crafts festival, often placing in competitions); or AmericaScores which combines soccer and poetry.
2. Using the arts AS the service – such as Mural Arts (in Philadelphia) which rehabilitates communities as well as individuals; or Jump Street’s summer jobs program, Lively Arts, teaching youth how to create and design furniture that is then donated to libraries, senior centers, and 20 schools.
3. Using arts as advocacy (which often falls under descriptions of service and service-learning opportunities) – for example getting youth to use the arts process to raise awareness about certain issues -theater to talk about HIV/AIDS or visual art to create dialogue around environmental sustainability. Graphic design opportunities also assist with workforce development goals; spoken word programs another great way to raise awareness of various issues.
4. Or figuring out ways to use arts as PART of recognized service standards – for example, arts as part of service planning, arts as part of service reflection, and creating service-learning curricula that uses arts processes. Already, journaling is widely used in service-learning projects; developing videos and photography is a great way to show the impact of service projects.
5. Finally, to dispel the concerns around not paying artists, we could raise awareness of college arts = 20 outreach opportunities where students go into the community to supplement arts ed programs in schools. (such as UCLA’s Arts Bridge program.) They may or may not yet be professionals, but this can be seen as equivalent to an arts ed internship or apprenticeship.

Phil Martin
Outreach Coordinator, United We Serve
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202.606.6657
pmartin@cns.gov
www.serve.gov

From: [REDACTED] [mailto:[REDACTED]] (b)(6)
Sent: Thursday, July 16, 2009 10:29 PM
To: Martin, Philip
Cc: yosi@arts.gov
Subject: Re: United We Serve Mural Project

Phil, I have an idea, lets create a Community Arts advisory team that can help develop some guide lines, best practices and suggestions for successful arts projects that are integrated into the weekly themes.

- community arts integration,
- how various groups can connect with artists in their community,
- successful existing models.

We could probably do this with one or two group calls and a live a google doc. and then disseminate through our respective networks.

what do you think?

[REDACTED]
" [REDACTED] "
[REDACTED]
[REDACTED]
www.[REDACTED].com
[http://\[REDACTED\].blogspot.com/](http://[REDACTED].blogspot.com/)

(b)(6)

-----Original Message-----

From: Martin, Philip <PMartin@cns.gov>
To: [REDACTED] (b)(6)
Sent: Thu, Jul 16, 2009 5:26 pm
Subject: RE: United We Serve Mural Project
Thanks --

Talking w/ Yosi Sergeant tomorrow specifically about how we can integrate the grassroots community artist folks into upcoming issue weeks -- would love to get some of the folks you mentioned on the phone really soon

--

- * July 20 Community Renew al
- * July 27 Education
- * Aug 03 Energy & Environment
- * Aug 10 Health

- * Aug 24 Safety & Security
- * Aug 31 Interfaith Service

Phil Martin
Outreach Coordinator, United We Serve
Corporation for National and Community Service
202.606.6657
pmartin@cns.gov
www.serve.gov

From: [REDACTED] [mailto:[REDACTED]] (b)(6)
Sent: Wednesday, July 15, 2009 4:26 PM
To: Martin, Philip
Subject: United We Serve Mural Project

Phili - Thanks for taking the time to talk today! here is the paint day report - will send you images this Friday and any media -

best - [REDACTED] (b)(6)

Bronx Wash Neighborhood Mural Project
<http://bronxwashmuralproject.blogspot.com/>

On Saturday July 11, 2009 more than 25 Northwest Neighborhood residents in Tucson, AZ, participated in the Bronx Wash Mural community paint day. The event was facilitated by [REDACTED] of the TAB/Mural Arts Program in collaboration with the Northwest Neighborhood Association and funded by Pro Neighborhoods. [REDACTED] led a number of design workshops with neighborhood residents to arrive at the final design. (b)(6)

Participants shared food and stories as they painted with premixed paints. [REDACTED] rode her bike to the event and writes "watching the interaction of local residents many of whom didn't really know what was going on, but when they saw that a group of neighbors were coming together to beautify the barren arroyo, they were very pleased." A neighbor and self-proclaimed "tagger" gave the mural a thorough review and after following the outline of the images, said: "I like it. I really like the message that the mural is giving to the neighborhood" (b)(6)

"I wanted to meet some of my neighbors and find painting generally relaxing" said one participant. It's the first time I've gotten to know other people in my neighborhood!" said [REDACTED]. [REDACTED] who lives a few blocks from the mural "enjoyed watching "people's reactions and seeing the mural slowly appear". [REDACTED] brought out her hoola-hoops adding to the festive atmosphere. (b)(6)

"I was delighted by the number of neighbors who wandered by and got involved", writes [REDACTED] a Senior Community Organizer PRO Neighborhoods. "Initially I came to support the grantee group but immediately was drawn into the pleasure of the art and the socializing." (b)(6)

The lively painting continued in the heat of the late afternoon and into the evening. We were protected by the elements by tarps and ice cold drinks. We were treated to locally grown grapes and Pizza courtesy of Brooklyn

Pizza <http://www.brooklynpizza.com>. Our next paint day is with kids on Friday July 17. The mural will continue to be worked on for several weeks with a celebration scheduled for the fall.

The mural is part of the United We Serve <http://www.serve.gov/> campaign. If you are interested in volunteering as a mural assistant for this and upcoming projects please contact the artist at [REDACTED] or [REDACTED]

[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
www.[REDACTED].com
[http://\[REDACTED\].blogspot.com/](http://[REDACTED].blogspot.com/)

(b)(6)

<= span style="font-size: 10pt; font-family: Arial; color: black;">

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From: "ServiceInitiative" <ServiceInitiative@cns.gov>
Date: July 17, 2009 1:00:54 PM EDT
To: "Martin, Philip" <PMartin@cns.gov>
Subject: United We Serve: Build the Movement
Reply-To: "ServiceInitiative" <serviceinitiative@cns.gov>

<<http://www.serve.gov>> United We Serve - Serve.gov

Dear United We Serve Partner,

Thanks to you, United We Serve is off to a strong start. But we need your continued help reaching out to prospective volunteers in your communities in order to help President Obama grow this service movement.

We have delivered the message that service is not simply a nice thing to do, rather it is critical to restoring America's promise. The First Lady has echoed the President's call to service. Entertainers and musicians are

lending their star-power to the cause. The sports community is promoting United We Serve through public service announcements airing in media markets nationwide.

<http://www.youtube.com/watch?v=dF79bghfm80>> Click here to watch the Major League Baseball video featured during the All Star Baseball Game this week.

These high-profile spokespeople are exciting, but we need your help reaching volunteers where they live, work and worship. Here are some simple ways to spread the word:

Engage your friends and colleagues:

- * Bring five friends, family members, faith group members or colleagues with you next time you serve.
- * Link to our <http://apps.facebook.com/causes/192100>> Facebook cause page for Serve.gov

Engage your community by using United We Serve media tools to invite local TV stations, newspapers and other bulletins to cover your activities, draw attention to the pressing community needs you are addressing, and help you recruit new volunteers. Download our media tools from the newsroom <http://www.serve.gov/newsroom.asp>> at Serve.gov <http://www.serve.gov>> and:

In addition, we encourage you to spread the word about United We Serve:

- * Submit an http://www.serve.gov/assets/documents/09_0716_sample_oped.doc> op-ed or a http://www.serve.gov/assets/documents/09_0716_sample_letter.doc> letter to the editor to your local newspaper about the importance of service
- * Plan a press conference for your organization to highlight an ongoing service activity and tie it to the President's call to service
- * Send a http://www.serve.gov/assets/documents/09_0707_sample_release.doc> press release to local media outlets sharing the story of a volunteer or highlighting the impact of your organization
- * Record a public service announcement for your local radio station

Also, you are invited to join our public affairs team on a conference call to discuss press strategy and ask questions. Please RSVP to serviceinitiative@cns.gov. And join us:

Tuesday, July 21 at 2PM

Call in number: [REDACTED]

Passcode: [REDACTED]

] (b)(2)

We appreciate your help as we work to spread the word about your service and this national initiative to all of America's communities. Meanwhile, check out our new "stories of service blog" at Serve.gov <http://www.serve.gov>> and test the new and improved search function to sort through over 250,000 volunteer opportunities.

In Service,

United We Serve Summer Team
Corporation for National and Community Service

http://www.serve.gov/emails/images/email_footer.gif>

From: "Martin, Philip" <PMartin@cns.gov>
Date: July 17, 2009 10:54:06 AM EDT
To: "Martin, Philip" <PMartin@cns.gov>
Subject: United We Serve: Using Media, Moving Forward

United We Serve Partners:

Great to talk with those of you on the call yesterday. Here's the follow-up we promised.

Quick-and-easy guide to making the most of your connection with United We Serve to get attention and inspire/recruit volunteers:

1. Send me ASAP your best one or two events/programs happening during Education Week, July 27-Aug 2, in case we can include in media advisory, etc. Imagine: if local news cameras walk into one place that shows the best of what volunteers do, what place is it and what will be happening there?
 - a. Include location, date(s), time(s), two or three sentence detailed description (#s people, activities, etc.), contact person/info.
 - b. Can be ongoing project or one-time event; can be something you've been doing for years or special for United We Serve.
 - c. We won't be able to help highlight every project, but we definitely can't consider highlighting yours if we don't know what you're doing.
 - d. You might want to consider using your existing relationships to try to find a surrogate who can join your event.
2. Send me ASAP and throughout summer your best stories of work volunteers have already done that will inspire others to take action.
 - a. See attached guidelines.
 - b. See www.serve.gov <<http://www.serve.gov>> for examples. I like the one that's up now from the 8th-grader engaging in a group service learning project.
3. See the email below; share our media tools with all your on-the-ground people and invite all of them to RSVP for our public affairs call on Tuesday.

One suggestion:

* Think about your (partners'/affiliates') current members/volunteers as United We Serve organizers. How can they be called upon to engage other Americans in important community projects this summer? Consider asking them to ask their friends, family, co-workers to join them and/or to go to www.serve.gov <<http://www.serve.gov/>> ; to use their social media connections to get people involved; to share their story of service locally at places of worship and elsewhere; etc. Let me know if you need ideas.

* United We Serve Facebook page:
<http://apps.facebook.com/causes/192100>

And two reminders from our call yesterday:

* If you don't generally engage in education-related projects until the school year, is there a way to get (your) people involved this summer?

* Either way, how will you answer the president's call in the fall? We'll share some ideas soon, but it's not too early to start thinking/planning.

* See all issue weeks below. Especially for you folks in the arts community. If you have upcoming events/stories that are a better fit with another week, please send those ASAP as well.

- * July 20 Community Renewal
- * July 27 Education
- * Aug 03 Energy & Environment
- * Aug 10 Health
- * Aug 24 Safety & Security
- * Aug 31 Interfaith Service
- * Sep 11 National Day of Remembrance and Service

Email below contains links to local/national media tools and information on the Tuesday all-affiliate public affairs conference call - spread the word!

Dear United We Serve Partner,

Thanks to the help of our partners, United We Serve is off to a strong start. Between your networks and the President's megaphone, we have reached volunteers across the nation with the message that service is not simply a nice thing to do, but it is critical to restoring America's promise. The First Lady has echoed the President's call to service. Entertainers and musicians are lending their star-power to the cause.

The sports community is promoting United We Serve through PSAs airing in media markets nationwide. Watch the video <http://www.youtube.com/watch?v=dF79bghfm80> Major League Baseball featured during the All Star Baseball Game.

These high-profile spokespeople are exciting; but, in this next phase of our initiative, we need to reach volunteers where they live, work and worship. We need your help in executing a bottom-up media campaign that highlights successful local volunteer activities and calls on every individual to get engaged making their communities and our country better. We need every local affiliate of national organizations telling the community their stories of service and offering opportunities to get involved and expand the impact of their work. Here's how you can highlight your own contributions and help spread the word.

Encourage your local affiliates to use the UWS media tools in the newsroom <http://serve.gov/newsroom.asp> at Serve.gov <http://www.serve.gov/> or your own materials to:

- 1) Submit an op-ed or a letter to the editor to your local newspaper about the importance of service
- 2) Plan a press conference to highlight an ongoing service activity and tie it to the President's call to service through United We Serve
- 3) Send a press release to local media outlets sharing the story of a volunteer or highlighting the impact of your organization
- 4) Record a PSA for your local radio station

Also, your organization and your local affiliates are invited to join our public affairs team on a conference call to discuss press strategy and ask questions. Please RSVP to serviceinitiative@cns.gov. And join us:

Tuesday, July 21 at 2PM

Call in number: [REDACTED] (b)(2)

Passcode: [REDACTED] (b)(2)

We appreciate your help as we work to spread the word about your organizations and this national initiative to all of America's communities. Meanwhile, check out our new "stories of service blog" at Serve.gov <<http://www.serve.gov/>> and test the new and improved search function to sort through over 250,000 volunteer opportunities.

In Service,

United We Serve Summer Team

Phil Martin

Outreach Coordinator, United We Serve

Corporation for National and Community Service

202.606.6657

pmartin@cns.gov

www.serve.gov

<Stories for United We Serve.doc>

From: "Martin, Philip" <PMartin@cns.gov>

Date: July 12, 2009 8:05:27 PM EDT

To: "Martin, Philip" <PMartin@cns.gov>

Subject: United We Serve update

Dear United We Serve Partners,

Please see the latest update on the president's service initiative below, including photos of the First Family in action. And a few added notes:

* We are hitting the airwaves hard trying to motivate more Americans to volunteer this summer. For example, President Obama and all living former presidents have recorded a video calling upon Americans to serve. This will be shown at the MLB All Star game
<http://mlb.mlb.com/news/press_releases/press_release.jsp?ymd=20090712&content_id=5841988&vkey=pr_mlb&fext=.jsp&c_id=mlb> , just before the president throws out the first pitch. Various musical artists
<http://musicindustrynewswire.com/2009/06/26/min1843_203302.php> are asking their fans to get involved this summer, and some NFL stars will release United We Serve PSAs. More to come.

* Please continue posting volunteer opportunities on serve.gov if you don't already use something like Idealist or Volunteer Match. See/distribute attached tip sheet. (All for Good is the database created by Google that is used by serve.gov and that imports/displays postings from other major volunteer database sites.)

* Serve.gov will begin displaying stories of service this week and continue throughout the summer. If you'd like your organization to be highlighted, please see the attached guidelines, talk to your on-the-ground people, and send me directly something you think is compelling. It can be a profile of a local volunteer, a description of an ongoing project, or something else. Written in first person or third person. You might decide to include some call to action at the bottom - inspirational words, links to online content, instructions to search for certain keywords in serve.gov, etc. The sooner you send me something, the sooner I can try to argue on your behalf to get it posted on the site.

* Education Week begins July 27. We want to showcase education-related projects to celebrate good work and inspire others to take action. Please consider:

* Sending me a brief list of projects happening during that time (see example from YMCA attached) in case we can highlight them somehow

* Sending stories you'd like displayed on the website during Education Week (see above)

* Writing local and national op-eds and submitting press releases about your organization/project in conjunction with United We Serve's Education Week

* Announcing/launching a particular goal, partnership, or area of focus for your participation in United We Serve

* Using serve.gov and other mechanisms to engage even more volunteers that week in ways that support your mission

* See the new United We Serve flier attached and use as you wish. Feel free to distribute widely - email it, post it on your website, hang it on bulletin boards, etc.

* Let's talk 1on1. If your lead contact person for United We Serve - whether that's you or someone else - hasn't already been in contact with me directly, feel free to be in touch with me to set up a time to ask questions, share ideas, etc.

Update is below.

Regards,

Phil

Phil Martin

Outreach Coordinator, United We Serve

Corporation for National and Community Service

202.606.6657

pmartin@cns.gov

www.serve.gov

United We Serve launched to much fanfare three weeks ago!

The First Lady officially kicked off our summer initiative on June 22 at the Corporation's National Conference on Service and Volunteering in San Francisco. That same day Cabinet Secretaries fanned out across the country to make a difference in local communities. Then on June 25 the President and First Family joined AmeriCorps NCCC in service alongside Congressional families by packing 15,000 backpacks for the children of our troops. For a look back at these remarkable activities, click on the following links:

* First Lady at the National Conference on Service and Volunteering

<<http://www.whitehouse.gov/blog/The-First-Lady-Kicks-Off-United-We-Serve>>
</>

* Cabinet Secretary Service

<<http://www.whitehouse.gov/photogallery/United-We-Serve/>>

* First Family, NCCC, and Congressional Families at Ft. McNair

<<http://www.whitehouse.gov/video/President-Obama-and-the-First-Lady-Pack-15000-Backpacks-for-Children-of-Our-Troops/>>

Serve.gov <<http://www.serve.gov/>> , the online home of United We Serve, is now live. Your feedback on its functionality has been incredibly

valuable. We are working closely with All For Good to make the search engine work better for you and for prospective volunteers. The purpose of this new platform is to get you connected with each other. Please submit additional concerns to All For Good here <http://spreadsheets.google.com/viewform?hl=en&formkey=clZQWHN5Rzg4cTVMTG1jYWxfMTJRRFE6MA> and we will continue to share with them the feedback we are receiving from the field.

For volunteers who want to develop their own service projects with friends, family, and neighbors to address unmet needs, Serve.gov <http://www.serve.gov/> also offers easy-to-use toolkits by issue area to help volunteers get started, build a team, set outcome-oriented goals, and track their community impact.

Beginning next week we will start featuring stories of service on Serve.gov <http://www.serve.gov/> . Throughout the summer we will focus our spotlight on activities in priority issue areas. Our communications calendar includes the following themed weeks:

- * July 20 Community Renewal
- * July 27 Education
- * Aug 03 Energy & Environment
- * Aug 10 Health
- * Aug 24 Safety & Security
- * Aug 31 Interfaith Service

In addition to the stories we feature on Serve.gov <http://www.serve.gov/> in these issue areas, we hope that you will also shine your own spotlight on stories that reflect the work you do in your community. We encourage organizations and groups to highlight local efforts and draw attention to local needs by generating their own media this summer. To help, we have posted a media guide, sample press release, and sample media advisory in the newsroom at Serve.gov <http://www.serve.gov/> .

We thank you again for your participation in United We Serve and we look forward to strengthening your efforts this summer.

Gratefully,

The United We Serve Summer Team

ServiceInitiative@cns.gov

<All for Good Tip Sheet.doc><Stories for United We Serve.doc><YMCA project examples.doc><united we
serve flyer.pdf>

United We Serve

SERVE.GOV

Share Your Story of Service

Stories can move others to action. Stories reveal our common values, demonstrate what's possible, and call on others to join our efforts to help build a new foundation for America. Share with us how you are doing your part. We may highlight your story at Serve.gov this summer.

A compelling service story:

- Is told from the perspective of someone with first hand experience in the service project.
- Presents the problem and the solution.
- Emphasizes the impact of the service project on the person and the problem.
- Is short and sweet – fewer than 500 words.
- Inspires others to take action

Stories can be written in a Word document. You may include image files and/or video links.

Quick Questions – be sure to include the following information:

Who is the point of contact for the project? _____

Phone: _____

Email: _____

Who are the members of the service group? _____

Where is the service project?

Organization: _____ City/State: _____

What is the service project's time frame? _____ Days/Weeks/Months

How many volunteers are recruited, coordinated or supported by your project? _____

How many volunteers associated with this project have committed to ongoing service? _____

Tips for telling a good story. A good story:

- Is a story – not a press release. Use the power of personal narrative when possible.
- Explains why the community needs the service project.
- Tells why you chose to get involved in the project.
- Includes the goal of the project.
- Emphasizes how the community is affected by the project.
- Outlines the reasons why the project is successful.
- Indicates how the project (or its impact) will be sustained in the future.
- Includes any unusual or creative partnerships developed.
- Tells what role service has played in your life.
- Includes and implicit or explicit call to action. (Okay to include web links.)

Please submit your story to Phil Martin, Outreach Coordinator, United We Serve: pmartin@cns.gov.

Please include in your submission the answers to the "quick questions" section above.

Thank You.

Monica Ashar

From: [REDACTED]
Sent: Tuesday, July 21, 2009 12:23 PM
To: Martin, Philip; [REDACTED]
Cc: [REDACTED]
Subject: RE: Community Arts Integration through Service

(b)(6)

Hi Phil,
That's great. I would love to join the call. [REDACTED], please let me know if I can be of any assistance.

[REDACTED]
[REDACTED]
[REDACTED]
Youth Service America
1101 15th St., NW, Suite 200
Washington, DC 20005
Ph. [REDACTED]; ext. [REDACTED]; Fax [REDACTED]
[REDACTED] www.ysa.org

(b)(6)

From: Martin, Philip [mailto:PMartin@cns.gov]
Sent: Tuesday, July 21, 2009 12:23 PM
To: [REDACTED]; [REDACTED]
Cc: [REDACTED]
Subject: RE: Community Arts Integration through Service

(b)(6)

[REDACTED] and [REDACTED] -

(b)(6)

Wanted to let you know that [REDACTED], who pulled together the May 12 group of community artists at the White House, will work with NEA and others to arrange another United We Serve / Arts conference call, probably at the end of next week. She'll follow up in case the ideas you've shared with one another can help frame the conversation. Very glad to have your help crafting the possibilities and the message for Arts/United We Serve connections. I'm sure you and [REDACTED] can figure out next steps. Just wanted to give you a heads up.

Thanks so much,
Phil

Phil Martin
Outreach Coordinator, United We Serve
Corporation for National and Community Service
202.606.6657
pmartin@cns.gov
www.serve.gov

From: [REDACTED] [mailto:[REDACTED]]
Sent: Monday, July 20, 2009 3:42 PM
To: [REDACTED]; Martin, Philip
Subject: Community Arts Integration through Service

(b)(6)

[REDACTED] -

(b)(6)

Hi. Yes lets chat by phone! I love your ideas and thinking.

Is there a way we could pull together an "Artists Call" for national service. Using your 5 points as a starting point we could ask artists to align ideas with the core goals of Uniter We Serve and the weekly themes.

As you say community arts integration means that the artist facilitator aligns themselves with the constituent needs, placing our craft in the service of community. As you mention there are a variety of examples from Mural Arts in Philly, to Writers Corps and Musicians Corp not to mention models like Gallery 37 in Chicago, YaYa in New Orleans, the Village of Arts and Humanities in Philadelphia or muralist in Los Angeles restoring their mural's – inspired in part by the elections. While some of these models lend themselves more to workforce development all have a volunteer component that could find alignment with the spirit and intention of United We Serve.

Part of what I am thinking is that we need to connect artists who are interested in service with organizations that might not traditionally partner with the arts to realize their projects. This seems like the most direct way to involve community artists over the coming weeks.

I'll give you a call so we lean into this idea some more and develop a rapid proposal.

best;

[REDACTED] (b)(6)
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
www.[REDACTED].com
http://[REDACTED].blogspot.com/

-----Original Message-----

From: [REDACTED] <[REDACTED]>
To: Martin, Philip <PMartin@cns.gov>; [REDACTED]
Sent: Mon, Jul 20, 2009 6:36 am
Subject: RE: United We Serve Mural Project

Hi [REDACTED] (b)(6)
Nice to meet you. I'm glad to know there are others out there interested in making the connection between arts and service to community.

I would certainly love to chat further about this. From the standpoint of YSA, I know there are concerns about just walking into a community and painting fence or a wall and then leaving, without any plans for sustainability or an understanding from youth about the community impact and need.

As you well know, there are many groups that do this correctly though.

Let me know if you're available some time this week to speak on the phone. Regarding the Americans for the Arts link, I've met [REDACTED], the [REDACTED], a couple of times. I don't know him well but he might be a great person to include in the dialogue. (b)(6)

I look forward to hearing from you,

[REDACTED] (b)(6)
[REDACTED]
[REDACTED]

Youth Service America

1101 15th St., NW, Suite 200

Washington, DC 20005

Ph. [REDACTED] ext [REDACTED] Fax [REDACTED]

[REDACTED] www.ysa.org

From: Martin, Philip [mailto:PMartin@cns.gov]

Sent: Friday, July 17, 2009 11:04 PM

To: [REDACTED], [REDACTED]

Subject: RE: United We Serve Mural Project

[REDACTED] (b)(6)

Yosi and I talked about getting the May 12 group (grassroots community/social change arts folks) and some others on a call next week – in the meantime, you might want to team up with [REDACTED] (currently with Youth Service America, background is as [REDACTED]) to sketch out an early version (or at least framework for?) the sort of document you recommend so we have some material in advance of the call. See some of [REDACTED]'s thoughts below. Feel free to take me out of the "reply" field if you bounce a lot of emails back and forth on this, but definitely loop me in w/ questions or if I can be helpful, and would love to see the doc before the first call so we know what we're working from. Up to you guys whether to share ideas this weekend, wait till next week, bring in others at this stage, etc. Attached is a United We Serve flyer, and the issue week dates are below.

Maybe a collaborative doc could exist here somewhere eventually (or somewhere else):

<http://www.artsusa.org/serve/>

The ALA has created a wiki, for example (though doesn't look like it's used much):

<http://www.ala.org/unitedweserve>

So, if you like, create, fiddle, weave, sketch together...

Yosi and I will be in touch soon.

Thanks,

Phil

(b)(6)
[REDACTED]'s initial thoughts:

A few ways that the arts/service fields can integrate:

1. Integrating arts into service organizations and helping them meet *their* mission. For example, I always think of RSVP of the Capital Region in Harrisburg, PA and their amazing quilting program (seniors taught youth how to quilt; youth then entered in rural arts and crafts festival, often placing in competitions); or AmericaScores which combines soccer and poetry.
2. Using the arts AS the service – such as Mural Arts (in Philadelphia) which rehabilitates communities as well as individuals; or Jump Street's summer jobs program, Lively Arts, teaching youth how to create and design furniture that is then donated to libraries, senior centers, and 20 schools.
3. Using arts as advocacy (which often falls under descriptions of service and service-learning opportunities) – for example getting youth to use the arts process to raise awareness about certain issues - theater to talk about HIV/AIDS or visual art to create dialogue around environmental sustainability. Graphic design opportunities also assist with workforce development goals; spoken word programs another great way to raise awareness of various issues.
4. Or figuring out ways to use arts as PART of recognized service standards – for example, arts as part of service planning, arts as part of service reflection, and creating service-learning curricula that uses arts processes. Already, journaling is widely used in service-learning projects; developing videos and photography is a great way to show the impact of service projects.
5. Finally, to dispel the concerns around not paying artists, we could raise awareness of college arts = 20 outreach opportunities where students go into the community to supplement arts ed programs in schools. (such as UCLA's Arts Bridge program.) They may or may not yet be professionals, but this can be seen as equivalent to an arts ed internship or apprenticeship.

Phil Martin
Outreach Coordinator, United We Serve
Corporation for National and Community Service
202.606.6657
pmartin@cns.gov
www.serve.gov

From: [REDACTED] [mailto:[REDACTED]] (b)(6)
Sent: Thursday, July 16, 2009 10:29 PM
To: Martin, Philip
Cc: yosi@arts.gov
Subject: Re: United We Serve Mural Project

Phil, I have an idea, lets create a Community Arts advisory team that can help develop some guide lines, best practices and suggestions for successful arts projects that are integrated into the weekly themes.

- community arts integration,
- how various groups can connect with artists in their community,
- successful existing models.

We could probably do this with one or two group calls and a live a google doc. and then disseminate through our respective networks.

what do you think?

[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
www.[REDACTED].com
http://[REDACTED]blogspot.com/

(b)(6)

-----Original Message-----

From: Martin, Philip <PMartin@cns.gov>
To: [REDACTED] (b)(6)
Sent: Thu, Jul 16, 2009 5:26 pm
Subject: RE: United We Serve Mural Project

Thanks –

Talking w/ Yosi Sergant tomorrow specifically about how we can integrate the grassroots community artist folks into upcoming issue weeks – would love to get some of the folks you mentioned on the phone really soon --

- July 20 Community Renew al
- July 27 Education
- Aug 03 Energy & Environment
- Aug 10 Health
- Aug 24 Safety & Security
- Aug 31 Interfaith Service

Phil Martin
Outreach Coordinator, United We Serve
Corpor ation for National and Community Service
202.606.6657
pmartin@cns.gov
www.serve.gov

From: [REDACTED] [mailto:[REDACTED]] (b)(6)
Sent: Wednesday, July 15, 2009 4:26 PM
To: Martin, Philip
Subject: United We Serve Mural Project

Phili - Thanks for taking teh time to talk today! here is the paint day report - will send you images this friday and any media -

best - [REDACTED] (b)(6)

Bronx Wash Neighborhood Mural Project
<http://bronxwashmuralproject.blogspot.com/>

On Saturday July 11, 2009 more than 25 Northwest Neighborhood residents in Tucson, AZ, participated in the Bronx Wash Mural community paint day. The event was facilitated by [REDACTED] [REDACTED] of the TAB/Mural Arts Program in collaboration with the Northwest Neighborhood Association and funded by Pro Neighborhoods. [REDACTED] led a number of design workshops with neighborhood residents to arrive at the final d esign. (b)(6)

Participants shared food and stories as they painted with premixed paints. [REDACTED] rode her bike to the event and writes "watching the interaction of local residents many of whom didn't really know what was going on, but when they saw that a group of neighbors were coming together to beautify the barren arroyo, they were very pleased." A neighbor and self-proclaimed "tagger" gave the mural a thorough review and after f ollowing the outline of the images, said: "I like it. I really like the message that the mural is giving to the neighborhood" (b)(6)

"I wanted to meet some of my neighbors and find painting generally relaxing" said one participant. It's the first time I've gotten to know other people in my neighborhood!" said [REDACTED] [REDACTED] who live s a few blocks from the mural "enjoyed watching "people's reactions and seeing the mural slowly appear". [REDACTED] brought out her hoola- hoops adding to the festive atmosphere. (b)(6)

"I was delighted by the number of neighbors who wandered by and got involved", writes [REDACTED] [REDACTED] a Senior Community Organizer PRO Neighborhoods. "Initially I came to support the grantee group but immediately was drawn into the pleasure of the art and the socializing." (b)(6)

The lively painting continued in the heat of the late afternoon and into the evening. We were protected by the elements by tarps and ice cold drinks. We were treated to locall y grown grapes and Pizza courtesy of Brooklyn Pizza <http://www.brooklynpizzacompany.com>. Our next paint day is with kids on Friday July 17. The mural will continue to be worked on for several weeks with a celebration scheduled for the fall.

The mural is part of the United We Serve <http://www.serve.gov/>

campaign. If you are interested in volunteering as=2 0a mural assistant for this and upcoming projects please contact the artist at [REDACTED] or [REDACTED] (b)(6)

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

www.[REDACTED].com

http://[REDACTED]blogspot.com/

(b)(6)

<= span style="font-size: 10pt; font-family: Arial; color: black;">

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Monica Ashar

From: Kelly, John [JKelly@cns.gov]
Sent: Wednesday, July 22, 2009 1:01 PM
To: Kelly, John
Subject: United We Serve Interagency Conference Call this Friday
Attachments: UWS Federal Agencies call agenda.doc

Dear Federal Partner,

Many of you are leading your agencies' United We Serve projects. Others have asked for guidance on how to best support the President's service initiative. Corporation for National and Community Service staff will host a conference call to address these questions and highlight best practices **on Friday, July 24th at 4pm**. Please join the call for information about tracking federal employee involvement, looking ahead to September 11th and resources available from CNCS. White House staff and Federal agency staff will also be speaking on the call about the President's and First Lady's priorities and best practices.

We appreciate all that you and your agency have done so far. Thanks to your help, United We Serve is off to a strong start. Over 250,000 service opportunities and 12 Do-It-Yourself toolkits are posted on Serve.gov. High profile individuals ranging from the President and First Lady to Major League Baseball stars have encouraged Americans to serve this summer. The stories we're collecting and posting on our blog testify to the fact that people are answering the President's call.

We look forward to continued success together.

Conference call information

Time: Friday, July 24th, 4pm EST

Call in: [REDACTED] (b)(2)

Passcode: [REDACTED]

Agenda below and attached

Best,
John Kelly

*John Kelly
Strategic Advisor,
Faith Based and Neighborhood Partnerships
Corporation for National and Community Service
jkelly@cns.gov
202-606-6743 (direct)*

Interagency Call on United We Serve Participation

Friday, July 24th at 4pm

Dial in #: [REDACTED] (b)(2)

Passcode: [REDACTED]

- I. Welcome and Introductions
- II. Mission and Goals of UWS
- III. Ways Federal Agencies Are Participating

- IV. Resources available
- V. Best Practices and Federal Agency Examples
- VI. Q & A

Interagency Call on United We Serve Participation

Friday, July 24th at 4pm

Dial in #: [REDACTED]

Passcode: [REDACTED]

](b)(2)

- I. Welcome and Introductions
- II. Mission and Goals of UWS
- III. Ways Federal Agencies Are Participating
- IV. Resources available
- V. Best Practices and Examples of what agencies are doing
- VI. Q & A

Monica Ashar

From: Yosi Sergant
Sent: Wednesday, July 22, 2009 7:41 PM
To: [REDACTED] (b)(6)
Subject: Re: Did I do something wrong

Just landed in denver. Will. Do tonight.

Yosi

----- Original Message -----

From: [REDACTED] <[REDACTED]> (b)(6)
To: Martin, Philip <PMartin@cns.gov>
Cc: Yosi Sergant
Sent: Wed Jul 22 19:40:54 2009
Subject: Re: Did I do something wrong

I can look for the AFTA invitation - and draft something up to run by you. Yosi if you want to offer up suggestions, great! (b)(6)

It looks like [REDACTED] and [REDACTED] have just talked once and [REDACTED] is hoping to create a white paper. For purposes of this call - I'd like folks to think there are prescribed way to get involved but lots of options. My sense is that it would be good to identify some of those options on the invitation but not attach a white paper. It also seems like his is primarily a call to artists about how to connect up with organizations - but a lot of the folks on our list are already hooked up. I think we can use [REDACTED]'s artist call as an example of one approach, but not all, and [REDACTED] could be helpful in naming some of the connections between the community arts / arts and activism worlds and the service worlds.

I think realistically the invitation won't go out until Friday. I was in meetings all afternoon and will be again tomorrow interviewing city council candidates for a Freelancers Union endorsement. [REDACTED] has agreed to cohost but I haven't heard back yet from the other two networks. I probably won't be able to draft the invitation until tomorrow evening. Do you suggest that we send the agenda with it? If we don't have the speakers pinned down I suppose we can do a general one without names. Usually when I do calls I have people rsvp to me so we can send them the agenda, call in number, and a reminder email. I wonder if we should still consider this option - I don't mind taking the rsmps.

On Jul 22, 2009, at 6:06 PM, Martin, Philip wrote:

Yosi, do you have a copy of the note that went out from Americans for the Arts? I never saw it. Either way can you take a stab at the invite and share w/ us since you know both United We Serve and this community?

Phil

Phil Martin
Outreach Coordinator, United We Serve
Corporation for National and Community Service
202.606.6657
pmartin@cns.gov
www.serve.gov

From: [REDACTED] [mailto:[REDACTED]]
Sent: Wednesday, July 22, 2009 5:57 PM
To: Martin, Philip
Cc: Yosi Sergeant
Subject: Re: Did I do something wrong

(b)(6)

Tttanks do you have any sample call invitations I can look at? Do you usually include the agenda or is this something we can send later with a reminder?

Sent from my iPhone

On Jul 22, 2009, at 2:12 PM, "Martin, Philip" <PMartin@cns.gov> wrote:

Call-in info (125 lines):

July 30, 3 pm Eastern

[REDACTED]
[REDACTED]](b)(2)

The process is: a live operator greets callers, asks for their password, then asks for their name and organization and sends them into the call. So ideally people call in before 3 pm so we can start close to on time. They will send a roster of name/organization (not contact info) after the call.

Phil

Phil Martin
Outreach Coordinator, United We Serve
Corporation for National and Community Service
202.606.6657
<mailto:pmartin@cns.gov> pmartin@cns.gov
www.serve.gov

From: [REDACTED] [mailto:[REDACTED]]
Sent: Wednesday, July 22, 2009 11:32 AM
To: Martin, Philip
Cc: Yosi Sergeant
Subject: Re: Did I do something wrong

(b)(6)

(b)(6)

Philip - were you going to send me the examples that [REDACTED] and [REDACTED] came up with or should I just get this directly from them? Who usually facilitates the call - is that you? Yosi - are you playing a role? My hope is to get the invitation out tomorrow or at the latest Friday - so far Alternate Roots has agreed to co-host the call with the Arts & Democracy Project and I'm waiting to hear back from National Performance Network and National Association of Latino Arts and Cultures (the three networks at the briefing). Is the NEA a co-host? Do you have any sample invitations I can look at? Also there were two versions of writing a story in the email you sent me Philip - which one should we use?

On Jul 21, 2009, at 12:16 PM, Martin, Philip wrote:

That works for me - I'll hold the time and reserve a line for 100 people

unless you suggest a different number.

(b)(6) [redacted], please see email attached that has contact info for/ideas from [redacted] and [redacted] so you can connect w/ them about preparing for the call.

(b)(6) [redacted] Yosi, [redacted] talked about including Americans for the Arts by engaging their Animating Democracy project. I'm just thinking that it would probably make sense to invite [redacted] on the call as well - not as a facilitator/leader, but as a listener/participant - especially since she's [redacted]:

(b)(6) <[http://www.artsusa.org/\[redacted\]](http://www.artsusa.org/[redacted])> [http://www.artsusa.org/\[redacted\]](http://www.artsusa.org/[redacted])

(b)(6) [redacted] If you both can get help from [redacted] and [redacted] and anyone else who can help w/ examples, etc., that'd be great - please send me a draft agenda for the call. (Yosi, you might want to engage [redacted] and her folks in the prep for the call as well -- but as I said to [redacted], I don't know the who's who/political stuff, so I'll let you guys sort that out, but hope that we err on the side of inclusivity whenever possible.)

(b)(6) [redacted], also attached are some recent emails that have gone out to Education and Arts partners (probably none on your May 12 list since I didn't know about that meeting until last week) for your reference.

Look forward to seeing the invite list/agenda ideas.

Thanks so much,
Phil

Phil Martin
Outreach Coordinator, United We Serve
Corporation for National and Community Service
202.606.6657
<<mailto:pmartin@cns.gov>> pmartin@cns.gov
www.serve.gov

(b)(6) -----Original Message-----
From: [redacted] [<[mailto:\[redacted\]](mailto:[redacted])> [mailto:\[redacted\]](mailto:[redacted])]
Sent: Tuesday, July 21, 2009 11:59 AM
To: Yosi Sergeant
Cc: Martin, Philip
Subject: Re: Did I do something wrong

Yosi I'm sorry you didn't get on the call. Shall we find a time to touch base? Also for both of you - how does July 30 at 3 est look for the call?

Sent from my iPhone

wrote: On Jul 21, 2009, at 9:11 AM, Yosi Sergeant <<mailto:yosi@arts.gov>> yosi@arts.gov>

I got a non working number

(b)(6) [From: <mailto:[REDACTED]> [REDACTED]>
Date: July 20, 2009 3:41:33 PM EDT
To: <mailto:[REDACTED]> [REDACTED]>, "Martin, Philip" <
<mailto:PMartin@cns.gov> PMartin@cns.gov>
Subject: Community Arts Integration through Service

(b)(6) [REDACTED] -

Hi. Yes lets chat by phone! I love your ideas and thinking.

Is there a way we could pull together an "Artists Call" for national service. Using your 5 points as a starting point we could ask artists to align ideas with the core goals of Uniter We Serve and the weekly themes.

As you say community arts integration means that the artist facilitator aligns themselves with the constituent needs, placing our craft in the service of community. As you mention there are a variety of examples from Mural Arts in Philly, to Writers Corps and Musicians Corp not to mention models like Gallery 37 in Chicago, YaYa in New Orleans, the Village of Arts and Humanities in Philadelphia or muralist in Los Angeles restoring their mural's - inspired in part by the elections. While some of these models lend themselves more to workforce development all have a volunteer component that could find alignment with the spirit and intention of United We Serve.

Part of what I am thinking is that we need to connect artists who are interested in service with organizations that might not traditionally partner with the arts to realize their projects. This seems like the most direct way to involve community artists over the coming weeks.

I'll give you a call so we lean into this idea some more and develop a rapid proposal.

best;

(b)(6) [[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
<mailto:[REDACTED]> [REDACTED]
[REDACTED]
www.[REDACTED].com
<http://[REDACTED].blogspot.com> http://[REDACTED].blogspot.com/

-----Original Message-----

From: [REDACTED] <mailto:[REDACTED]> [REDACTED]>
To: Martin, Philip <mailto:PMartin@cns.gov> PMartin@cns.gov>;
<mailto:[REDACTED]> [REDACTED]>
Sent: Mon, Jul 20, 2009 6:36 am
Subject: RE: United We Serve Mural Project

(b)(6)

Hi [REDACTED], (b)(6)

Nice to meet you. I'm glad to know there are others out there interested in making the connection between arts and service to community.

I would certainly love to chat further about this. From the standpoint of YSA, I know there are concerns about just walking into a community and painting fence or a wall and then leaving, without any plans for sustainability or an understanding from youth about the community impact and need.

As you well know, there are many groups that do this correctly though.

Let me know if you're available some time this week to speak on the phone. Regarding the Americans for the Arts link, I've met [REDACTED], the [REDACTED], a couple of times. I don't know him well but he might be a great person to include in the dialogue. (b)(6)

I look forward to hearing from you,

[REDACTED]

[REDACTED]

[REDACTED]

Youth Service America

1101 15th St., NW, Suite 200

Washington, DC 20005

Ph. [REDACTED], ext. [REDACTED]; Fax [REDACTED]

[REDACTED]; <<http://www.ysa.org>> www.ysa.org

(b)(6)

From: Martin, Philip [<<mailto:PMartin@cns.gov>> <mailto:PMartin@cns.gov>]

Sent: Friday, July 17, 2009 11:04 PM

To: <[mailto:\[REDACTED\]](mailto:[REDACTED])> [REDACTED]; [REDACTED] (b)(6)

Subject: RE: United We Serve Mural Project

[REDACTED], (b)(6)

Yosi and I talked about getting the May 12 group (grassroots community/social change arts folks) and some others on a call next week - in the meantime, you might want to team up with [REDACTED] (currently with Youth Service America, background is as [REDACTED]) to sketch out an early version (or at least framework for?) the sort of document you recommend so we have some material in advance of the call. See some of [REDACTED]'s thoughts below. Feel free to take me out of the "reply" field if you bounce a lot of emails back and forth on this, but definitely loop me in w/ questions or if I can be helpful, and would love to see the doc before the first call so we know what we're working from. Up to you guys whether to share ideas this weekend, wait till next week, bring in others at this stage, etc. Attached is a United We Serve flyer, and the issue week dates are below. (b)(6)

Maybe a collaborative doc could exist here somewhere eventually (or somewhere else):

<<http://www.artsusa.org/serve/>> <http://www.artsusa.org/serve/>

The ALA has created a wiki, for example (though doesn't look like it's used much):

<<http://www.ala.org/unitedweserve>> <http://www.ala.org/unitedweserve>

So, if you like, create, fiddle, weave, sketch together...

Yosi and I will be in touch soon.

Thanks,

Phil

(b)(6)

[REDACTED]'s initial thoughts:

A few ways that the arts/service fields can integrate:

1. Integrating arts into service organizations and helping them meet their mission. For example, I always think of RSVP of the Capital Region in Harrisburg, PA and their amazing quilting program (seniors taught youth how to quilt; youth then entered in rural arts and crafts festival, often placing in competitions); or AmericaScores which combines soccer and poetry.

2. Using the arts AS the service - such as Mural Arts (in Philadelphia) which rehabilitates communities as well as individuals; or Jump Street's summer jobs program, Lively Arts, teaching youth how to create and design furniture that is then donated to libraries, senior centers, and schools.

3. Using arts as advocacy (which often falls under descriptions of service and service-learning opportunities) - for example getting youth to use the arts process to raise awareness about certain issues - theater to talk about HIV/AIDS or visual art to create dialogue around environmental sustainability. Graphic design opportunities also assist with workforce development goals; spoken word programs another great way to raise awareness of various issues.

4. Or figuring out ways to use arts as PART of recognized service standards - for example, arts as part of service planning, arts as part of service reflection, and creating service-learning curricula that uses arts processes. Already, journaling is widely used in service-learning projects; developing videos and photography is a great way to show the impact of service projects.

5. Finally, to dispel the concerns around not paying artists, we could raise awareness of college arts = 20 outreach opportunities where students go into the community to supplement arts ed programs in schools. (such as UCLA's Arts Bridge program.) They may or may not yet be professionals, but this can be seen as equivalent to an arts ed internship or apprenticeship.

Phil Martin
Outreach Coordinator, United We Serve
Corporation for National and Community Service
202.606.6657
<mailto:pmartin@cns.gov> pmartin@cns.gov
www.serve.gov

From: [REDACTED] [<mailto:[REDACTED]> mailto:[REDACTED] (b)(6)
Sent: Thursday, July 16, 2009 10:29 PM
To: Martin, Philip
Cc: <mailto:yosi@arts.gov> yosi@arts.gov
Subject: Re: United We Serve Mural Project

Phil, I have an idea, lets create a Community Arts advisory team that can help develop some guide lines, best practices and suggestions for successful arts projects that are integrated into the weekly themes.

- community arts integration,
- how various groups can connect with artists in their community,
- successful existing models.

We could probably do this with one or two group calls and a live a google doc.
and then disseminate through our respective networks.

what do you think?

[REDACTED]

"[REDACTED]"

<mailto:[REDACTED]> [REDACTED]

[REDACTED]

www.[REDACTED].com

<http://[REDACTED].blogspot.com> http://[REDACTED].blogspot.com/

(b)(6)

-----Original Message-----

From: Martin, Philip <<mailto:PMartin@cns.gov> PMartin@cns.gov>

To: <mailto:[REDACTED]> [REDACTED]

Sent: Thu, Jul 16, 2009 5:26 pm

Subject: RE: United We Serve Mural Project

Thanks -

(b)(6)

Talking w/ Yosi Sergeant tomorrow specifically about how we can integrate the
grassroots community artist folks into upcoming issue weeks - would love to get some of the
folks you mentioned on the phone really soon --

- * July 20 Community Renew al
- * July 27 Education
- * Aug 03 Energy & Environment
- * Aug 10 Health
- * Aug 24 Safety & Security
- * Aug 31 Interfaith Service

Phil Martin
Outreach Coordinator, United We Serve
Corpor ation for National and Community Service
202.606.6657
<mailto:pmartin@cns.gov> pmartin@cns.gov
www.serve.gov

From: [REDACTED] [<mailto:[REDACTED]> mailto:[REDACTED]]
Sent: Wednesday, July 15, 2009 4:26 PM
To: Martin, Philip
Subject: United We Serve Mural Project

(b)(6)

Phili - Thanks for taking teh time to talk today! here is the paint day report -
will send you images this friday and any media -

best - [REDACTED] (b)(6)

Bronx Wash Neighborhood Mural Project
<http://bronxwashmuralproject.blogspot.com>
http://bronxwashmuralproject.blogspot.com/

On Saturday July 11, 2009 more than 25 Northwest Neighborhood residents in Tucson, AZ, participated in the Bronx Wash Mural community paint day. The event was facilitated by [REDACTED] of the TAB/Mural Arts Program in collaboration with the Northwest Neighborhood Association and funded by Pro Neighborhoods. [REDACTED] led a number of design workshops with neighborhood residents to arrive at the final design. (b)(6)

Participants shared food and stories as they painted with premixed paints. [REDACTED] rode her bike to the event and writes "watching the interaction of local residents many of whom didn't really know what was going on, but when they saw that a group of neighbors were coming together to beautify the barren arroyo, they were very pleased." A neighbor and self-proclaimed "tagger" gave the mural a thorough review and after following the outline of the images, said: "I like it. I really like the message that the mural is giving to the neighborhood" (b)(6)

"I wanted to meet some of my neighbors and find painting generally relaxing" said one participant. It's the first time I've gotten to know other people in my neighborhood!" said [REDACTED] who lives a few blocks from the mural "enjoyed watching "people's reactions and seeing the mural slowly appear". [REDACTED] brought out her hoola-hoops adding to the festive atmosphere. (b)(6)

"I was delighted by the number of neighbors who wandered by and got involved", writes [REDACTED] a Senior Community Organizer PRO Neighborhoods. "Initially I came to support the grantee group but immediately was drawn into the pleasure of the art and the socializing." (b)(6)

The lively painting continued in the heat of the late afternoon and into the evening. We were protected by the elements by tarps and ice cold drinks. We were treated to locally grown grapes and Pizza courtesy of Brooklyn Pizza <<http://www.brooklynpizzacompany.com>> <http://www.brooklynpizzacompany.com>. Our next paint day is with kids on Friday July 17. The mural will continue to be worked on for several weeks with a celebration scheduled for the fall.

The mural is part of the United We Serve <<http://www.serve.gov>> <http://www.serve.gov/>

campaign. If you are interested in volunteering as a mural assistant for this and upcoming projects please contact the artist at [REDACTED] or <[mailto:\[REDACTED\]](mailto:[REDACTED])> [REDACTED] (b)(6)

[REDACTED]

"[REDACTED]"

<[mailto:\[REDACTED\]](mailto:[REDACTED])> [REDACTED]

www.[REDACTED].com

<[http://\[REDACTED\].blogspot.com](http://[REDACTED].blogspot.com)> [http://\[REDACTED\].blogspot.com/](http://[REDACTED].blogspot.com/) (b)(6)

<= span style="font-size: 10pt; font-family: Arial; color: black;">

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<http://pr.atwola.com/promoclk/100126575x1221323041x1201367261/aol?redir=http://www.freecreditreport.com/pm/default.aspx?sc=668072%26hmpgID=62%26bcd=JulystepsfooterN062>>

From: "ServiceInitiative" <<<mailto:ServiceInitiative@cns.gov>>
ServiceInitiative@cns.gov>
Date: July 17, 2009 1:00:54 PM EDT
To: "Martin, Philip" <<<mailto:PMartin@cns.gov>> PMartin@cns.gov>
Subject: United We Serve: Build the Movement
Reply-To: "ServiceInitiative" <<<mailto:serviceinitiative@cns.gov>>
serviceinitiative@cns.gov>

< <<http://www.serve.gov>> <http://www.serve.gov>> United We Serve - Serve.gov

Dear United We Serve Partner,

Thanks to you, United We Serve is off to a strong start. But we need your continued help reaching out to prospective volunteers in your communities in order to help President Obama grow this service movement.

We have delivered the message that service is not simply a nice thing to do, rather it is critical to restoring America's promise. The First Lady has echoed the President's call to service. Entertainers and musicians are lending their star-power to the cause. The sports community is promoting United We Serve through public service announcements airing in media markets nationwide. < <<http://www.youtube.com/watch?v=dF79bghfm80>>
<http://www.youtube.com/watch?v=dF79bghfm80>> Click here to watch the Major League Baseball video featured during the All Star Baseball Game this week.

These high-profile spokespeople are exciting, but we need your help reaching volunteers where they live, work and worship. Here are some simple ways to spread the word:

Engage your friends and colleagues:

* Bring five friends, family members, faith group members or colleagues with you next time you serve.

* Link to our < <<http://apps.facebook.com/causes/192100>>
<http://apps.facebook.com/causes/192100>> Facebook cause page for Serve.gov

Engage your community by using United We Serve media tools to invite local TV stations, newspapers and other bulletins to cover your activities, draw attention to the pressing community needs you are addressing, and help you recruit new volunteers. Download our media tools from the newsroom < <<http://www.serve.gov/newsroom.asp>>
<http://www.serve.gov/newsroom.asp>> at Serve.gov < <<http://www.serve.gov>>
<http://www.serve.gov>> and:

In addition, we encourage you to spread the word about United We Serve:

* Submit an <
<http://www.serve.gov/assets/documents/09_0716_sample_oped.doc>
http://www.serve.gov/assets/documents/09_0716_sample_oped.doc> op-ed or a <
<http://www.serve.gov/assets/documents/09_0716_sample_letter.doc>
http://www.serve.gov/assets/documents/09_0716_sample_letter.doc> letter to the editor to your
local newspaper about the importance of service
* Plan a press conference for your organization to highlight an ongoing
service activity and tie it to the President's call to service
* Send a <
<http://www.serve.gov/assets/documents/09_0707_sample_release.doc>
http://www.serve.gov/assets/documents/09_0707_sample_release.doc> press release to local
media outlets sharing the story of a volunteer or highlighting the impact of your
organization
* Record a public service announcement for your local radio station

Also, you are invited to join our public affairs team on a conference call to
discuss press strategy and ask questions. Please RSVP to <<mailto:serviceinitiative@cns.gov>>
serviceinitiative@cns.gov. And join us:

Tuesday, July 21 at 2PM

Call in number: [REDACTED]

Passcode: [REDACTED]

](b)(2)

We appreciate your help as we work to spread the word about your service and this
national initiative to all of America's communities. Meanwhile, check out our new "stories of
service blog" at Serve.gov <<http://www.serve.gov>> <http://www.serve.gov>> and test the new
and improved search function to sort through over 250,000 volunteer opportunities.

In Service,

United We Serve Summer Team
Corporation for National and Community Service

< <http://www.serve.gov/emails/images/email_footer.gif>
http://www.serve.gov/emails/images/email_footer.gif>

From: "Martin, Philip" <<mailto:PMartin@cns.gov>> PMartin@cns.gov>
Date: July 17, 2009 10:54:06 AM EDT
To: "Martin, Philip" <<mailto:PMartin@cns.gov>> PMartin@cns.gov>
Subject: United We Serve: Using Media, Moving Forward

United We Serve Partners:

Great to talk with those of you on the call yesterday. Here's the
follow-up we promised.

Quick-and-easy guide to making the most of your connection with United

We Serve to get attention and inspire/recruit volunteers:

1. Send me ASAP your best one or two events/programs happening during Education Week, July 27-Aug 2, in case we can include in media advisory, etc. Imagine: if local news cameras walk into one place that shows the best of what volunteers do, what place is it and what will be happening there?

a. Include location, date(s), time(s), two or three sentence detailed description (#s people, activities, etc.), contact person/info.

b. Can be ongoing project or one-time event; can be something you've been doing for years or special for United We Serve.

c. We won't be able to help highlight every project, but we definitely can't consider highlighting yours if we don't know what you're doing.

d. You might want to consider using your existing relationships to try to find a surrogate who can join your event.

2. Send me ASAP and throughout summer your best stories of work volunteers have already done that will inspire others to take action.

a. See attached guidelines.

b. See www.serve.gov < <http://www.serve.gov/> <http://www.serve.gov/> >

for examples. I like

the one that's up now from the 8th-grader engaging in a group service learning project.

3. See the email below; share our media tools with all your on-the-ground people and invite all of them to RSVP for our public affairs call on Tuesday.

One suggestion:

* Think about your (partners'/affiliates') current members/volunteers as United We Serve organizers. How can they be called upon to engage other Americans in important community projects this summer? Consider asking them to ask their friends, family, co-workers to join them and/or to go to www.serve.gov < <http://www.serve.gov/> >

<http://www.serve.gov/> > ; to use

their social media connections to get people involved; to share their story of service locally at places of worship and elsewhere; etc. Let me know if you need ideas.

* United We Serve Facebook page:

<<http://apps.facebook.com/causes/192100>> <http://apps.facebook.com/causes/192100>

And two reminders from our call yesterday:

* If you don't generally engage in education-related projects until the school year, is there a way to get (your) people involved this summer?

* Either way, how will you answer the president's call in the fall? We'll share some ideas soon, but it's not too early to start thinking/planning.

* See all issue weeks below. Especially for you folks in the arts community. If you have upcoming events/stories that are a better fit with another week, please send those ASAP as well.

* July 20 Community Renewal
* July 27 Education
* Aug 03 Energy & Environment
* Aug 10 Health
* Aug 24 Safety & Security
* Aug 31 Interfaith Service
* Sep 11 National Day of Remembrance and Service

Email below contains links to local/national media tools and information on the Tuesday all-affiliate public affairs conference call - spread the word!

Dear United We Serve Partner,

Thanks to the help of our partners, United We Serve is off to a strong start. Between your networks and the President's megaphone, we have reached volunteers across the nation with the message that service is not simply a nice thing to do, but it is critical to restoring America's promise. The First Lady has echoed the President's call to service. Entertainers and musicians are lending their star-power to the cause. The sports community is promoting United We Serve through PSAs airing in media markets nationwide. Watch the video

< <http://www.youtube.com/watch?v=dF79bghfm80> >

<http://www.youtube.com/watch?v=dF79bghfm80> Major League Baseball featured during the All Star Baseball Game.

These high-profile spokespeople are exciting; but, in this next phase of our initiative, we need to reach volunteers where they live, work and worship. We need your help in executing a bottom-up media campaign that highlights successful local volunteer activities and calls on every individual to get engaged making their communities and our country better. We need every local affiliate of national organizations telling the community their stories of service and offering opportunities to get involved and expand the impact of their work. Here's how you can highlight your own contributions and help spread the word.

Encourage your local affiliates to use the UWS media tools in the newsroom < <http://serve.gov/newsroom.asp> > <http://serve.gov/newsroom.asp> at

Serve.gov

< <http://www.serve.gov/> > <http://www.serve.gov/> or your own materials to:

- 1) Submit an op-ed or a letter to the editor to your local newspaper about the importance of service
- 2) Plan a press conference to highlight an ongoing service activity and tie it to the President's call to service through United We Serve
- 3) Send a press release to local media outlets sharing the story of a volunteer or highlighting the impact of your organization
- 4) Record a PSA for your local radio station

Also, your organization and your local affiliates are invited to join our public affairs team on a conference call to discuss press strategy and ask questions. Please RSVP to <mailto:serviceinitiative@cns.gov> serviceinitiative@cns.gov. And join us:

Tuesday, July 21 at 2PM

Call in number: [REDACTED] (b)(2)

Passcode: [REDACTED] (b)(2)

We appreciate your help as we work to spread the word about your organizations and this national initiative to all of America's communities. Meanwhile, check out our new "stories of service blog" at Serve.gov <<http://www.serve.gov/> http://www.serve.gov/> and test the new and improved search function to sort through over 250,000 volunteer opportunities.

In Service,

United We Serve Summer Team

Phil Martin

Outreach Coordinator, United We Serve

Corporation for National and Community Service

202.606.6657

<mailto:pmartin@cns.gov> pmartin@cns.gov

www.serve.gov

<Stories for United We Serve.doc>

From: "Martin, Philip" <mailto:PMartin@cns.gov> PMartin@cns.gov

Date: July 12, 2009 8:05:27 PM EDT

To: "Martin, Philip" <mailto:PMartin@cns.gov> PMartin@cns.gov

Subject: United We Serve update

Dear United We Serve Partners,

Please see the latest update on the president's service initiative below, including photos of the First Family in action. And a few added notes:

* We are hitting the airwaves hard trying to motivate more Americans to volunteer this summer. For example, President Obama and all living former presidents have recorded a video calling upon Americans to serve. This will be shown at the MLB All Star game
< <http://mlb.mlb.com/news/press_releases/press_release.jsp?ymd=20090712&content_id=5841988&vkey=pr_mlb&fext=.jsp&c_id=mlb> , just before the president throws out the first pitch. Various musical artists
< <http://musicindustrynewswire.com/2009/06/26/min1843_203302.php> are asking their fans to get involved this summer, and some NFL stars will release United We Serve PSAs. More to come.

* Please continue posting volunteer opportunities on serve.gov if you don't already use something like Idealist or Volunteer Match. See/distribute attached tip sheet. (All for Good is the database created by Google that is used by serve.gov and that imports/displays postings from other major volunteer database sites.)

* Serve.gov will begin displaying stories of service this week a continue throughout the summer. If you'd like your organization to be highlighted, please see the attached guidelines, talk to your on-the-ground people, and send me directly something you think is compelling. It can be a profile of a local volunteer, a description of an ongoing project, or something else. Written in first person or third person. You might decide to include some call to action at the bottom - inspirational words, links to online content, instructions to search for certain keywords in serve.gov, etc. The sooner you send me something, the sooner I can try to argue on your behalf to get it posted on the site.

* Education Week begins July 27. We want to showcase education-related projects to celebrate good work and inspire others to take action. Please consider:

* Sending me a brief list of projects happening during that time (see example from YMCA attached) in case we can highlight them somehow

* Sending stories you'd like displayed on the website during Education Week (see above)

* Writing local and national op-eds and submitting press releases about your organization/project in conjunction with United We Serve's Education Week

* Announcing/launching a particular goal, partnership, or area of focus for your participation in United We Serve

* Using serve.gov and other mechanisms to engage even more volunteers that week in ways that support your mission

* See the new United We Serve flier attached and use as you wish. Feel free to distribute widely - email it, post it on your website, hang it on bulletin boards, etc.

* Let's talk 1on1. If your lead contact person for United We Serve - whether that's you or someone else - hasn't already been in contact with me directly, feel free to be in touch with me to set up a time to ask questions, share ideas, etc.

Update is below.

Regards,

Phil

Phil Martin

Outreach Coordinator, United We Serve

Corporation for National and Community Service

202.606.6657

<mailto:pmartin@cns.gov> pmartin@cns.gov

www.serve.gov

United We Serve launched to much fanfare three weeks ago!

The First Lady officially kicked off our summer initiative on June 22 at the Corporation's National Conference on Service and Volunteering in San Francisco. That same day Cabinet Secretaries fanned out across the country to make a difference in local communities. Then on June 25 the President and First Family joined AmeriCorps NCCC in service alongside Congressional families by packing 15,000 backpacks for the children of our troops. For a look back at these remarkable activities, click on the

following links:

* First Lady at the National Conference on Service and Volunteering
< <<http://www.whitehouse.gov/blog/The-First-Lady-Kicks-Off-United-We-Serve>>
<http://www.whitehouse.gov/blog/The-First-Lady-Kicks-Off-United-We-Serve>
>/>
* Cabinet Secretary Service
< <<http://www.whitehouse.gov/photogallery/United-We-Serve/>>
<http://www.whitehouse.gov/photogallery/United-We-Serve/>>
* First Family, NCCC, and Congressional Families at Ft. McNair
< <<http://www.whitehouse.gov/video/President-Obama-and-the-First-Lady-Pack-15000-Backpacks-for-Children-of-Our-Troops/>>

Serve.gov < <<http://www.serve.gov/>> <http://www.serve.gov/>> , the online home of United We Serve, is now live. Your feedback on its functionality has been incredibly valuable. We are working closely with All For Good to make the search engine work better for you and for prospective volunteers. The purpose of this new platform is to get you connected with each other. Please submit additional concerns to All For Good here
< <<http://spreadsheets.google.com/viewform?hl=en&formkey=clZQWHN5Rzg4cTVMTG1jYWxfMTJRRFE6MA>> and we will continue to share with them the feedback we are receiving from the field.

For volunteers who want to develop their own service projects with friends, family, and neighbors to address unmet needs, Serve.gov < <<http://www.serve.gov/>> <http://www.serve.gov/>> also offers easy-to-use toolkits by issue area to help volunteers get started, build a team, set outcome-oriented goals, and track their community impact.

Beginning next week we will start featuring stories of service on Serve.gov < <<http://www.serve.gov/>> <http://www.serve.gov/>> . Throughout the summer we will focus our spotlight on activities in priority issue areas. Our communications calendar includes the following themed weeks:

- * July 20 Community Renewal
- * July 27 Education
- * Aug 03 Energy & Environment
- * Aug 10 Health
- * Aug 24 Safety & Security
- * Aug 31 Interfaith Service

In addition to the stories we feature on Serve.gov < <<http://www.serve.gov/>> <http://www.serve.gov/>> in these issue areas, we hope that you will also shine your own spotlight on stories that reflect the work you do in your community. We encourage organizations and groups to highlight local efforts and draw attention to local needs by generating their own media

this summer. To help, we have posted a media guide, sample press release, and sample media advisory in the newsroom at Serve.gov
< <<http://www.serve.gov/>> <http://www.serve.gov/>> .

We thank you again for your participation in United We Serve and we look forward to strengthening your efforts this summer.

Gratefully,

The United We Serve Summer Team

<<mailto:ServiceInitiative@cns.gov>> ServiceInitiative@cns.gov

<[All for Good Tip Sheet.doc](#)><[Stories for United We Serve.doc](#)><[YMCA project examples.doc](#)><[united we serve flyer.pdf](#)>

Monica Ashar

From: Elizabeth Stark
Sent: Wednesday, July 22, 2009 9:18 PM
To: Yosi Sergeant
Subject: RE: Did I do something wrong
Attachments: United We Serve and the Arts_7.docx

Hi Yosi,

I pulled out some text from the one-sheet we wrote and also attached the original document, in case you want to add more details on how orgs can be involved:



(b)(5)

From: Yosi Sergeant
Sent: Wednesday, July 22, 2009 6:43 PM
To: Elizabeth Stark
Subject: Fw: Did I do something wrong

Wanna take a stab at this?

----- Original Message -----

From: Martin, Philip <PMartin@cns.gov>
To: Caron Atlas <caronatlas@gmail.com>
Cc: Yosi Sergeant
Sent: Wed Jul 22 18:06:11 2009
Subject: RE: Did I do something wrong

Yosi, do you have a copy of the note that went out from Americans for the Arts? I never saw it. Either way can you take a stab at the invite and share w/ us since you know both United We Serve and this community?

Phil

Phil Martin

Outreach Coordinator, United We Serve

Corporation for National and Community Service

202.606.6657

pmartin@cns.gov

www.serve.gov

From: [REDACTED] [mailto:[REDACTED]]
Sent: Wednesday, July 22, 2009 5:57 PM
To: Martin, Philip
Cc: Yosi Sergant
Subject: Re: Did I do something wrong

(b)(6)

Tttanks do you have any sample call invitations I can look at? Do you usually include the agenda or is this something we can send later with a reminder?

Sent from my iPhone

On Jul 22, 2009, at 2:12 PM, "Martin, Philip" <PMartin@cns.gov> wrote:

Call-in info (125 lines):

July 30, 3 pm Eastern

[REDACTED]
[REDACTED]] (b)(2)

The process is: a live operator greets callers, asks for their password, then asks for their name and organization and sends them into the call. So ideally people call in before 3 pm so we can start close to on time. They will send a roster of name/organization (not contact info) after the call.

Phil

Phil Martin

Outreach Coordinator, United We Serve
Corporation for National and Community Service
202.606.6657
<mailto:pmartin@cns.gov> pmartin@cns.gov
www.serve.gov

From: [REDACTED] [mailto:[REDACTED]] (b)(6)
Sent: Wednesday, July 22, 2009 11:32 AM
To: Martin, Philip
Cc: Yosi Sergeant
Subject: Re: Did I do something wrong

Philip - were you going to send me the examples that [REDACTED] and [REDACTED] came up with or should I just get this directly from them? Who usually facilitates the call - is that you? Yosi - are you playing a role? My hope is to get the invitation out tomorrow or at the latest Friday - so far Alternate Roots has agreed to co-host the call with the Arts & Democracy Project and I'm waiting to hear back from National Performance Network and National Association of Latino Arts and Cultures (the three networks at the briefing). Is the NEA a co-host? Do you have any sample invitations I can look at? Also there were two versions of writing a story in the email you sent me Philip - which one should we use?

On Jul 21, 2009, at 12:16 PM, Martin, Philip wrote:

That works for me - I'll hold the time and reserve a line for 100 people unless you suggest a different number.

(b)(6) [REDACTED] please see email attached that has contact info for/ideas from [REDACTED] and [REDACTED] so you can connect w/ them about preparing for the call.

(b)(6) [REDACTED] Yosi, [REDACTED] talked about including Americans for the Arts by engaging their [REDACTED] project. I'm just thinking that it would probably make sense to invite [REDACTED] on the call as well - not as a

facilitator/leader, but as a listener/participant - especially since she's working on a web/stories project that sounds similar to something [REDACTED] described:

(b)(6)

<<http://www.artsusa.org/serve/>> <http://www.artsusa.org/serve/>

(b)(6) [If you both can get help from [REDACTED] and [REDACTED] and anyone else who can help w/ examples, etc., that'd be great - please send me a draft agenda for the call. (Yosi, you might want to engage [REDACTED] and her folks in the prep for the call as well -- but as I said to [REDACTED], I don't know the who's who/political stuff, so I'll let you guys sort that out, but hope that we err on the side of inclusivity whenever possible.)

(b)(6) [REDACTED], also attached are some recent emails that have gone out to Education and Arts partners (probably none on your May 12 list since I didn't know about that meeting until last week) for your reference.

Look forward to seeing the invite list/agenda ideas.

Thanks so much,

Phil

Phil Martin

Outreach Coordinator, United We Serve

Corporation for National and Community Service

202.606.6657

<<mailto:pmartin@cns.gov>> pmartin@cns.gov

www.serve.gov

-----Original Message-----

From: [REDACTED] [mailto:[REDACTED]] mailto:[REDACTED] (b)(6)

Sent: Tuesday, July 21, 2009 11:59 AM

To: Yosi Sergeant

Cc: Martin, Philip

Subject: Re: Did I do something wrong

Yosi I'm sorry you didn't get on the call. Shall we find a time to touch base? Also for both of you - how does July 30 at 3 est look for the call?

Sent from my iPhone

On Jul 21, 2009, at 9:11 AM, Yosi Sergeant <mailto:yosi@arts.gov> yosi@arts.gov wrote:

I got a non working number

From: <mailto:[REDACTED] [REDACTED]> (b)(6)

Date: July 20, 2009 3:41:33 PM EDT

To: <mailto:[REDACTED] [REDACTED]>, "Martin, Philip" <mailto:PMartin@cns.gov> PMartin@cns.gov (b)(6)

Subject: Community Arts Integration through Service

[REDACTED] - (b)(6)

Hi. Yes lets chat by phone! I love your ideas and thinking.

Is there a way we could pull together an "Artists Call" for national service. Using your 5 points as a starting point we could ask artists to align ideas with the core goals of Uniter We Serve and the weekly themes.

As you say community arts integration means that the artist facilitator aligns themselves with the constituent needs, placing our craft in the service of community. As you mention there are a variety of examples from Mural Arts in Philly, to Writers Corps and Musicians Corp not to mention models like Gallery 37 in Chicago, YaYa in New Orleans, the Village of Arts and Humanities in Philadelphia or muralist in Los Angeles restoring their mural's - inspired in part by the elections. While some of these models lend themselves more to workforce development all have a volunteer component that could find alignment with the spirit and intention of United We Serve.

Part of what I am thinking is that we need to connect artists who are interested in service with organizations that might not traditionally partner with the arts to realize their projects. This seems like the most direct way to involve community artists over the coming weeks.

I'll give you a call so we lean into this idea some more and develop a rapid proposal.

best;

[REDACTED]

[REDACTED]

[REDACTED]

<mailto:[REDACTED]> [REDACTED]

[REDACTED]

www.[REDACTED].com

(b)(6)

<http://[REDACTED].blogspot.com> http://[REDACTED].blogspot.com/ (b)(6)

-----Original Message-----

From: [REDACTED] <<mailto:[REDACTED]> [REDACTED]>
To: Martin, Philip <<mailto:PMartin@cns.gov> PMartin@cns.gov>;
<mailto:[REDACTED]> [REDACTED]>

(b)(6)

Sent: Mon, Jul 20, 2009 6:36 am

Subject: RE: United We Serve Mural Project

Hi [REDACTED],

(b)(6)

Nice to meet you. I'm glad to know there are others out there interested in making the connection between arts and service to community.

I would certainly love to chat further about this. From the standpoint of YSA, I know there are concerns about just walking into a community and painting fence or a wall and then leaving, without any plans for sustainability or an understanding from youth about the community impact and need.

As you well know, there are many groups that do this correctly though.

Let me know if you're available some time this week to speak on the phone. Regarding the Americans for the Arts link, I've met [REDACTED], the [REDACTED], a couple of times. I don't know him well but he might be a great person to include in the dialogue.

(b)(6)

I look forward to hearing from you,

[REDACTED]

[REDACTED]

[REDACTED]

(b)(6)

Youth Service America

1101 15th St., NW, Suite 200

Washington, DC 20005

(b)(6) [Ph: [REDACTED] ext. [REDACTED]; Fax [REDACTED]
[REDACTED]; <<http://www.ysa.org>> www.ysa.org

From: Martin, Philip [<<mailto:PMartin@cns.gov>> <mailto:PMartin@cns.gov>]

Sent: Friday, July 17, 2009 11:04 PM

To: <[mailto:\[REDACTED\]](mailto:[REDACTED])> [REDACTED] [REDACTED] (b)(6)

Subject: RE: United We Serve Mural Project

[REDACTED], (b)(6)

(b)(6) Yosi and I talked about getting the May 12 group (grassroots community/social change arts folks) and some others on a call next week - in the meantime, you might want to team up with [REDACTED] (currently with Youth Service America, background is as [REDACTED]) to sketch out an early version (or at least framework for?) the sort of document you recommend so we have some material in advance of the call. See some of [REDACTED]'s thoughts below. Feel free to take me out of the "reply" field if you bounce a lot of emails back and forth on this, but definitely loop me in w/ questions or if I can be helpful, and would love to see the doc before the first call so we know what we're working from. Up to you guys whether to share ideas this weekend, wait till next week, bring in others at this stage, etc. Attached is a United We Serve flyer, and the issue week dates are below. (b)(6)

Maybe a collaborative doc could exist here somewhere eventually (or somewhere else):

<<http://www.artsusa.org/serve/>> <http://www.artsusa.org/serve/>

The ALA has created a wiki, for example (though doesn't look like it's used much):

<<http://www.ala.org/unitedweserve>> <http://www.ala.org/unitedweserve>

So, if you like, create, fiddle, weave, sketch together...

Yosi and I will be in touch soon.

Thanks,

Phil

(b)(6)

██████'s initial thoughts:

A few ways that the arts/service fields can integrate:

1. Integrating arts into service organizations and helping them meet their mission. For example, I always think of RSVP of the Capital Region in Harrisburg, PA and their amazing quilting program (seniors taught youth how to quilt; youth then entered in rural arts and crafts festival, often placing in competitions); or AmericaScores which combines soccer and poetry.
2. Using the arts AS the service - such as Mural Arts (in Philadelphia) which rehabilitates communities as well as individuals; or Jump Street's summer jobs program, Lively Arts, teaching youth how to create and design furniture that is then donated to libraries, senior centers, and schools.
3. Using arts as advocacy (which often falls under descriptions of service and service-learning opportunities) - for example getting youth to use the arts process to raise awareness about certain issues - theater to talk about HIV/AIDS or visual art to create dialogue around environmental sustainability. Graphic design opportunities also assist with workforce development goals; spoken word programs another great way to raise awareness of various issues.
4. Or figuring out ways to use arts as PART of recognized service standards - for example, arts as part of service planning, arts as part of service reflection, and creating service-learning curricula that uses arts processes. Already, journaling is widely used in service-learning projects; developing videos and photography is a great way to show the impact of service projects.
5. Finally, to dispel the concerns around not paying artists, we could raise awareness of college arts outreach opportunities where students go into the community to supplement arts ed programs in schools. (such as UCLA's Arts Bridge program.) They may or may not yet be professionals, but this can be seen as equivalent to an arts ed internship or apprenticeship.

Phil Martin

Outreach Coordinator, United We Serve

Corporation for National and Community Service

202.606.6657

<mailto:pmartin@cns.gov> pmartin@cns.gov

www.serve.gov

From: [REDACTED] [<mailto:[REDACTED]> mailto:[REDACTED]] (b)(6)

Sent: Thursday, July 16, 2009 10:29 PM

To: Martin, Philip

Cc: <mailto:yosi@arts.gov> yosi@arts.gov

Subject: Re: United We Serve Mural Project

Phil, I have an idea, lets create a Community Arts advisory team that can help develop some guide lines, best practices and suggestions for successful arts projects that are integrated into the weekly themes.

- community arts integration,
- how various groups can connect with artists in their community,
- successful existing models.

We could probably do this with one or two group calls and a live a google doc. and then disseminate through our respective networks.

what do you think?

[REDACTED] (b)(6)

"[REDACTED]"

<mailto:[REDACTED]> [REDACTED]

[REDACTED]

www.[REDACTED].com

<http://[REDACTED].blogspot.com> http://[REDACTED].blogspot.com/

-----Original Message-----

From: Martin, Philip <<mailto:PMartin@cns.gov> PMartin@cns.gov>

To: <mailto:[REDACTED]> [REDACTED] (b)(6)

Sent: Thu, Jul 16, 2009 5:26 pm

Subject: RE: United We Serve Mural Project

Thanks -

Talking w/ Yosi Sergeant tomorrow specifically about how we can integrate the grassroots community artist folks into upcoming issue weeks - would love to get some of the folks you mentioned on the phone really soon --

- * July 20 Community Renew al
- * July 27 Education
- * Aug 03 Energy & Environment
- * Aug 10 Health
- * Aug 24 Safety & Security
- * Aug 31 Interfaith Service

Phil Martin

Outreach Coordinator, United We Serve

Corpor ation for National and Community Service

202.606.6657

<mailto:pmartin@cns.gov> pmartin@cns.gov

www.serve.gov

From: [REDACTED] [mailto:[REDACTED]] mailto:[REDACTED] (b)(6)

Sent: Wednesday, July 15, 2009 4:26 PM

To: Martin, Philip

Subject: United We Serve Mural Project

Phili - Thanks for taking the time to talk today! here is the paint day report - will send you images this friday and any media -

best - [REDACTED] (b)(6)

Bronx Wash Neighborhood Mural Project

<<http://bronxwashmuralproject.blogspot.com>>
<http://bronxwashmuralproject.blogspot.com/>

(b)(6) On Saturday July 11, 2009 more than 25 Northwest Neighborhood residents in Tucson, AZ, participated in the Bronx Wash Mural community paint day. The event was facilitated by [REDACTED] of the TAB/Mural Arts Program in collaboration with the Northwest Neighborhood Association and funded by Pro Neighborhoods. [REDACTED] led a number of design workshops with neighborhood residents to arrive at the final design.

(b)(6) Participants shared food and stories as they painted with premixed paints. [REDACTED] rode her bike to the event and writes "watching the interaction of local residents many of whom didn't really know what was going on, but when they saw that a group of neighbors were coming together to beautify the barren arroyo, they were very pleased." A neighbor and self-proclaimed "tagger" gave the mural a thorough review and after following the outline of the images, said: "I like it. I really like the message that the mural is giving to the neighborhood"

(b)(6) "I wanted to meet some of my neighbors and find painting generally relaxing" said one participant. It's the first time I've gotten to know other people in my neighborhood!" said [REDACTED]. [REDACTED] who lives a few blocks from the mural "enjoyed watching "people's reactions and seeing the mural slowly appear". [REDACTED] brought out her hoola- hoops adding to the festive atmosphere.

(b)(6)

"I was delighted by the number of neighbors who wandered by and got involved", writes [REDACTED] a Senior Community Organizer PRO Neighborhoods. "Initially I came to support the grantee group but immediately was drawn into the pleasure of the art and the socializing."

The lively painting continued in the heat of the late afternoon and into the evening. We were protected by the elements by tarps and ice cold drinks. We were treated to locally grown grapes and Pizza courtesy of Brooklyn Pizza <<http://www.brooklynpizzacompany.com>> <http://www.brooklynpizzacompany.com>. Our next paint day is with kids on Friday July 17. The mural will continue to be worked on for several weeks with a celebration scheduled for the fall.

The mural is part of the United We Serve <<http://www.serve.gov>> <http://www.serve.gov>/

campaign. If you are interested in volunteering as a mural assistant for this and upcoming projects please contact the artist at [REDACTED] or <[mailto:\[REDACTED\]](mailto:[REDACTED])> [REDACTED]

(b)(6)

[REDACTED]

[REDACTED]

<[mailto:\[REDACTED\]](mailto:[REDACTED])> [REDACTED]

[REDACTED]

[www.\[REDACTED\].com](http://www.[REDACTED].com)

<[http://\[REDACTED\].blogspot.com](http://[REDACTED].blogspot.com)> [http://\[REDACTED\].blogspot.com/](http://[REDACTED].blogspot.com/)

<= span style="font-size: 10pt; font-family: Arial; color: black;">

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<http://pr.atwola.com/promoclk/100126575x1221323041x1201367261/aol?redir=http://www.freecreditreport.com/pm/default.aspx?sc=668072%26hmpgID=62%26bcd=JulystepsfooterN062>>

From: "ServiceInitiative" <<<mailto:ServiceInitiative@cns.gov>>
ServiceInitiative@cns.gov>

Date: July 17, 2009 1:00:54 PM EDT

To: "Martin, Philip" <<<mailto:PMartin@cns.gov>> PMartin@cns.gov>

Subject: United We Serve: Build the Movement

Reply-To: "ServiceInitiative" <<<mailto:serviceinitiative@cns.gov>>
serviceinitiative@cns.gov>

< <<http://www.serve.gov>> <http://www.serve.gov>> United We Serve - [Serve.gov](http://www.serve.gov)

Dear United We Serve Partner,

Thanks to you, United We Serve is off to a strong start. But we need your continued help reaching out to prospective volunteers in your communities in order to help President Obama grow this service movement.

We have delivered the message that service is not simply a nice thing to do, rather it is critical to restoring America's promise. The First Lady has echoed the President's call

to service. Entertainers and musicians are lending their star-power to the cause. The sports community is promoting United We Serve through public service announcements airing in media markets nationwide. < <<http://www.youtube.com/watch?v=dF79bghfm80>> <http://www.youtube.com/watch?v=dF79bghfm80>> Click here to watch the Major League Baseball video featured during the All Star Baseball Game this week.

These high-profile spokespeople are exciting, but we need your help reaching volunteers where they live, work and worship. Here are some simple ways to spread the word:

Engage your friends and colleagues:

- * Bring five friends, family members, faith group members or colleagues with you next time you serve.

- * Link to our < <<http://apps.facebook.com/causes/192100>> <http://apps.facebook.com/causes/192100>> Facebook cause page for Serve.gov

Engage your community by using United We Serve media tools to invite local TV stations, newspapers and other bulletins to cover your activities, draw attention to the pressing community needs you are addressing, and help you recruit new volunteers. Download our media tools from the newsroom < <<http://www.serve.gov/newsroom.asp>> <http://www.serve.gov/newsroom.asp>> at Serve.gov < <<http://www.serve.gov>> <http://www.serve.gov>> and:

In addition, we encourage you to spread the word about United We Serve:

- * Submit an < <http://www.serve.gov/assets/documents/09_0716_sample_oped.doc> http://www.serve.gov/assets/documents/09_0716_sample_oped.doc> op-ed or a < <http://www.serve.gov/assets/documents/09_0716_sample_letter.doc> http://www.serve.gov/assets/documents/09_0716_sample_letter.doc> letter to the editor to your local newspaper about the importance of service

- * Plan a press conference for your organization to highlight an ongoing service activity and tie it to the President's call to service

- * Send a < <http://www.serve.gov/assets/documents/09_0707_sample_release.doc> http://www.serve.gov/assets/documents/09_0707_sample_release.doc> press release to local media outlets sharing the story of a volunteer or highlighting the impact of your organization

- * Record a public service announcement for your local radio station

Also, you are invited to join our public affairs team on a conference call to discuss press strategy and ask questions. Please RSVP to <mailto:serviceinitiative@cns.gov> serviceinitiative@cns.gov. And join us:

Tuesday, July 21 at 2PM

Call in number: [REDACTED]

Passcode: [REDACTED]

](b)(2)

We appreciate your help as we work to spread the word about your service and this national initiative to all of America's communities. Meanwhile, check out our new "stories of service blog" at Serve.gov <<http://www.serve.gov> http://www.serve.gov> and test the new and improved search function to sort through over 250,000 volunteer opportunities.

In Service,

United We Serve Summer Team

Corporation for National and Community Service

<<http://www.serve.gov/emails/images/email_footer.gif>
http://www.serve.gov/emails/images/email_footer.gif>

From: "Martin, Philip" <<mailto:PMartin@cns.gov> PMartin@cns.gov>

Date: July 17, 2009 10:54:06 AM EDT

To: "Martin, Philip" <<mailto:PMartin@cns.gov> PMartin@cns.gov>

Subject: United We Serve: Using Media, Moving Forward

United We Serve Partners:

Great to talk with those of you on the call yesterday. Here's the follow-up we promised.

Quick-and-easy guide to making the most of your connection with United We Serve to get attention and inspire/recruit volunteers:

1. Send me ASAP your best one or two events/programs happening during Education Week, July 27-Aug 2, in case we can include in media advisory, etc. Imagine: if local news cameras walk into one place that shows the best of what volunteers do, what place is it and what will be happening there?
 - a. Include location, date(s), time(s), two or three sentence detailed description (#s people, activities, etc.), contact person/info.
 - b. Can be ongoing project or one-time event; can be something you've been doing for years or special for United We Serve.
 - c. We won't be able to help highlight every project, but we definitely can't consider highlighting yours if we don't know what you're doing.
 - d. You might want to consider using your existing relationships to try to find a surrogate who can join your event.

2. Send me ASAP and throughout summer your best stories of work volunteers have already done that will inspire others to take action.

a. See attached guidelines.

b. See www.serve.gov < <<http://www.serve.gov/>> <http://www.serve.gov/>> for examples. I like the one that's up now from the 8th-grader engaging in a group service learning project.

3. See the email below; share our media tools with all your on-the-ground people and invite all of them to RSVP for our public affairs call on Tuesday.

One suggestion:

* Think about your (partners'/affiliates') current members/volunteers as United We Serve organizers. How can they be called upon to engage other Americans in important community projects this summer? Consider asking them to ask their friends, family, co-workers to join them and/or to go to www.serve.gov < <<http://www.serve.gov/>> <http://www.serve.gov/>> ; to use their social media connections to get people involved; to share their story of service locally at places of worship and elsewhere; etc. Let me know if you need ideas.

* United We Serve Facebook page:

And two reminders from our call yesterday:

* If you don't generally engage in education-related projects until the school year, is there a way to get (your) people involved this summer?

* Either way, how will you answer the president's call in the fall? We'll share some ideas soon, but it's not too early to start thinking/planning.

* See all issue weeks below. Especially for you folks in the arts community. If you have upcoming events/stories that are a better fit with another week, please send those ASAP as well.

* July 20 Community Renewal

* July 27 Education

* Aug 03 Energy & Environment

* Aug 10 Health

* Aug 24 Safety & Security

* Aug 31 Interfaith Service

* Sep 11 National Day of Remembrance and Service

Email below contains links to local/national media tools and information on the Tuesday all-affiliate public affairs conference call - spread the word!

Dear United We Serve Partner,

Thanks to the help of our partners, United We Serve is off to a strong start. Between your networks and the President's megaphone, we have reached volunteers across the nation with the message that service is not simply a nice thing to do, but it is critical to restoring America's promise. The First Lady has echoed the President's call to service. Entertainers and musicians are lending their star-power to the cause. The sports community is promoting United We Serve through PSAs airing in media markets nationwide. Watch the video

< <http://www.youtube.com/watch?v=dF79bghfm80>>
<http://www.youtube.com/watch?v=dF79bghfm80>> Major League Baseball
featured during the All Star Baseball Game.

These high-profile spokespeople are exciting; but, in this next phase of our initiative, we need to reach volunteers where they live, work and worship. We need your help in executing a bottom-up media campaign that highlights successful local volunteer activities and calls on every individual to get engaged making their communities and our country better. We need every local affiliate of national organizations telling the community their stories of service and offering opportunities to get involved and expand the impact of their work. Here's how you can highlight your own contributions and help spread the word.

Encourage your local affiliates to use the UWS media tools in the newsroom < <http://serve.gov/newsroom.asp> <http://serve.gov/newsroom.asp> at Serve.gov < <http://www.serve.gov/> <http://www.serve.gov/> or your own materials to:

- 1) Submit an op-ed or a letter to the editor to your local newspaper about the importance of service
- 2) Plan a press conference to highlight an ongoing service activity and tie it to the President's call to service through United We Serve
- 3) Send a press release to local media outlets sharing the story of a volunteer or highlighting the impact of your organization
- 4) Record a PSA for your local radio station

Also, your organization and your local affiliates are invited to join our public affairs team on a conference call to discuss press strategy and ask questions. Please RSVP to <<mailto:serviceinitiative@cns.gov>> serviceinitiative@cns.gov. And join us:

Tuesday, July 21 at 2PM

Call in number: [REDACTED] (b)(2)

Passcode: [REDACTED] (b)(2)

We appreciate your help as we work to spread the word about your organizations and this national initiative to all of America's communities. Meanwhile, check out our new "stories of service blog" at

Serve.gov < <<http://www.serve.gov/>> <http://www.serve.gov/>> and test the new and improved search

function to sort through over 250,000 volunteer opportunities.

In Service,

United We Serve Summer Team

Phil Martin

Outreach Coordinator, United We Serve

Corporation for National and Community Service

202.606.6657

<mailto:pmartin@cns.gov> pmartin@cns.gov

www.serve.gov

<Stories for United We Serve.doc>

From: "Martin, Philip" <mailto:PMartin@cns.gov> PMartin@cns.gov>

Date: July 12, 2009 8:05:27 PM EDT

To: "Martin, Philip" <mailto:PMartin@cns.gov> PMartin@cns.gov>

Subject: United We Serve update

Dear United We Serve Partners,

Please see the latest update on the president's service initiative below, including photos of the First Family in action. And a few added notes:

* We are hitting the airwaves hard trying to motivate more Americans to volunteer this summer. For example, President Obama and all living former presidents have recorded a video calling upon Americans to serve. This will be shown at the MLB All Star game

< <http://mlb.mlb.com/news/press_releases/press_release.jsp?ymd=20090712&c
http://mlb.mlb.com/news/press_releases/press_release.jsp?ymd=20090712&c

ontent_id=5841988&vkey=pr_mlb&fext=.jsp&c_id=mlb> , just before the president throws out the first pitch. Various musical artists

< <http://musicindustrynewswire.com/2009/06/26/min1843_203302.php>
http://musicindustrynewswire.com/2009/06/26/min1843_203302.php> are

asking their fans to get involved this summer, and some NFL stars will release United We Serve PSAs. More to come.

* Please continue posting volunteer opportunities on serve.gov if you don't already use something like Idealist or Volunteer Match.

See/distribute attached tip sheet. (All for Good is the database created by Google that is used by serve.gov and that imports/displays postings from other major volunteer database sites.)

* [Serve.gov](http://serve.gov) will begin displaying stories of service this week and continue throughout the summer. If you'd like your organization to be highlighted, please see the attached guidelines, talk to your on-the-ground people, and send me directly something you think is compelling. It can be a profile of a local volunteer, a description of an ongoing project, or something else. Written in first person or third person. You might decide to include some call to action at the bottom - inspirational words, links to online content, instructions to search for certain keywords in serve.gov, etc. The sooner you send me something, the sooner I can try to argue on your behalf to get it posted on the

site.

* Education Week begins July 27. We want to showcase education-related projects to celebrate good work and inspire others to take action. Please consider:

* Sending me a brief list of projects happening during that time (see example from YMCA attached) in case we can highlight them somehow

* Sending stories you'd like displayed on the website during Education Week (see above)

* Writing local and national op-eds and submitting press releases about your organization/project in conjunction with United We Serve's Education Week

* Announcing/launching a particular goal, partnership, or area of focus for your participation in United We Serve

* Using serve.gov and other mechanisms to engage even more volunteers that week in ways that support your mission

* See the new United We Serve flier attached and use as you wish. Feel free to distribute widely - email it, post it on your website, hang it on bulletin boards, etc.

* Let's talk 1on1. If your lead contact person for United We Serve - whether that's you or someone else - hasn't already been in contact with me directly, feel free to be in touch with me to set up a time to ask questions, share ideas, etc.

Update is below.

Regards,

Phil

Phil Martin

Outreach Coordinator, United We Serve

Corporation for National and Community Service

202.606.6657

<mailto:pmartin@cns.gov> pmartin@cns.gov

www.serve.gov

United We Serve launched to much fanfare three weeks ago!

The First Lady officially kicked off our summer initiative on June 22 at the Corporation's National Conference on Service and Volunteering in San

Francisco. That same day Cabinet Secretaries fanned out across the country to make a difference in local communities. Then on June 25 the President and First Family joined AmeriCorps NCCC in service alongside Congressional families by packing 15,000 backpacks for the children of our troops. For a look back at these remarkable activities, click on the following links:

* First Lady at the National Conference on Service and Volunteering

< <<http://www.whitehouse.gov/blog/The-First-Lady-Kicks-Off-United-We-Serve>>
<http://www.whitehouse.gov/blog/The-First-Lady-Kicks-Off-United-We-Serve>
>/>

* Cabinet Secretary Service

< <<http://www.whitehouse.gov/photogallery/United-We-Serve/>>
<http://www.whitehouse.gov/photogallery/United-We-Serve/>>

* First Family, NCCC, and Congressional Families at Ft. McNair

< <<http://www.whitehouse.gov/video/President-Obama-and-the-First-Lady-Pack>>
<http://www.whitehouse.gov/video/President-Obama-and-the-First-Lady-Pack>
-15000-Backpacks-for-Children-of-Our-Troops/>

Serve.gov < <<http://www.serve.gov/>> <http://www.serve.gov/>> , the online home of United We Serve,

is now live. Your feedback on its functionality has been incredibly valuable. We are working closely with All For Good to make the search engine work better for you and for prospective volunteers. The purpose of this new platform is to get you connected with each other. Please submit additional concerns to All For Good here

< <<http://spreadsheets.google.com/viewform?hl=en&formkey=clZQWHN5Rzg4cTVMT>>
<http://spreadsheets.google.com/viewform?hl=en&formkey=clZQWHN5Rzg4cTVMT>

G1jYWxfMTJRRFE6MA> and we will continue to share with them the feedback we are receiving from the field.

For volunteers who want to develop their own service projects with friends, family, and neighbors to address unmet needs, Serve.gov

< <http://www.serve.gov/> > <http://www.serve.gov/> also offers easy-to-use toolkits by issue area

to help volunteers get started, build a team, set outcome-oriented goals, and track their community impact.

Beginning next week we will start featuring stories of service on

Serve.gov < <http://www.serve.gov/> > <http://www.serve.gov/> . Throughout the summer we will focus

our spotlight on activities in priority issue areas. Our communications calendar includes the following themed weeks:

- * July 20 Community Renewal
- * July 27 Education
- * Aug 03 Energy & Environment
- * Aug 10 Health
- * Aug 24 Safety & Security
- * Aug 31 Interfaith Service

In addition to the stories we feature on Serve.gov

< <http://www.serve.gov/> > <http://www.serve.gov/> in these issue areas, we hope that you will

also shine your own spotlight on stories that reflect the work you do in your community. We encourage organizations and groups to highlight local

efforts and draw attention to local needs by generating their own media this summer. To help, we have posted a media guide, sample press release, and sample media advisory in the newsroom at Serve.gov < <http://www.serve.gov/>> <http://www.serve.gov/>> .

We thank you again for your participation in United We Serve and we look forward to strengthening your efforts this summer.

Gratefully,

The United We Serve Summer Team

<<mailto:ServiceInitiative@cns.gov>> ServiceInitiative@cns.gov

<All for Good Tip Sheet.doc><Stories for United We Serve.doc><YMCA project examples.doc><united we serve flyer.pdf>

UNITED WE SERVE AND THE ARTS

On June 22, 2009, President Barack Obama called on all Americans to volunteer their time and talents this summer and build a better future for our communities and our country through the United We Serve initiative. The United We Serve initiative is an initial 81 days of service from June 22 to September 11, 2009 but will grow into a sustained, collaborative, and focused effort to promote service as a way of life for all Americans.

The president has called on Americans to participate in the national recovery by volunteering in areas such as education, health, energy and environment, safety and security, and community renewal. The National Endowment for the Arts celebrates the creativity, commitment, and generosity with which you, the arts community, regularly serve the public, and encourages you to seize this opportunity to further strengthen your communities. Here are some ideas for getting started.

1. Post your volunteer opportunities

Managed by the Corporation for National and Community Service, the United We Serve website, <http://www.serve.gov> provides a hub for organizations to register their service projects and where the public will seek out local volunteer opportunities. Please consider registering your organization's volunteer events—both new and existing—on serve.gov. This high-visibility online volunteer clearinghouse can help you build new connections, collaborations, and cooperation between your organizations and the communities in which you work, play, and raise your families.

2. Apply your talents to community projects

Serve.gov can also be a valuable resource for artists looking to share and utilize their creative talents through volunteer opportunities. Artists can both contribute their skills to an existing volunteer project—such as donating graphic design or photography skills to promote or capture a volunteer event—or use their skills to develop a new volunteer project. For instance, artists can develop community murals and theater troupes can perform and teach at local senior centers.

3. Document successes to inspire others to act

As projects take place, we encourage you to document your activities through photos and video and submit them to serve.gov, where select photos and video will be displayed. For reference, see the United We Serve story template here. [LINK NOT ONLINE YET] This record will celebrate your artistic contributions and the real-time impact of the arts on local communities.

We invite you, the arts community, to participate in this call to action, and show the country the positive effects the arts can have on the strength and vitality of a community.

Monica Ashar

From: Martin, Philip [PMartin@cns.gov]
Sent: Thursday, July 23, 2009 8:02 AM
To: [REDACTED] (b)(6)
Cc: Yosi Sergeant
Subject: RE: Did I do something wrong

I think Friday is fine. Totally up to you on RSVP question/process.

Phil Martin
Outreach Coordinator, United We Serve
Corporation for National and Community Service
202.606.6657
pmartin@cns.gov
www.serve.gov

From: [REDACTED] [mailto:[REDACTED]] (b)(6)
Sent: Wednesday, July 22, 2009 7:41 PM
To: Martin, Philip
Cc: Yosi Sergeant
Subject: Re: Did I do something wrong

I can look for the AFTA invitation - and draft something up to run by you. Yosi if you want to offer up suggestions, great! (b)(6)

It looks like [REDACTED] and [REDACTED] have just talked once and [REDACTED] is hoping to create a white paper. For purposes of this call - I'd like folks to think there are prescribed way to get involved but lots of options. My sense is that it would be good to identify some of those options on the invitation but not attach a white paper. It also seems like his is primarily a call to artists about how to connect up with organizations - but a lot of the folks on our list are already hooked up. I think we can use [REDACTED]'s artist call as an example of one approach, but not all, and [REDACTED] could be helpful in naming some of the connections between the community arts / arts and activism worlds and the service worlds.] (b)(6)

I think realistically the invitation won't go out until Friday. I was in meetings all afternoon and will be again tomorrow interviewing city council candidates for a Freelancers Union endorsement. Alternate Roots has agreed to cohost but I haven't heard back yet from the other two networks. I probably won't be able to draft the invitation until tomorrow evening. Do you suggest that we send the agenda with it? If we don't have the speakers pinned down I suppose we can do a general one without names. Usually when I do calls I have people rsvp to me so we can send them the agenda, call in number, and a reminder email. I wonder if we should still consider this option - I don't mind taking the rsmps.

On Jul 22, 2009, at 6:06 PM, Martin, Philip wrote:

Yosi, do you have a copy of the note that went out from Americans for the Arts? I never saw it. Either way can you take a stab at the invite and share w/ us since you know both United We Serve and this community?
Phil

Phil Martin
Outreach Coordinator, United We Serve
Corporation for National and Community Service

202.606.6657
pmartin@cns.gov
www.serve.gov

From: [REDACTED] [mailto:[REDACTED]] (b)(6)
Sent: Wednesday, July 22, 2009 5:57 PM
To: Martin, Philip
Cc: Yosi Sergeant
Subject: Re: Did I do something wrong

Tttanks do you have any sample call invitations I can look at? Do you usually include the agenda or is this something we can send later with a reminder?

Sent from my iPhone

On Jul 22, 2009, at 2:12 PM, "Martin, Philip" <PMartin@cns.gov> wrote:

Call-in info (125 lines):

July 30, 3 pm Eastern
[REDACTED]
[REDACTED] (b)(2)

The process is: a live operator greets callers, asks for their password, then asks for their name and organization and sends them into the call. So ideally people call in before 3 pm so we can start close to on time. They will send a roster of name/organization (not contact info) after the call.

Phil

Phil Martin
Outreach Coordinator, United We Serve
Corporation for National and Community Service
202.606.6657
pmartin@cns.gov
www.serve.gov

From: [REDACTED] [mailto:[REDACTED]] (b)(6)
Sent: Wednesday, July 22, 2009 11:32 AM
To: Martin, Philip
Cc: Yosi Sergeant
Subject: Re: Did I do something wrong

Philip - were you going to send me the examples that [REDACTED] and [REDACTED] came up with or should I just get this directly from them? Who usually facilitates the call - is that you? Yosi - are you playing a role? My hope is to get the invitation out tomorrow or at the latest Friday - so far Alternate Roots has agreed to co-host the call with the Arts & Democracy Project and I'm waiting to hear back from National Performance Network and National Association of Latino Arts and Cultures (the three networks at the briefing). Is the NEA a co-host? Do you have any sample invitations I can look at? Also there were two versions of writing a story in the email you sent me Philip - which one should we use? (b)(6)

On Jul 21, 2009, at 12:16 PM, Martin, Philip wrote:

That works for me - I'll hold the time and reserve a line for 100 people unless you suggest a different number.

██████, please see email attached that has contact info for/ideas from ██████ and ██████ so you can connect w/ them about preparing for the call.] (b)(6)

Yosi, ██████ talked about including Americans for the Arts by engaging their ██████ project. I'm just thinking that it would probably make sense to invite ██████ on the call as well - not as a facilitator/leader, but as a listener/participant - especially since she's working on a web/stories project that sounds similar to something ██████ described: (b)(6)

<http://www.artsusa.org/serve/>

If you both can get help from ██████ and ██████ and anyone else who can help w/ examples, etc., that'd be great - please send me a draft agenda for the call. (Yosi, you might want to engage ██████ and her folks in the prep for the call as well -- but as I said to ██████, I don't know the who's who/political stuff, so I'll let you guys sort that out, but hope that we err on the side of inclusivity whenever possible.)] (b)(6)

(b)(6) ██████ also attached are some recent emails that have gone out to Education and Arts partners (probably none on your May 12 list since I didn't know about that meeting until last week) for your reference.

Look forward to seeing the invite list/agenda ideas.

Thanks so much,
Phil

Phil Martin
Outreach Coordinator, United We Serve
Corporation for National and Community Service
202.606.6657
pmartin@cns.gov
www.serve.gov

-----Original Message-----

From: ██████ [mailto:██████] (b)(6)
Sent: Tuesday, July 21, 2009 11:59 AM
To: Yosi Sergeant
Cc: Martin, Philip
Subject: Re: Did I do something wrong

Yosi I'm sorry you didn't get on the call. Shall we find a time to touch base? Also for both of you - how does July 30 at 3 est look for the call?

Sent from my iPhone

On Jul 21, 2009, at 9:11 AM, Yosi Sergeant <yosi@arts.gov> wrote:

I got a non working number

From: [REDACTED]
Date: July 20, 2009 3:41:33 PM EDT
To: [REDACTED], "Martin, Philip" <PMartin@cns.gov>
Subject: Community Arts Integration through Service

} (b)(6)

[REDACTED] (b)(6)

Hi. Yes lets chat by phone! I love your ideas and thinking.

Is there a way we could pull together an "Artists Call" for national service. Using your 5 points as a starting point we could ask artists to align ideas with the core goals of Uniter We Serve and the weekly themes.

As you say community arts integration means that the artist facilitator aligns themselves with the constituent needs, placing our craft in the service of community. As you mention there are a variety of examples from Mural Arts in Philly, to Writers Corps and Musicians Corp not to mention models like Gallery 37 in Chicago, YaYa in New Orleans, the Village of Arts and Humanities in Philadelphia or muralist in Los Angeles restoring their mural's – inspired in part by the elections. While some of these models lend themselves more to workforce development all have a volunteer component that could find alignment with the spirit and intention of United We Serve.

Part of what I am thinking is that we need to connect artists who are interested in service with organizations that might not traditionally partner with the arts to realize their projects. This seems like the most direct way to involve community artists over the coming weeks.

I'll give you a call so we lean into this idea some more and develop a rapid proposal.

best;

[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[www.\[REDACTED\].com](http://www.[REDACTED].com)
[http://\[REDACTED\].blogspot.com/](http://[REDACTED].blogspot.com/)

} (b)(6)

-----Original Message-----

From: [REDACTED] <[REDACTED]>
To: Martin, Philip <PMartin@cns.gov>; [REDACTED]
Sent: Mon, Jul 20, 2009 6:36 am
Subject: RE: United We Serve Mural Project

] (b)(6)

Hi [REDACTED] (b)(6)

Nice to meet you. I'm glad to know there are others out there interested in making the connection between arts and service to community.

I would certainly love to chat further about this. From the standpoint of YSA, I know there are concerns about just walking into a community and painting fence or a wall and then leaving, without any plans for sustainability or an understanding from youth about the community impact and need.

As you well know, there are many groups that do this correctly though.

Let me know if you're available some time this week to speak on the phone. Regarding the Americans for the Arts link, I've met [REDACTED] the [REDACTED] a couple of times. I don't know him well but he might be a great person to include in the dialogue. (b)(6)

I look forward to hearing from you,

[REDACTED]
[REDACTED]
[REDACTED]
Youth Service America
1101 15th St., NW, Suite 200
Washington, DC 20005
Ph. [REDACTED] ext. [REDACTED]; Fax [REDACTED]
[REDACTED] www.ysa.org

] (b)(6)

From: Martin, Philip [mailto:PMartin@cns.gov]
Sent: Friday, July 17, 2009 11:04 PM
To: [REDACTED]; [REDACTED]
Subject: RE: United We Serve Mural Project

(b)(6)

[REDACTED] (b)(6)

Yosi and I talked about getting the May 12 group (grassroots community/social change arts folks) and some others on a call next week – in the meantime, you might want to team up with [REDACTED] (currently with Youth Service America, background is as [REDACTED]) to sketch out an early version (or at least framework for?) the sort of document you recommend so we have some material in advance of the call. See some of [REDACTED]'s thoughts below. Feel free to take me out of the "reply" field if you bounce a lot of emails back and forth on this, but definitely loop me in w/ questions or if I can be helpful, and would love to see the doc before the first call so we know what we're working from. Up to you guys whether to share ideas this weekend, wait till

] (b)(6)

next week, bring in others at this stage, etc. Attached is a United We Serve flyer, and the issue week dates are below.

Maybe a collaborative doc could exist here somewhere eventually (or somewhere else):

<http://www.artsusa.org/serve/>

The ALA has created a wiki, for example (though doesn't look like it's used much):

<http://www.ala.org/unitedweserve>

So, if you like, create, fiddle, weave, sketch together...

Yosi and I will be in touch soon.

Thanks,

Phil

(b)(6)

██████████'s initial thoughts:

A few ways that the arts/service fields can integrate:

1. Integrating arts into service organizations and helping them meet their mission. For example, I always think of RSVP of the Capital Region in Harrisburg, PA and their amazing quilting program (seniors taught youth how to quilt; youth then entered in rural arts and crafts festival, often placing in competitions); or AmericaScores which combines soccer and poetry.
2. Using the arts AS the service – such as Mural Arts (in Philadelphia) which rehabilitates communities as well as individuals; or Jump Street's summer jobs program, Lively Arts, teaching youth how to create and design furniture that is then donated to libraries, senior centers, and 20 schools.
3. Using arts as advocacy (which often falls under descriptions of service and service-learning opportunities) – for example getting youth to use the arts process to raise awareness about certain issues -theater to talk about HIV/AIDS or visual art to create dialogue around environmental sustainability. Graphic design opportunities also assist with workforce development goals; spoken word programs another great way to raise awareness of various issues.
4. Or figuring out ways to use arts as PART of recognized service standards – for example, arts as part of service planning, arts as part of service reflection, and creating service-learning curricula that uses arts processes. Already, journaling is widely used in service-learning projects; developing videos and photography is a great way to show the impact of service projects.
5. Finally, to dispel the concerns around not paying artists, we could raise awareness of college arts = 20 outreach opportunities where students go into the community to supplement arts ed programs in schools. (such as UCLA's Arts Bridge program.) They may or may not yet be professionals, but this can be seen as equivalent to an arts ed internship or apprenticeship.

Phil Martin

Outreach Coordinator, United We Serve

Corporation for National and Community Service

202.606.6657

pmartin@cns.gov

www.serve.gov

From: [REDACTED] [mailto:[REDACTED]] (b)(6)
Sent: Thursday, July 16, 2009 10:29 PM
To: Martin, Philip
Cc: yosi@arts.gov
Subject: Re: United We Serve Mural Project

Phil, I have an idea, lets create a Community Arts advisory team that can help develop some guide lines, best practices and suggestions for successful arts projects that are integrated into the weekly themes.

- community arts integration,
- how various groups can connect with artists in their community,
- successful existing models.

We could probably do this with one or two group calls and a live a google doc. and then disseminate through our respective networks.

what do you think?

[REDACTED]
" [REDACTED]
[REDACTED]
[REDACTED]
www. [REDACTED]
[http://\[REDACTED\].blogspot.com/](http://[REDACTED].blogspot.com/)] (b)(6)

-----Original Message-----

From: Martin, Philip <PMartin@cns.gov>
To: [REDACTED] (b)(6)
Sent: Thu, Jul 16, 2009 5:26 pm
Subject: RE: United We Serve Mural Project
Thanks –

Talking w/ Yosi Sergeant tomorrow specifically about how we can integrate the grassroots community artist folks into upcoming issue weeks – would love to get some of the folks you mentioned on the phone really soon --

- * July 20 Community Renew al
- * July 27 Education
- * Aug 03 Energy & Environment
- * Aug 10 Health
- * Aug 24 Safety & Security
- * Aug 31 Interfaith Service

Phil Martin
Outreach Coordinator, United We Serve
Corpor ation for National and Community Service

202.606.6657
pmartin@cns.gov
www.serve.gov

From: [REDACTED] [mailto:[REDACTED]] (b)(6)
Sent: Wednesday, July 15, 2009 4:26 PM
To: Martin, Philip
Subject: United We Serve Mural Project

Phili - Thanks for taking teh time to talk today! here is the paint day report - will send you images this friday and any media -

best - [REDACTED] (b)(6)

Bronx Wash Neighborhood Mural Project
<http://bronxwashmuralproject.blogspot.com/>

On Saturday July 11, 2009 more than 25 Northwest Neighborhood residents in Tucson, AZ, participated in the Bronx Wash Mural community paint day. The event was facilitated by [REDACTED] of the TAB/Mural Arts Program in collaboration with the Northwest Neighborhood Association and funded by Pro Neighborhoods. [REDACTED] led a number of design workshops with neighborhood residents to arrive at the final d esign. (b)(6)

Participants shared food and stories as they painted with premixed paints. [REDACTED] rode her bike to the event and writes "watching the interaction of local residents many of whom didn't really know what was going on, but when they saw that a group of neighbors were coming together to beautify the barren arroyo, they were very pleased." A neighbor and self-proclaimed "tagger" gave the mural a thorough review and after f ollowing the outline of the images, said: "I like it. I really like the message that the mural is giving to the neighborhood" (b)(6)

"I wanted to meet some of my neighbors and find painting generally relaxing" said one participant. It's the first time I've gotten to know other people in my neighborhood!" said [REDACTED]. [REDACTED] who live s a few blocks from the mural "enjoyed watching "people's reactions and seeing the mural slowly appear". [REDACTED] brought out her hoola- hoops adding to the festive atmosphere. (b)(6)

"I was delighted by the number of neighbors who wandered by and got involved", writes [REDACTED]. [REDACTED] a Senior Community Organizer PRO Neighborhoods. "Initially I came to support the grantee group but immediately was drawn into the pleasure of the art and the socializing." (b)(6)

The lively painting continued in the heat of the late afternoon and into the evening. We were protected by the elements by tarps and ice cold drinks. We were treated to locall y grown grapes and Pizza courtesy of Brooklyn Pizza <http://www.brooklynpizzacompany.com>. Our next paint day is with kids on Friday July 17. The mural will continue to be worked on for several weeks with a celebration scheduled for the fall.

The mural is part of the United We Serve <http://www.serve.gov/> campaign. If you are interested in volunteering as=2 0a mural assistant for this and upcoming projects please contact the artist at [REDACTED] or [REDACTED]. (b)(6)

[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[www.\[REDACTED\].com](http://www.[REDACTED].com)
[http://\[REDACTED\].blogspot.com/](http://[REDACTED].blogspot.com/)

(b)(6)

<= span style="font-size: 10pt; font-family: Arial; color: black;">

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From: "ServiceInitiative" <ServiceInitiative@cns.gov>
Date: July 17, 2009 1:00:54 PM EDT
To: "Martin, Philip" <PMartin@cns.gov>
Subject: United We Serve: Build the Movement
Reply-To: "ServiceInitiative" <serviceinitiative@cns.gov>

<<http://www.serve.gov>> United We Serve - Serve.gov

Dear United We Serve Partner,

Thanks to you, United We Serve is off to a strong start. But we need your continued help reaching out to prospective volunteers in your communities in order to help President Obama grow this service movement.

We have delivered the message that service is not simply a nice thing to do, rather it is critical to restoring America's promise. The First Lady has echoed the President's call to service. Entertainers and musicians are lending their star-power to the cause. The sports community is promoting United We Serve through public service announcements airing in media markets nationwide. <<http://www.youtube.com/watch?v=dF79bghfm80>> Click here to watch the Major League Baseball video featured during the All Star Baseball Game this week.

These high-profile spokespeople are exciting, but we need your help reaching volunteers where they live, work and worship. Here are some simple ways to spread the word:

Engage your friends and colleagues:

- * Bring five friends, family members, faith group members or colleagues with you next time you serve.
- * Link to our <http://apps.facebook.com/causes/192100> Facebook cause page for Serve.gov

Engage your community by using United We Serve media tools to invite local TV stations, newspapers and other bulletins to cover your activities, draw attention to the pressing community needs you are addressing, and help you recruit new volunteers. Download our media tools from the newsroom <http://www.serve.gov/newsroom.asp> at Serve.gov <http://www.serve.gov> and:

In addition, we encourage you to spread the word about United We Serve:

- * Submit an http://www.serve.gov/assets/documents/09_0716_sample_oped.doc op-ed or a http://www.serve.gov/assets/documents/09_0716_sample_letter.doc letter to the editor to your local newspaper about the importance of service
- * Plan a press conference for your organization to highlight an ongoing service activity and tie it to the President's call to service
- * Send a http://www.serve.gov/assets/documents/09_0707_sample_release.doc press release to local media outlets sharing the story of a volunteer or highlighting the impact of your organization
- * Record a public service announcement for your local radio station

Also, you are invited to join our public affairs team on a conference call to discuss press strategy and ask questions. Please RSVP to serviceinitiative@cns.gov. And join us:

Tuesday, July 21 at 2PM

Call in number: [REDACTED]

Passcode: [REDACTED]

](b)(2)

We appreciate your help as we work to spread the word about your service and this national initiative to all of America's communities. Meanwhile, check out our new "stories of service blog" at Serve.gov <http://www.serve.gov> and test the new and improved search function to sort through over 250,000 volunteer opportunities.

In Service,

United We Serve Summer Team
Corporation for National and Community Service

http://www.serve.gov/emails/images/email_footer.gif

From: "Martin, Philip" <PMartin@cns.gov>
Date: July 17, 2009 10:54:06 AM EDT
To: "Martin, Philip" <PMartin@cns.gov>
Subject: United We Serve: Using Media, Moving Forward

United We Serve Partners:

Great to talk with those of you on the call yesterday. Here's the follow-up we promised.

Quick-and-easy guide to making the most of your connection with United We Serve to get attention and inspire/recruit volunteers:

1. Send me ASAP your best one or two events/programs happening during Education Week, July 27-Aug 2, in case we can include in media advisory, etc. Imagine: if local news cameras walk into one place that shows the best of what volunteers do, what place is it and what will be happening there?
 - a. Include location, date(s), time(s), two or three sentence detailed description (#s people, activities, etc.), contact person/info.
 - b. Can be ongoing project or one-time event; can be something you've been doing for years or special for United We Serve.
 - c. We won't be able to help highlight every project, but we definitely can't consider highlighting yours if we don't know what you're doing.
 - d. You might want to consider using your existing relationships to try to find a surrogate who can join your event.
2. Send me ASAP and throughout summer your best stories of work volunteers have already done that will inspire others to take action.
 - a. See attached guidelines.
 - b. See www.serve.gov <<http://www.serve.gov/>> for examples. I like the one that's up now from the 8th-grader engaging in a group service learning project.
3. See the email below; share our media tools with all your on-the-ground people and invite all of them to RSVP for our public affairs call on Tuesday.

One suggestion:

* Think about your (partners'/affiliates') current members/volunteers as United We Serve organizers. How can they be called upon to engage other Americans in important community projects this summer? Consider asking them to ask their friends, family, co-workers to join them and/or to go to www.serve.gov <<http://www.serve.gov/>> ; to use their social media connections to get people involved; to share their story of service locally at places of worship and elsewhere; etc. Let me know if you need ideas.

* United We Serve Facebook page:
<http://apps.facebook.com/causes/192100>

And two reminders from our call yesterday:

* If you don't generally engage in education-related projects until the school year, is there a way to get (your) people involved this summer?

* Either way, how will you answer the president's call in the fall? We'll share some ideas soon, but it's not too early to start thinking/planning.

* See all issue weeks below. Especially for you folks in the arts community. If you have upcoming events/stories that are a better fit with another week, please send those ASAP as well.

- * July 20 Community Renewal
- * July 27 Education
- * Aug 03 Energy & Environment
- * Aug 10 Health
- * Aug 24 Safety & Security
- * Aug 31 Interfaith Service
- * Sep 11 National Day of Remembrance and Service

Email below contains links to local/national media tools and information on the Tuesday all-affiliate public affairs conference call - spread the word!

Dear United We Serve Partner,

Thanks to the help of our partners, United We Serve is off to a strong start. Between your networks and the President's megaphone, we have reached volunteers across the nation with the message that service is not simply a nice thing to do, but it is critical to restoring America's promise. The First Lady has echoed the President's call to service. Entertainers and musicians are lending their star-power to the cause. The sports community is promoting United We Serve through PSAs airing in

media markets nationwide. Watch the video

<<http://www.youtube.com/watch?v=dF79bghfm80>> Major League Baseball featured during the All Star Baseball Game.

These high-profile spokespeople are exciting; but, in this next phase of our initiative, we need to reach volunteers where they live, work and worship. We need your help in executing a bottom-up media campaign that highlights successful local volunteer activities and calls on every individual to get engaged making their communities and our country better. We need every local affiliate of national organizations telling the community their stories of service and offering opportunities to get involved and expand the impact of their work. Here's how you can highlight your own contributions and help spread the word.

Encourage your local affiliates to use the UWS media tools in the newsroom <<http://serve.gov/newsroom.asp>> at Serve.gov <<http://www.serve.gov/>> or your own materials to:

- 1) Submit an op-ed or a letter to the editor to your local newspaper about the importance of service
- 2) Plan a press conference to highlight an ongoing service activity and tie it to the President's call to service through United We Serve
- 3) Send a press release to local media outlets sharing the story of a volunteer or highlighting the impact of your organization
- 4) Record a PSA for your local radio station

Also, your organization and your local affiliates are invited to join our public affairs team on a conference call to discuss press strategy and ask questions. Please RSVP to serviceinitiative@cns.gov. And join us:

Tuesday, July 21 at 2PM

Call in number: [REDACTED]

Passcode: [REDACTED]

(b)(2)

We appreciate your help as we work to spread the word about your organizations and this national initiative to all of America's communities. Meanwhile, check out our new "stories of service blog" at Serve.gov <<http://www.serve.gov/>> and test the new and improved search function to sort through over 250,000 volunteer opportunities.

In Service,

United We Serve Summer Team

Phil Martin

Outreach Coordinator, United We Serve

Corporation for National and Community Service

202.606.6657

pmartin@cns.gov

www.serve.gov

<Stories for United We Serve.doc>

From: "Martin, Philip" <PMartin@cns.gov>

Date: July 12, 2009 8:05:27 PM EDT

To: "Martin, Philip" <PMartin@cns.gov>

Subject: United We Serve update

Dear United We Serve Partners,

Please see the latest update on the president's service initiative below, including photos of the First Family in action. And a few added notes:

* We are hitting the airwaves hard trying to motivate more Americans to volunteer this summer. For example, President Obama and all living former presidents have recorded a video calling upon Americans to serve. This will be shown at the MLB All Star game
<http://mlb.mlb.com/news/press_releases/press_release.jsp?ymd=20090712&content_id=5841988&vkey=pr_mlb&fext=.jsp&c_id=mlb> , just before the president throws out the first pitch. Various musical artists
<http://musicindustrynewswire.com/2009/06/26/min1843_203302.php> are asking their fans to get involved this summer, and some NFL stars will release United We Serve PSAs. More to come.

* Please continue posting volunteer opportunities on serve.gov if you don't already use something like Idealist or Volunteer Match. See/distribute attached tip sheet. (All for Good is the database created by Google that is used by serve.gov and that imports/displays postings from other major volunteer database sites.)

* Serve.gov will begin displaying stories of service this week and continue throughout the summer. If you'd like your organization to be highlighted, please see the attached guidelines, talk to your on-the-ground people, and send me directly something you think is compelling. It can be a profile of a local volunteer, a description of an ongoing project, or something else. Written in first person or third person. You might decide to include some call to action at the bottom - inspirational words, links to online content, instructions to search for certain keywords in serve.gov, etc. The sooner you send me something, the sooner I can try to argue on your behalf to get it posted on the site.

* Education Week begins July 27. We want to showcase education-related projects to celebrate good work and inspire others to take action. Please consider:

- * Sending me a brief list of projects happening during that time (see example from YMCA attached) in case we can highlight them somehow

- * Sending stories you'd like displayed on the website during Education Week (see above)

- * Writing local and national op-eds and submitting press releases about your organization/project in conjunction with United We Serve's Education Week

- * Announcing/launching a particular goal, partnership, or area of focus for your participation in United We Serve

- * Using serve.gov and other mechanisms to engage even more volunteers that week in ways that support your mission

* See the new United We Serve flier attached and use as you wish. Feel free to distribute widely - email it, post it on your website, hang it on bulletin boards, etc.

* Let's talk 1on1. If your lead contact person for United We Serve - whether that's you or someone else - hasn't already been in contact with me directly, feel free to be in touch with me to set up a time to ask questions, share ideas, etc.

Update is below.

Regards,

Phil

Phil Martin

Outreach Coordinator, United We Serve

Corporation for National and Community Service

202.606.6657

pmartin@cns.gov

www.serve.gov

United We Serve launched to much fanfare three weeks ago!

The First Lady officially kicked off our summer initiative on June 22 at the Corporation's National Conference on Service and Volunteering in San Francisco. That same day Cabinet Secretaries fanned out across the country to make a difference in local communities. Then on June 25 the President and First Family joined AmeriCorps NCCC in service alongside Congressional families by packing 15,000 backpacks for the children of our troops. For a look back at these remarkable activities, click on the following links:

- * First Lady at the National Conference on Service and Volunteering
<<http://www.whitehouse.gov/blog/The-First-Lady-Kicks-Off-United-We-Serve>>
</>
- * Cabinet Secretary Service
<<http://www.whitehouse.gov/photogallery/United-We-Serve/>>
- * First Family, NCCC, and Congressional Families at Ft. McNair
<<http://www.whitehouse.gov/video/President-Obama-and-the-First-Lady-Pack-15000-Backpacks-for-Children-of-Our-Troops/>>

Serve.gov <<http://www.serve.gov/>> , the online home of United We Serve, is now live. Your feedback on its functionality has been incredibly valuable. We are working closely with All For Good to make the search

engine work better for you and for prospective volunteers. The purpose of this new platform is to get you connected with each other. Please submit additional concerns to All For Good here <http://spreadsheets.google.com/viewform?hl=en&formkey=clZQWHN5Rzg4cTVMTG1jYWxfMTJRFE6MA> and we will continue to share with them the feedback we are receiving from the field.

For volunteers who want to develop their own service projects with friends, family, and neighbors to address unmet needs, Serve.gov <http://www.serve.gov/> also offers easy-to-use toolkits by issue area to help volunteers get started, build a team, set outcome-oriented goals, and track their community impact.

Beginning next week we will start featuring stories of service on Serve.gov <http://www.serve.gov/> . Throughout the summer we will focus our spotlight on activities in priority issue areas. Our communications calendar includes the following themed weeks:

- * July 20 Community Renewal
- * July 27 Education
- * Aug 03 Energy & Environment
- * Aug 10 Health
- * Aug 24 Safety & Security
- * Aug 31 Interfaith Service

In addition to the stories we feature on Serve.gov <http://www.serve.gov/> in these issue areas, we hope that you will also shine your own spotlight on stories that reflect the work you do in your community. We encourage organizations and groups to highlight local efforts and draw attention to local needs by generating their own media this summer. To help, we have posted a media guide, sample press release, and sample media advisory in the newsroom at Serve.gov <http://www.serve.gov/> .

We thank you again for your participation in United We Serve and we look forward to strengthening your efforts this summer.

Gratefully,

The United We Serve Summer Team

ServiceInitiative@cns.gov

<All for Good Tip Sheet.doc><Stories for United We Serve.doc><YMCA project
examples.doc><united we serve flyer.pdf>

Monica Ashar

From: [REDACTED]
Sent: (b)(6) Saturday, July 25, 2009 12:03 AM
To: [REDACTED]
Subject: You are invited to a United We Serve call on July 30 at 3est
Attachments: united we serve flyer.pdf; ATT00003.htm; Stories for United We Serve.doc; ATT00004.htm

The (b)(6) [REDACTED] in collaboration with (b)(6) [REDACTED], National Association of Latino Arts and Cultures, and National Performance Network:

invite you to participate in a conference call briefing and brainstorm about the Obama administration's *United We Serve* program and how to use this opportunity to stimulate and raise the profile of the incredible work that artists are doing in service with communities.

Thursday, July 30 from 3:00-4:00 EST

Call in number: [REDACTED] Passcode, [REDACTED] (b)(6)

United We Serve is President Obama's call to service challenging all Americans to engage in sustained, meaningful community service. With the knowledge that ordinary people can achieve extraordinary things when given the proper tools, President Obama is asking us to come together to help lay a new foundation for growth, focusing on core areas of the recovery agenda – health care, energy independence, education and community and economic renewal.

We think this is a great opportunity for artists and arts organizations whose practice focuses on community organizing and social change. Community service is embedded in all aspects of the work of these artists and organizations, and they possess deep knowledge about how best to use the arts and culture to build community and catalyze change. Through *United We Serve* they can post projects on the serve.gov website, connect with volunteers and others doing related work, and raise their profile by sharing their stories.

Also importantly, we can demonstrate the integral role of arts and culture in creating and enacting a vision for the sustainable revitalization of our communities. We can build the case for the importance of arts and culture in national life – as a vital resource fully integrated in our communities and in our policy, be it health, energy, education, or community development. And we can build new relationships with allies in Washington including the Corporation for National and Community Service, the National Endowment for the Arts, and the Office of Public Engagement.

United We Serve initially runs from June 22 through a new National Day of Service on September 11, but it will grow into a sustained, collaborative and focused effort to promote service as a way of life for all Americans.

On the call we will learn more about *United We Serve* and discuss how best to engage in it. We will hear from Phil Martin, Outreach Coordinator, United We Serve, Corporation for National and Community Service, and from Yosi Sergant, Communications Director, National Endowment for the Arts. Together, we will share examples about the diverse ways that artists and creative organizers are engaging in community service that values equity and reciprocity. And we will share information about resources for getting the word out about this work, and action steps that we can all take to encourage others to participate in the initiative.

We hope that you will join us on July 30. Attached you will find a flyer about *United We Serve* and information about posting stories.

If you have any questions please contact [REDACTED] (b)(6) or [REDACTED] (b)(6).
You do not need to RSVP for the call.

Agenda for Call

Welcome and purpose, [REDACTED] (b)(6)
Yosi Sergant, National Endowment for the Arts
Phil Martin, United We Serve, Corporation for National and Community Service
Questions, reactions, ideas

Resources and action steps

Weekly Themes for United We Serve

July 20 Community Renewal Week

July 27 Education Week

Aug 03 Energy & Environment Week

Aug 10 Health Week

Aug 24 Safety & Security Week

Aug 31 Interfaith Service Week

Sep 11 National Day of Service and Remembrance

United We Serve

SERVE.GOV

"Economic recovery is as much about what you're doing in your communities as what we're doing in Washington – and it's going to take all of us, working together. I'm calling on all Americans to make volunteering and community service part of your daily life and the life of this nation."

President Barack Obama

The President and First Lady launched United We Serve in partnership with the Corporation for National and Community Service. United We Serve is a nationwide initiative, beginning this summer, to create a sustained, collaborative, and focused effort to meet community needs and make service a way of life for all Americans. The online home of United We Serve is **Serve.gov**.

Confident that ordinary people can achieve extraordinary things when given the proper tools, President Obama has called on Americans to both expand the impact of existing organizations by engaging new volunteers in their work and encourage volunteers to develop their own "do-it-yourself" projects.

PURPOSE

United We Serve will take traditional calls to service further by:

- Putting volunteers on a path to sustained service.
- Asking volunteers to become volunteer organizers by identifying unmet needs in their community, developing their own service projects, and engaging others who are interested in the same issue area.
- Providing easy-to-use tools on **Serve.gov** for volunteers to set outcome-oriented goals and track their community impact.
- Calling upon Americans to form new community partnerships and join together across historical barriers of religion, race, and ethnicity.

FOCUS

United We Serve will empower Americans to participate this summer by:

- Promoting clean energy, energy efficiency, and public land restoration.
- Supporting education and literacy for all Americans.
- Increasing health care access, public health awareness, and prevention.
- Providing community renewal to areas hardest hit by the economic crisis.
- Ensuring our communities are safe from disasters and our veterans and military families are supported.

The summer initiative will culminate on September 11, 2009, a National Day of Service and Remembrance, but United We Serve is ongoing. The National Day of Service and Remembrance will recognize the summer's accomplishments, honor those who died on September 11, 2001 by serving in their memory, and encourage Americans to make an ongoing commitment to service.

Corporation for
**NATIONAL &
COMMUNITY
SERVICE** ★★ ★

If you want to volunteer, here's how you can search for volunteer opportunities.

1. Visit **Serve.gov**.
2. Enter some of the keywords of the kind of volunteer activity that interests you, as well as your city, state, or ZIP code.
3. Click "Find Opportunities Now."
4. You will be directed to the website of All for Good and it will list opportunities in your area that match your interests, along with a map of their location.
5. To ensure you have a quality experience, browse the different opportunities that show up. Visit organizations' websites and call to make a connection. Tell them you are a United We Serve volunteer answering the President's call to service, and look forward to helping them expand their community impact.
6. Tell us your Story of Service. We might feature it on **Serve.gov** this summer.

Register Your Project

Have a service opportunity of your own? Register it here and invite others to join.

Register Now

OR

Find a Volunteer Opportunity

What interests you?

Keywords

(Example: veterans, mentoring, or Habitat)

Where would you like to volunteer?

Location

(City, State, or ZIP Code)

Find Opportunities Now

POWERED BY
All for Good

By clicking this button, you will exit the Serve.gov site and be redirected to the All for Good site where your search results will be displayed.

If you are an organization and want to recruit volunteers, here's how you can post your volunteer opportunities.

1. Visit **Serve.gov**.
2. Click "Register Now."
3. You will be directed to create an account.
4. This account registers you/your organization with **Serve.gov** so that you can post your volunteer opportunities and they will be searchable by visitors to the site. You can also track volunteer sign ups.
5. Make sure your posting includes all the key words that would come to mind when someone is searching for your volunteer opportunity (i.e., if you organize a park trail clean up, include the words "nature," "park," "trail," "environment," etc).
6. Please let us know about your service experience by clicking on "Share Your Story." We will feature stories on **Serve.gov** throughout the summer.

If you don't see a local volunteer opportunity that interests you, **Serve.gov** offers some toolkits to help you organize your own service projects.

America is made stronger when citizens come together with their friends, family, and neighbors to improve their local communities. We encourage you to visit our Toolkits section to get started.

United We Serve

SERVE.GOV

Share Your Story of Service

Stories can move others to action. Stories reveal our common values, demonstrate what's possible, and call on others to join our efforts to help build a new foundation for America. Share with us how you are doing your part. We may highlight your story at Serve.gov this summer.

A compelling service story:

- Is told from the perspective of someone with first hand experience in the service project.
- Presents the problem and the solution.
- Emphasizes the impact of the service project on the person and the problem.
- Is short and sweet – fewer than 500 words.
- Inspires others to take action

Stories can be written in a Word document. You may include image files and/or video links.

Quick Questions – be sure to include the following information:

Who is the point of contact for the project? _____

Phone: _____

Email: _____

Who are the members of the service group? _____

Where is the service project?

Organization: _____ City/State: _____

What is the service project's time frame? _____ Days/Weeks/Months

How many volunteers are recruited, coordinated or supported by your project? _____

How many volunteers associated with this project have committed to ongoing service? _____

Tips for telling a good story. A good story:

- Is a story – not a press release. Use the power of personal narrative when possible.
- Explains why the community needs the service project.
- Tells why you chose to get involved in the project.
- Includes the goal of the project.
- Emphasizes how the community is affected by the project.
- Outlines the reasons why the project is successful.
- Indicates how the project (or its impact) will be sustained in the future.
- Includes any unusual or creative partnerships developed.
- Tells what role service has played in your life.
- Includes and implicit or explicit call to action. (Okay to include web links.)

Please submit your story to Phil Martin, Outreach Coordinator, United We Serve: pmartin@cns.gov.

Please include in your submission the answers to the "quick questions" section above.

Thank You.

Monica Ashar

From: Kelly, John [JKelly@cns.gov]
Sent: Monday, July 27, 2009 3:06 PM
To: Kelly, John
Subject: RE: United We Serve Interagency Conference Call Today at 4pm
Attachments: federal employee volunteering guidelines.doc; sample employee volunteer survey.doc; United We Serve Flyer.pdf; Story_of_Service.pdf; United We Serve Talking Points (3).doc

Dear Federal Agency Partner,

Thank you to those who were able to join the call on Friday. And thank you for all you have been doing to support and promote United We Serve. We look forward to continued partnership with you. As promised, here are several resources referenced on the call.

To add a United We Serve link or banner to your website or to get logos visit: <http://www.serve.gov/link.asp>

Our **communications calendar** and **CNCS points of contacts** around issues: (weeks beginning)

- July 20: Community Renewal: Naoko Kudo, NKudo@cns.gov
- July 27: Education: Phil Martin, PMartin@cns.gov
- Aug 03: Energy & Environment: Diana Walker, DWalker@cns.gov
- Aug 10: Health: Kelley Robinson, KRobinson@cns.gov
- Aug 24: Safety & Security: Fred Wong, FWong@cns.gov
- Aug 31: Interfaith Service: John Kelly, JKelly@cns.gov

Stories, pictures, and video for blog posting from your agency can be sent at anytime to the contacts above. Stories from the general public are also being posted directly through www.Serve.gov

Resources Attached:

- a. Federal guidelines on volunteering
- b. Staff participation survey model
- c. UWS flyer
- d. Stories of Service guidance for blog posting
- e. United We Serve Talking Points

Please do not hesitate to contact us with any questions you may have. For issue specific projects you can contact the people above or feel free to reach out to me with any questions that you may have.

Thanks again and keep an eye out for September 11th updates coming soon.

Best,
John Kelly

*John Kelly
Strategic Advisor,
Faith Based and Neighborhood Partnerships*

Corporation for National and Community Service
jkelly@cns.gov
202-606-6743 (direct)

From: Kelly, John
Sent: Friday, July 24, 2009 1:55 PM
To: Kelly, John
Subject: United We Serve Interagency Conference Call Today at 4pm

Just a reminder about today's call. We hope you or someone from your agency can join!

From: Kelly, John
Sent: Wednesday, July 22, 2009 1:01 PM
To: Kelly, John
Subject: United We Serve Interagency Conference Call this Friday

Dear Federal Partner,

Many of you are leading your agencies' United We Serve projects. Others have asked for guidance on how to best support the President's service initiative. Corporation for National and Community Service staff will host a conference call to address these questions and highlight best practices **on Friday, July 24th at 4pm**. Please join the call for information about tracking federal employee involvement, looking ahead to September 11th and resources available from CNCS. White House staff and Federal agency staff will also be speaking on the call about the President's and First Lady's priorities and best practices.

We appreciate all that you and your agency have done so far. Thanks to your help, United We Serve is off to a strong start. Over 250,000 service opportunities and 12 Do-It-Yourself toolkits are posted on Serve.gov. High profile individuals ranging from the President and First Lady to Major League Baseball stars have encouraged Americans to serve this summer. The stories we're collecting and posting on our blog testify to the fact that people are answering the President's call.

We look forward to continued success together.

Conference call information

Time: Friday, July 24th, 4pm EST

Call in: [REDACTED] (b)(2)

Passcode: [REDACTED]

Agenda below and attached

Best,
John Kelly

John Kelly
Strategic Advisor,
Faith Based and Neighborhood Partnerships
Corporation for National and Community Service
jkelly@cns.gov
202-606-6743 (direct)

Interagency Call on United We Serve Participation

Friday, July 24th at 4pm
Dial in #: 888-970-4128
Passcode: KELLY

- II. Welcome and Introductions
- III. Mission and Goals of UWS
- IV. Ways Federal Agencies Are Participating
- V. Resources available
- VI. Best Practices and Federal Agency Examples
- VII. Q & A

OPM Guidelines on Employee Volunteering

<http://opm.gov/oca/leave/HTML/Volunteer2.asp>

Guidance on Scheduling Work and Granting Time Off to Permit Federal Employees to Participate in Volunteer Activities

The Office of Personnel Management (OPM) has prepared the following guidance to support the efforts of departments and agencies to encourage employee participation in volunteer activities. Departments and agencies should also review any applicable regulations or policies and collective bargaining agreements before making determinations on these matters.

SCHEDULING WORK AND TIME OFF

GENERAL. The Federal personnel system provides departments and agencies with considerable flexibility in scheduling hours of work and time off. Departments and agencies are encouraged to make appropriate use of this flexibility in responding to requests for changes in work schedules or time off to allow employees to engage in volunteer activities, while giving due consideration to the effect of the employee's absence or change in duty schedule on work operations and productivity.

ALTERNATIVE WORK SCHEDULES. Departments and agencies have the flexibility to approve a variety of work arrangements for employees seeking to engage in volunteer activities during normal work hours.

Alternative Work Schedules (AWS) -- Flexible or compressed work schedules may be established for employees who wish to engage in volunteer activities during normal working hours. Employees represented by an exclusively-recognized union may participate in a flexible or compressed work schedule only to the extent expressly provided under a collective bargaining agreement between the agency and the exclusive representative. (See 5 U.S.C. 6130(a)(2).) To review the extent to which AWS programs have already been applied, departments and agencies should review their internal AWS policies and practices and collective bargaining agreements. To determine how additional AWS flexibilities may be implemented, departments and agencies may also consult subchapter II of chapter 61 of title 5, United States Code; regulations in 5 CFR part 610, subpart D, Flexible and Compressed Work Schedules; and the Handbook on Alternative Work Schedules (<http://www.opm.gov/oca/aws/index.htm>) and OPM's Labor-Management Relations Guidance Bulletin: Negotiating Flexible and Compressed Work Schedules (<http://www.opm.gov/cplmr/html/flexible.asp>).

Credit Hours -- Credit hours are those hours within a flexible work schedule that an employee elects to work in excess of his or her basic work requirement (e.g., 80 hours in a pay period for a full-time employee) so as to vary the length of a workweek or workday. Employees may use credit hours to fulfill their basic work requirement, thereby gaining time off from work to pursue volunteer activities and for other purposes. If a department or agency authorizes credit hours under its flexible work schedules program, the maximum amount of credit hours that may be carried over from one pay period to another is 24 hours.

SCHEDULING TIME OFF FROM WORK. Employees seeking to participate in volunteer activities during basic working hours may be granted annual leave, leave without pay, compensatory time off, or, in very limited and unique circumstances, excused absence,

as discussed below. (Employees may also be permitted to use accumulated credit hours under flexible work schedules, as discussed above.)

Annual Leave -- When employees request annual leave to perform volunteer service, departments and agencies should be as accommodating as possible in reviewing and approving such requests consistent with regulations in 5 CFR part 630, subpart C, Annual Leave, and applicable collective bargaining agreements.

Leave Without Pay -- At the discretion of the agency, leave without pay (LWOP) may be granted to employees who wish to engage in volunteer activities during normal working hours. As with annual leave, OPM encourages departments and agencies, whenever possible, to act favorably upon requests by employees for LWOP to perform volunteer services. However, LWOP is appropriate for extended periods only if the employee is expected to return to his or her job at the end of the LWOP. Agencies should review their internal policies on LWOP and applicable collective bargaining agreements.

Compensatory Time Off -- Departments and agencies may approve requests from employees for compensatory time off in exchange for performing an equal amount of time in irregular or occasional overtime work. For employees under flexible work schedules, departments and agencies may approve employee requests for compensatory time off for both regularly scheduled and irregular or occasional overtime work.

Excused Absence (administrative leave) -- Each department or agency has discretion to excuse employees from their duties without loss of pay or charge to leave. OPM advises that the granting of excused absence for volunteer activities should be limited to those situations in which the employee's absence, in the department's or agency's determination, is not specifically prohibited by law and satisfies one or more of the following criteria: (1) the absence is directly related to the department or agency's mission; (2) the absence is officially sponsored or sanctioned by the head of the department or agency; (3) the absence will clearly enhance the professional development or skills of the employee in his or her current position; or (4) the absence is brief and is determined to be in the interest of the agency. Ultimately, it is the responsibility of each department or agency head to balance support for employees' volunteer activities with the need to ensure that employees' work requirements are fulfilled and that agency operations are conducted efficiently and effectively. Agencies should review their internal guidance on excused absence and applicable collective bargaining agreements.

PART-TIME EMPLOYMENT AND JOB SHARING. Part-time employment or job-sharing may also be appropriate for employees who request such arrangements in connection with performing volunteer service. Regulations in 5 CFR part 340 provide additional information on part-time employment and job-sharing.

AWARDS FOR VOLUNTEERISM

Departments and agencies are encouraged to recognize their employees who volunteer their skills to help others. A department or agency may wish to become a Certifying Organization for the President's Volunteer Service Award (<http://www.presidentialserviceawards.gov>). Certifying Organizations agree to perform the following roles:

Verify that the volunteer(s) has completed the number of service hours required to earn a President's Volunteer Service Award.

Nominate verified volunteers by completing and submitting an order form to purchase the award(s).

Pay the nominal cost for the award package and its shipping, either directly or through local sponsorship.

Receive the award package and distribute the award to each recipient.

In addition, agencies may wish to establish internal programs to reward employees who donate their time and talents to help others. However, providing cash or paid time off undermines the volunteer spirit in which these individuals donate their personal time and efforts for the benefit of others. Nevertheless, granting appropriate citations and letters of appreciation, or small mementos such as a "You Make a Difference" pin or mug, would demonstrate the agency's pride in the various beneficial services its employees render to the community.

LABOR-MANAGEMENT RELATIONS

Agency officials are reminded that conditions of employment (such as work schedules) of bargaining unit employees may not be changed without notifying the exclusive representative of those employees and, upon timely request, bargaining on the matter to the extent required and/or permitted by laws, regulations, and collective bargaining agreements. Moreover, bargaining unit employees may participate in flexible or compressed work schedules "only to the extent expressly provided under a collective bargaining agreement between the agency and the exclusive representative." (See 5 U.S.C. 6130(a)(2).) For further information on an agency's collective bargaining obligations, agency officials should consult with their labor relations officers. Departments and agencies should also consult OPM's Labor-Management Relations Guidance Bulletin: Negotiating Flexible and Compressed Work Schedules (<http://www.opm.gov/cplmr/html/flexible.asp>).

PROHIBITION OF COERCION

While managers, supervisors, and other agency officials may encourage employees to become more involved in volunteer activities, 5 U.S.C. 6132 provides that employees may not be coerced for the purpose of interfering with their legal rights under flexible and compressed work schedules. (Also see 5 U.S.C. 2302, Prohibited Personnel Practices.)

CONFLICT OF INTEREST AND HATCH ACT RESTRICTIONS

Departments, agencies, and employees are reminded that conflict of interest laws and related regulations governing outside employment for compensation also apply to Federal employees who engage in volunteer activities. Hatch Act restrictions apply to employees who are on duty, as well as to those on paid or unpaid leave.

USE OF GOVERNMENT FACILITIES AND EQUIPMENT

Employees may not use Government facilities and equipment for other than authorized purposes. (See 5 CFR 2635.704.) Employees may consult their agency ethics officials or Office of General Counsel for information about what may be authorized by their agency or department.

LIABILITY FOR WORK-RELATED INJURIES

Departments and agencies need to be aware of liability issues related to employee participation in volunteer activities. The Department of Labor advises that, in most instances, employees who perform mission-related agency sponsored/sanctioned, or skills-enhancing volunteer activities while they are on excused absence are covered by 5 U.S.C. chapter 81, Compensation for Work Injuries. Other kinds of absences would most likely not be covered.

Example: Corporation for National and Community Service Policy on Employee Volunteering

Employee Volunteer Initiative Program (EVI)

Q1: How do Staff request administrative leave for doing approved volunteer work?

A1: The Employee Volunteer Initiative Program (EVI) enables employees to volunteer for a nonprofit service organization during work hours and the Corporation matching annual leave used in a volunteer capacity with up to eight (8) hours administrative leave during a four week period. Organizations must be of a service, not advocacy, nature and have no financial ties to the Corporation. Leave used for this program requires advance supervisory approval. An example of how the program works: An employee is approved to volunteer for 4 hours in pay period 1. The employee should code their timesheet as 2 hours annual leave and 2 hours administrative leave. Requests for administrative leave are coded on webTA for management approval (i.e., coded as admin/excused absence).

1. How many times did you volunteer between June 22, 2009, and September 11, 2009?
2. Was this the first time you volunteered?
3. What was the aggregate number of hours you volunteered during that same time period?
4. Did you organize a service project?
If yes, how many people participated in your project?
5. Did your service pertain to any of the following:
 - Community Renewal
 - Education
 - Health
 - Energy and Environment
 - Military Families or Veterans
 - Disaster Preparedness or Response
 - Interfaith Cooperation
6. Please share great stories that highlight the impact of your service.
7. What was accomplished for your community?

United We Serve

SERVE.GOV

"Economic recovery is as much about what you're doing in your communities as what we're doing in Washington – and it's going to take all of us, working together. I'm calling on all Americans to make volunteering and community service part of your daily life and the life of this nation."

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United We Serve will take traditional calls to service further by:

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The summer initiative will culminate on September 11, 2009, a National Day of Service and Remembrance, but United We Serve is ongoing. The National Day of Service and Remembrance will recognize the summer's accomplishments, honor those who died on September 11, 2001 by serving in their memory, and encourage Americans to make an ongoing commitment to service.

Corporation for
**NATIONAL &
COMMUNITY
SERVICE** ★★ ★

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3. Click "Find Opportunities Now."
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6. Tell us your Story of Service. We might feature it on **Serve.gov** this summer.

Register Your Project

Have a service opportunity of your own? Register it here and invite others to join.

Register Now

OR

Find a Volunteer Opportunity

What interests you?

Keywords

(Example: veterans, mentoring, or Habitat)

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(City, State, or ZIP Code)

Find Opportunities Now

POWERED BY
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By clicking this button, you will exit the Serve.gov site and be redirected to the All for Good site where your search results will be displayed.

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United We Serve

SERVE.GOV

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A compelling service story:

- Is told from the perspective of someone with first hand experience in the service project.
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Stories can be written in a word document and can include pictures and/or video links.

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How many volunteers are recruited, coordinated or supported by your project? _____

How many volunteers associated with this project have committed to ongoing service? _____

Tips for telling a good story:

- A good story explains why the community needs the service project.
- A good story tells us why you chose to get involved in the project.
- A good story includes the goal of the project.
- A good story emphasizes how the community is affected by the project.
- A good story outlines the reasons why the project is successful.
- A good story indicates how the project (or its impact) will be sustained in the future.
- A good story includes any unusual or creative partnerships developed.
- A good story tells us what role service has played in your life.

When you finish drafting your Story of Service, please email it to serviceinitiative@cns.gov or to your Outreach Coordinator. Please make sure to answer the "quick questions" section above and include it in your email.

Thank You.



United We Serve Talking Points

- United We Serve is President Obama's call to service challenging all Americans to engage in sustained, meaningful service to meet growing social needs resulting from the economic downturn. Confident that ordinary people can achieve extraordinary things when given the proper tools, President Obama is asking all of us to come together to help lay a new foundation for growth.
- United We Serve initially runs from June 22 through a new National Day of Service on September 11, but will grow into a sustained, collaborative and focused effort to promote service as a way of life for all Americans.
- This initiative, led by the Corporation for National and Community Service, aims to both expand the impact of existing organizations by engaging new volunteers in their work and encourage volunteers to develop their own "do-it-yourself" projects with friends, family, and neighbors.
- America faces tough challenges -- 37 million Americans live in poverty, half of the students in our 50 biggest cities don't graduate, 15 million kids need mentors, and the economic downturn puts more people and communities at risk.
- Service is a powerful and effective way to address many of these tough challenges. The most effective intervention in a troubled child's life is a mentor; tutors help children read and graduate from high school; and volunteers help reduce violence, restore hope after disasters, and much more.
- Each year more than 61 million Americans volunteer in our communities, providing vital support to our schools and shelters, hospitals and hotlines, and other neighborhood efforts. But to meet our nation's challenges, we need more Americans to mentor and tutor at-risk youth, care for seniors, respond to disasters, support veterans and military families, and meet other social needs.
- The purpose of United We Serve is three-fold: (1) To bolster civic engagement nationwide (2) To better our communities in priority issue areas – health, energy and environment, education, community renewal, and safety and security (ie supporting veterans and military families and preparing for disasters) and (3) To develop lasting partnerships with nonprofits, faith based groups, issue groups, educational institutions, businesses, foundations, and all levels of government.
- To make it easy for Americans to get involved, the President is urging Americans to visit Serve.gov, a website managed by the Corporation for National and Community Service. Visitors to Serve.gov can type in their zip code to find local volunteer opportunities, recruit volunteers by posting their organization's projects, or get ideas for creating their own projects with friends, families, and neighbors.
- There are as many ways to participate in United We Serve as there are needs in our communities. If you're already involved in service, post your opportunities or share your story at Serve.gov so others

can join your efforts. If you're new to service, search for volunteer opportunities in your area or download one of the easy-to-use toolkits and develop your own project with friends, family, and neighbors.

- United We Serve comes at a time of strong need and momentum for service, as the economic downturn puts more Americans at risk and increases the demand for social services. At the same time, many nonprofit groups are experiencing a 'compassion boom' of increasing volunteers as Americans reach out to help their neighbors. Leaders in every sector –from corporate CEOs and college presidents to Governors and grantmakers – recognize that service is a proven strategy to tackle tough challenges. United We Serve aims to tap this growing interest and focus it on addressing specific community needs.
- While the initial phase of United We Serve runs through this summer and culminates in a National Day of Service and Remembrance on September 11, this call to service will grow into a sustained, collaborative and focused effort to promote service as a way of life for all Americans.
- United We Serve is a sweeping call to action. It is based on the simple but profound idea that every one of us has the power to make a difference – and that all of us should try. As President Obama said in launching United We Serve, “The challenges we face are unprecedented in their size and scope, and we cannot rely on quick fixes or easy answers to put us on the road to recovery. Economic recovery is as much about what you're doing in your communities as what we're doing in Washington – and it's going to take all of us, working together.”

Monica Ashar

From: [REDACTED] (b)(6)
Sent: Monday, July 27, 2009 7:12 PM
To: Yosi Sergant
Subject: Re: Meeting August 17th?

Sure - How does the 20th look?

Best,

[REDACTED] (b)(6)

----- Original Message -----

From: Yosi Sergant <yosi@arts.gov>
To: [REDACTED] (b)(6)
Sent: Mon Jul 27 18:39:18 2009
Subject: RE: Meeting August 17th?

I believe I will be on travel that day, returning from Los Angeles. Is there another day [REDACTED] (b)(6) will be in DC?

Yosi Sergant

Director

Office of Communications

National Endowment for the Arts

1100 Pennsylvania Avenue NW, Room 614

Washington DC 20506

202-682-5570 office

[REDACTED] cell (b)(6)

yosi@arts.gov <<mailto:serganty@arts.endow.gov>>

From: [REDACTED] [mailto:[REDACTED]] (b)(6)
Sent: Monday, July 27, 2009 5:17 PM
To: Yosi Sergant
Subject: Meeting August 17th?

Hello Yosi:

It was great to find a few moments to chat in Seattle at the Americans for the Arts conference and to hear what's on your mind for bringing greater visibility to the arts in the national service effort.

Might you be available to meet any time on Monday, August 17th? My colleague [REDACTED] [REDACTED] in our New York office is available to come to Washington, and we would both enjoy the opportunity to hear more about what's on your mind and share some information about the League and orchestras. (b)(6)

Very best wishes,

[REDACTED] (b)(6)

[REDACTED] (b)(6)

League of American Orchestras
910 17 Street, NW, Suite 800, Washington DC 20006

t [REDACTED] f [REDACTED] (b)(6)

americanorchestras.org <<http://www.americanorchestras.org>>

Monica Ashar

From: Yosi Sergant
Sent: Tuesday, July 28, 2009 3:14 PM
To: [REDACTED] (b)(6)
Subject: FW: Here's the invitation that went out
Attachments: Stories for United We Serve.doc; ATT00003.htm; united we serve flyer.pdf; ATT00004.htm

Yosi Sergant
Director
Office of Communications
National Endowment for the Arts
1100 Pennsylvania Avenue NW, Room 614
Washington DC 20506
202-682-5570 office
[REDACTED] cell (b)(6)
yosi@arts.gov

From: [REDACTED] [mailto:[REDACTED]] (b)(6)
Sent: Saturday, July 25, 2009 12:08 AM
To: Philip Martin; Yosi Sergant
Subject: Here's the invitation that went out

The Arts & Democracy Project of State Voices in collaboration with Alternate ROOTS, National Association of Latino Arts and Cultures, and National Performance Network:

invite you to participate in a conference call briefing and brainstorm about the Obama administration's *United We Serve* program and how to use this opportunity to stimulate and raise the profile of the incredible work that artists are doing in service with communities.

Thursday, July 30 from 3:00-4:00 EST

Call in number: [REDACTED] Passcode, [REDACTED] (b)(6)

United We Serve is President Obama's call to service challenging all Americans to engage in sustained, meaningful community service. With the knowledge that ordinary people can achieve extraordinary things when given the proper tools, President Obama is asking us to come together to help lay a new foundation for growth, focusing on core areas of the recovery agenda – health care, energy independence, education and community and economic renewal.

We think this is a great opportunity for artists and arts organizations whose practice focuses on community organizing and social change. Community service is embedded in all aspects of the work of these artists and organizations, and they possess deep knowledge about how best to use the arts and culture to build community and catalyze change. Through *United We Serve* they can post projects on the serve.gov website, connect with volunteers and others doing related work, and raise their profile by sharing their stories.

Also importantly, we can demonstrate the integral role of arts and culture in creating and enacting a vision for the sustainable revitalization of our communities. We can build the case for the importance of arts and culture in national life – as a vital resource fully integrated in our communities and in our policy, be it health, energy, education, or community development. And we can build new relationships with allies in Washington including the Corporation for National and Community Service, the National Endowment for the Arts, and the Office of Public Engagement.

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We hope that you will join us on July 30. Attached you will find a flyer about *United We Serve* and information about posting stories.

If you have any questions please contact [REDACTED] or [REDACTED].
You do not need to RSVP for the call.

(b)(6)

Agenda for Call

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Yosi Sergeant, National Endowment for the Arts
Phil Martin, United We Serve, Corporation for National and Community Service
Questions, reactions, ideas
Resources and action steps

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United We Serve

SERVE.GOV

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Stories can be written in a Word document. You may include image files and/or video links.

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Please submit your story to Phil Martin, Outreach Coordinator, United We Serve: pmartin@cns.gov.

Please include in your submission the answers to the "quick questions" section above.

Thank You.

United We Serve

SERVE.GOV

"Economic recovery is as much about what you're doing in your communities as what we're doing in Washington – and it's going to take all of us, working together. I'm calling on all Americans to make volunteering and community service part of your daily life and the life of this nation."

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PURPOSE

United We Serve will take traditional calls to service further by:

- Putting volunteers on a path to sustained service.
- Asking volunteers to become volunteer organizers by identifying unmet needs in their community, developing their own service projects, and engaging others who are interested in the same issue area.
- Providing easy-to-use tools on **Serve.gov** for volunteers to set outcome-oriented goals and track their community impact.
- Calling upon Americans to form new community partnerships and join together across historical barriers of religion, race, and ethnicity.

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Find a Volunteer Opportunity

What interests you?

Keywords

(Example: veterans, mentoring, or Habitat)

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POWERED BY
All for Good

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Monica Ashar

From: [REDACTED] (b)(6)
Sent: Tuesday, July 28, 2009 3:41 PM
To: Yosi Sergant
Subject: Re: United We Serve

yes, call me on the cell

[REDACTED] (b)(6)

----- Original Message -----

From: Yosi Sergant
To: [REDACTED] (b)(6)
Sent: Tuesday, July 28, 2009 3:39 PM
Subject: United We Serve

Got a second?

Love to run something by you.

Yosi Sergant
Director
Office of Communications
National Endowment for the Arts
1100 Pennsylvania Avenue NW, Room 614
Washington DC 20506
202-682-5570 office
[REDACTED] cell (b)(6)
yosi@arts.gov

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From: Yosi Sergant
Sent: Tuesday, July 28, 2009 3:50 PM
To: Abernathy, Nell L.
Subject: FW: Here's the invitation that went out
Attachments: Stories for United We Serve.doc; ATT00003.htm; united we serve flyer.pdf; ATT00004.htm

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Monica Ashar

From: Yosi Sergeant
Sent: Wednesday, July 29, 2009 2:00 PM
To: Martin, Philip; [REDACTED] (b)(6)
Subject: RE: draft agenda - my talking points

This looks good to me. I like the idea of having examples on the call.

Yosi Sergeant
Director
Office of Communications
National Endowment for the Arts
1100 Pennsylvania Avenue NW, Room 614
Washington DC 20506
202-682-5570 office
[REDACTED] cell (b)(6)
yosi@arts.gov

From: Martin, Philip [<mailto:PMartin@cns.gov>]
Sent: Wednesday, July 29, 2009 12:47 PM
To: [REDACTED] (b)(6)
Cc: Yosi Sergeant
Subject: RE: draft agenda - my talking points

Thanks, will get back to you this evening.
Phil

Phil Martin
Outreach Coordinator, United We Serve
Corporation for National and Community Service
202.606.6657
pmartin@cns.gov
www.serve.gov

From: [REDACTED] [[mailto:\[REDACTED\]](mailto:[REDACTED])] (b)(6)
Sent: Wednesday, July 29, 2009 12:15 PM
To: Martin, Philip
Cc: Yosi Sergeant
Subject: draft agenda - my talking points

Hi Phil and Yosi - here's the draft agenda for our call tomorrow and info I just sent around to the cohosts asking for their feedback. Do you have any comments - suggestions (did I get the order right?) Is there a way that we can let the operator know the names of the cohosts and example people so they can talk when they want? I'm hoping to find out from the cohosts where (if at all) they'd like to speak.

I am expecting to hear back from [REDACTED] (b)(6) about moderating. If she can't, I will.

I'd like to get all this figured out by Thurs 10:30 am since I've got meetings from 11-12 and 12-2. If you need to reach me Thurs call my cell: [REDACTED] (b)(6)

Draft agenda

1. Welcome and purpose (see talking points below), [REDACTED], [REDACTED] (b)(6)
2. Yosi Sergeant, National Endowment for the Arts
3. Phil Martin, United We Serve, Corporation for National and Community Service
4. Two examples: SPARC, a member of NALAC ([REDACTED]) and Appalshop, a member of ROOTS and NPN ([REDACTED]) (b)(6)
5. Questions, reactions, ideas - open discussion
6. Resources and action steps - Two lined up so far: 1. [REDACTED] and [REDACTED], about an upcoming artist focused call and white paper, 2. [REDACTED], Americans for the Arts, about the website they are launching and how people can participate *(this is a place where cohosts may participate, also I'm checking with [REDACTED] and [REDACTED] to see if they want to say something)*. (b)(6)
7. Closing remarks - ([REDACTED] and/or another possible place for cohost to participate) (b)(6)

Comments on my talking points?

Thanks:

Corporation for National and Community Service for this opportunity for a call that focuses on our cultural communities.

Cohosts for sharing the info and their ongoing leadership in the field

Yosi for his support: making WH briefing possible and continued support now at NEA.

Arts & Democracy Project of State Voices:

Our work is to help recognize and support the integral role of arts and culture in civic participation and community change

We highlight and connect the incredible work that is happening in communities

Share opportunities, and network networks

So we are very happy to host this call, which does all these things.

United We Serve provides great opportunity to highlight the work that artists are in doing in service with communities - much of which artists have been doing for a long time.

It is also a way to develop new and hopefully ongoing relationships such as the one with the Corporation for National and Community Service to help people better understand the integral role of arts and culture as part of community

Our perspective on service:

*Understanding community service as part of reciprocal and equitable community engagement that often extends over time.

*Recognition that much of this work requires training, and that arts and culture groups have developed powerful methodologies for doing this.

*Connection between service, organizing, and systemic social change in communities and in local and national policies. Recognize that the word service may not work for everyone and need to contextualize what we mean.

On the call we'll learn how to post our projects to make ourselves visible and also we'll consider various ways that we can contextualize the work – on our different websites, and on the United We Serve blog –

Acknowledge that this is not about jobs for artists – another big concern and not to negate that. But given that so large a part of community artists work is about service – use this opportunity to highlight it and build relationships which will help us also make the case over time for our other needs. (I'm checking in with cohosts to see if we need this point)

Monica Ashar

From: Abernathy, Nell L. [NAbernathy@cns.gov]
Sent: Wednesday, July 29, 2009 3:39 PM
To: Yosi Sergant
Subject: follow up
Attachments: The cool kids call.doc; UWS Master Calendar.xls

Hey Yosi,
Thanks for chatting yesterday – I'm attaching a few docs and running through what I think are my next steps. Feed back is welcome.

Art event coordination

- 1) invite and draft agenda for call is attached – let me know what you think. I can send out – someone else can – once we decide when it will happen, who will be on and who will help lead.
- 2) Which brings me to... When do you think we should do it? What is a reasonable time frame for getting together a list and recruiting some of your friends to lead? Is Aug 6 too soon?
- 3) I think we should make the ask for 9/11 (or the week of 9/4-9/11). Seems like a good push. Thoughts?

Media contests:

I still have to get approval from our legal people – (b)(5)

Other

A while ago you asked for projects going on around the country. I'm attaching a list of the ones we're highlighting. There are many more if you need a specific market –but this is a good start.

What else? Do I owe you anything else? Thanks so much for the help!
Nellie

Nellie Abernathy
United We Serve
Corporation for National and Community Service
202-606-6766
NAbernathy@cns.gov

United We Serve

SERVE.GOV

The *United We Serve* team, in collaboration with the White House Office of Public Engagement and X is hosting a conference call outlining steps the arts community can take to spread the message of service and highlight the service work artists already perform in communities nationwide.

Join us

Date

Time

Call in number

Passcode

United We Serve is President Obama's call to service challenging all Americans to engage in sustained, meaningful community service. With the knowledge that ordinary people can achieve extraordinary things when given the proper tools, President Obama is asking us to come together to help lay a new foundation for growth, focusing on core areas of the recovery agenda – health care, energy and environment, safety and security, education, community renewal.

The arts community has a unique roll to play in making service accessible and fun for those unaccustomed to volunteering. We know that engaging all Americans in service means we must expand the idea of service. Already, you are helping us to re-frame the image of volunteerism. You are organizing groups of students to clean up abandoned lots and create installations with the collected debris. You are bringing together service-minded punk-rockers to knit scarves for the needy. You are using graphic design to create websites that motivate to action rather than stultify to sleep.

On the call we will brainstorm plans for 9/11, a new National Day of Service and Remembrance. Further, we will share successful models of engagement and recruit stories of arts service to be highlighted on the *United We Serve* blog.

United We Serve initially runs from June 22 through September 11, but it will grow into a sustained, collaborative and focused effort to promote service as a way of life for all Americans.

We hope that you will join us on X. Attached you will find a flyer about *United We Serve*, information about posting stories and an agenda.

If you have any questions please contact Nellie Abernathy, at Nabernathy@cns.gov.

AGENDA

- I. Intro -
 - a. Who's on the call
 - b. What UWS is
 - c. UWS accomplishments so far
 - d. Why the arts community has a unique role to play
- II. Specific asks
 - a. Weekly conference call with UWS in lead up to 9/11
 - b. Media event on or around 9/11
 - c. Employ your media connections
 - d. Blog posts before 9/11 on Serve.gov
 - e. Next step – follow up with Nellie, think about event, jump on call next week to share
- III. Examples of success
 - a. Stories from Yosi
 - b. Example from caller
- IV. Q and A

Serve.gov FEATURED STORIES

		MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
Jul 20- Jul 26	VIDEO	Columbus Crew	Columbus Crew	Columbus Crew	NFLPA	NFLPA	Yankees?	Yankees?
COMMUNITY RENEWAL	SANDY'S FEATURE							
	OC's FEATURE				CR Press Release + NFLPA	CR Press Release + NFLPA	CR Press Release + Marco's Story?	CR Press Release + Marco's Story?
Jul 27- Aug 2	VIDEO	MTV?	VIA	VIA	Shock/BGCA	Shock/BGCA		
EDUCATION	SANDY'S FEATURE	VISTA summer reading	Big Bros Big Sis	Stanford Korean student teaching civics	Breakthrough collaborative - calculus	Do Something Book Drive		
	OC's FEATURE	VISTA summer reading	Big Bros Big Sis	Stanford Korean student teaching civics	Breakthrough collaborative - calculus	Do Something Book Drive		
Aug 3- Aug 9	VIDEO	Secretary Salazar from June 22	Secretary Salazar from June 22	Secretary Salazar from June 22	Sec. Chu	Sec. Chu	Sec. Chu	Sec. Chu
ENERGY & ENVIRONMENT	SANDY'S FEATURE							
	OC'S FEATURE	Chu June 22 Story	Alliance for Great Lakes Beach Cleanup (b)(6)	School Greening (b)(6)	story (b)(6)	Either YMCA Washington State or NM Tribe Park Clean up		
Aug 10- Aug 16	VIDEO	Possible NACHC video		Nothing But Nets - UNF		PGA America?		
HEALTHCARE	SANDY'S FEATURE							
	OC'S FEATURE	National Association of Community Health Centers - Kick Off of their Week with Community Health Corps	Communicares Health Fair, San Antonio, TX	YMCA Community Organic Garden	Right to Play, Exchange with Jordan or Chelsea Football Club	LIONS CLUB		
Aug 17- Aug 23	VIDEO							
SAFETY & SECURITY	SANDY'S FEATURE	S&S Press Release						
	OC'S FEATURE							
Aug 31- Sept 6	VIDEO							

INTERFAITH SERVICE	SANDY'S FEATURE							
	OC'S FEATURE							
Sept 7- Sept 11 LEAD UP TO 9/11	VIDEO							
	SANDY'S FEATURE							
	OC'S FEATURE							

Calendar of Surrogate Appearance Requests

DATE	City, State	CNCS Contact	Event	Sponsoring Organization	Description	Address	Time
Any day	NY, NY	Phil	youth literacy and baseball	Harlem RBI	Kids in classrooms 10 am - noon; on field 1 pm - 5 pm. 300 total.	Jr HS 99 100th St and 1st Ave NY NY (Harlem)	
Aug. 2 and 16	New York, NY	Diana	Park Clean Up	New York Restoration Project	Work with NYRP staff to clean and green Swindler Cove Park in Manhattan		1pm-4pm
Aug. 2 and 9	MI, NY, TN, VA, and NC	Diana	Energy Efficient Home Building	Habitat for Humanity	Work with other Habitat volunteers to build a Energy Star certified new home		8am-4pm
Aug. 3	Staten Island, NY	Diana	Removing Invasive Species	New York Restoration Project	Remove invasive species at Conference House Park to assist the ongoing forest restoration project.		9am-12pm
Aug. 3-19	OR, TX, CA, GA, FL, NJ, WA, OK, VA	Diana	Energy Efficient Home Building	Habitat for Humanity	Work with other Habitat volunteers to build a Energy Star certified new home		8am-4pm
Aug. 3-7	PA	Diana	Weatherization of a Home	Community Action Agency of Delaware County	Community Action Agency of Delaware County, Inc. is looking for volunteers during the week of August 3rd to August 7th to help renovate the homes of elderly, low-income, and disabled persons in Lansdowne, Darby and Yeadon. Repairs offered through the Workcamp include interior and exterior painting, weatherization, porch repairs, some wheelchair ramp construction, and other work. All repairs are free to the homeowners and all paint, supplies, and tools are provided by CAADC. Volunteers can join us individually or in teams of 5 (great for businesses, church groups, schools, etc.). Refreshments will be provided. This is a wonderful opportunity to change the life of a person in need.		10am-4pm
Aug. 3-8	IL, IN, MI, OH	Diana	Beach Trash Clean Up	Alliance for the Great Lakes	These events are all part of the Adopt-a-Beach program which involves litter cleanup and data collection on the debris items found and on different aspects of water quality.		10am-4pm
Aug. 5	Wilmington, IL	Diana	Removing Invasive Species	Nature Conservancy	Leading and assisting youth with nature activities; plant a pollinator garden; remove invasive specie plants		10am-4pm
Aug. 6	Mercer Island, NY	Diana	Invasive Specie Plant Removal	EarthCorps	This project is part of a larger effort to restore Mercer Island Parks. This summer work will focus on removing a patch of blackberry so that additional trees can planted as part of a bald eagle habitat mitigation project. Other work may include removing other invasive plants and continuing stewardship on previously restored areas.		10am-4pm
Aug. 7	New York, NY	Diana	Park Trash Clean Up	New York Mayor's Office	Volunteering with youth to clean up parks in low income areas in NYC		10am-4pm
Aug. 7-9	Phoenix, AZ	Diana	Trail Restoration	Sierra Club	Trail Maintenance in the Sierra Ancha Wilderness in Arizona		10am-4pm

Aug/10/2016	DC, MD, VA (some other strong markets)	Kelley	Nothing But Nets	United Nations Foundation	Nothing But Nets is a grassroots campaign to save lives by preventing malaria, a leading killer of children in Africa. While the UN Foundation has been working with the UN to fight malaria for years, it was a column that [REDACTED] wrote about malaria in Sports Illustrated, challenging each of his readers to donate at least \$10 for the purchase of an anti-malaria bed nets -- and the incredible response from thousands of Americans across the country -- that led to the creation of the Nothing But Nets campaign. (b)(6)		
Aug. 10	Pasadena, MD	Kelley	Partners in Care	PIC	Partners in Care is a 501C3 non-profit dedicated to the mission of helping older and disabled adults remain independent and safe in their own homes. Volunteers using their own cars provide no-monetary-cost rides, for example, to the doctor and to the grocery store, along with other no-cost services such as small handyman repairs. The program was founded in 1993, modeled on a concept called "service exchange." In the model, participants earn one "time dollar" for every hour spent assisting others. Those participants then use those time dollars to "pay" for services they themselves need. (b)(6)		
11-Aug	Queens, NY	Diana	Tree planting workshop	New York Restoration Project	MillionTrees NYC workshop, training individuals on the benefits of planting trees, tree care, educational resources and adopting a tree		6pm-8pm
Aug. 23	Prescott, AZ	Fred	Welcome Home Event of OEF/OIF Veterans	Local Veterans Affairs Facility			
27-Aug-09	Detroit, MI	Kelley	Nothing But Nets	United Nations Foundation	Event to Kick Off new Partnership with the Boy Scouts, 2000 scout conference in detroit.		
Aug. 27	Seattle, WA	Fred	Welcome Home Event of OEF/OIF Veterans	Local Veterans Affairs Facility			
Now - Aug 28	Palisades-Malibu, CA	Kelley	Community Organic Vegetable Garden	YMCA	The Palisades-Malibu YMCA has added new curriculum to our summer day camp. Using an organic vegetable Farmer's Market Garden we will teach children the Six Pillars of Character. We are looking for volunteers to work one or more mornings per week, helping kids plant and tend to the garden. Knowledge of basic planting and gardening techniques. The following requirements must be completed prior to volunteering: online child-abuse training. We expanded and/or enhanced it because of the announcement.		
Aug. 30	Baltimore, MD	Fred	Welcome Home Event of OEF/OIF Veterans	Local Veterans Affairs Facility			

Monica Ashar

From: Yosi Sergeant
Sent: Wednesday, July 29, 2009 5:27 PM
To: [REDACTED] (b)(6)
Subject: FW: United We Serve

Im moving forward. You helping?

Yosi Sergeant
Director
Office of Communications
National Endowment for the Arts
1100 Pennsylvania Avenue NW, Room 614
Washington DC 20506
202-682-5570 office
[REDACTED] cell (b)(6)
yosi@arts.gov

From: [REDACTED] [mailto:[REDACTED]] (b)(6)
Sent: Tuesday, July 28, 2009 4:47 PM
To: Yosi Sergeant
Subject: United We Serve

Hi Yosi,

It was good to see you a few weeks ago in Washington. After our conversation, I thought it would be a really good idea to convene via a conference call some significant tastemakers/producers who can support United We Serve. As many of us contributed our services to the campaign, I would love to gather some of those folks to use their enthusiasm to get behind the President's very important service initiative. Here are some people who I think could be part of the call:

[REDACTED], Founder & Publisher of [REDACTED]
[REDACTED], Actress
[REDACTED], Actress & Director
[REDACTED], Director ([REDACTED])
[REDACTED], Executive Director of [REDACTED]
[REDACTED], NBA All-Star
[REDACTED], MTV

(b)(6)

And it would be great to get 3-4 other point people from around the country to pull together some of their contacts for the call as well.

Look forward to your thoughts.

Best,
[REDACTED] (b)(6)

Monica Ashar

From: Yosi Sergeant
Sent: Wednesday, July 29, 2009 5:46 PM
To: 'NAbernathy@cns.gov'
Subject: Re: United We Serve

(b)(6)
[REDACTED] is a pal

Way cool

----- Original Message -----

From: Abernathy, Nell L. <NAbernathy@cns.gov>
To: Yosi Sergeant
Sent: Wed Jul 29 17:40:59 2009
Subject: RE: United We Serve

(b)(6)
Awesomeness. I talked to [REDACTED] today. Are they still cool?

Nellie Abernathy

United We Serve

Corporation for National and Community Service

202-606-6766

NAbernathy@cns.gov

From: Yosi Sergeant [mailto:yosi@arts.gov]
Sent: Wednesday, July 29, 2009 5:27 PM
To: Abernathy, Nell L.
Subject: FW: United We Serve

(b)(6)
Fyi. This is [REDACTED] policy director... a real 'cool kid.'

Yosi Sergeant

Director

Office of Communications

National Endowment for the Arts

1100 Pennsylvania Avenue NW, Room 614

Washington DC 20506

202-682-5570 office

██████████ cell (b)(6)

yosi@arts.gov <mailto:serganty@arts.endow.gov>

From: ██████████ [mailto:██████████] (b)(6)
Sent: Tuesday, July 28, 2009 4:47 PM
To: Yosi Sergeant
Subject: United We Serve

Hi Yosi,

It was good to see you a few weeks ago in Washington. After our conversation, I thought it would be a really good idea to convene via a conference call some significant tastemakers/producers who can support United We Serve. As many of us contributed our services to the campaign, I would love to gather some of those folks to use their enthusiasm to get behind the President's very important service initiative. Here are some people who I think could be part of the call:

██████████, Founder & Publisher of ██████████

██████████, Actress

██████████, Actress & Director

██████████, Director (██████████)

██████████, Executive Director of ██████████

██████████, NBA All-Star

██████████, MTV

(b)(6)

And it would be great to get 3-4 other point people from around the country to pull together some of their contacts for the call as well.

Look forward to your thoughts.

Best,

[REDACTED]

(b)(6)

Monica Ashar

From: Elizabeth Stark
Sent: Wednesday, July 29, 2009 9:29 AM
To: Yosi Sergeant
Subject: RE: Here's the invitation that went out

Not sure what you want me to do. Do you have specific examples you can share?

From: Yosi Sergeant
Sent: Tuesday, July 28, 2009 3:19 PM
To: Elizabeth Stark
Subject: FW: Here's the invitation that went out

Can you update the speaking notes for this call please.

Yosi Sergeant
Director
Office of Communications
National Endowment for the Arts
1100 Pennsylvania Avenue NW, Room 614
Washington DC 20506
202-682-5570 office
[REDACTED] cell (b)(6)
yosi@arts.gov

From: [REDACTED] [mailto:[REDACTED]] (b)(6)
Sent: Saturday, July 25, 2009 12:08 AM
To: Philip Martin; Yosi Sergeant
Subject: Here's the invitation that went out

The Arts & Democracy Project of State Voices in collaboration with Alternate ROOTS, National Association of Latino Arts and Cultures, and National Performance Network:

invite you to participate in a conference call briefing and brainstorm about the Obama administration's *United We Serve* program and how to use this opportunity to stimulate and raise the profile of the incredible work that artists are doing in service with communities.

Thursday, July 30 from 3:00-4:00 EST

Call in number: [REDACTED] Passcode, [REDACTED] (b)(6)

United We Serve is President Obama's call to service challenging all Americans to engage in sustained, meaningful community service. With the knowledge that ordinary people can achieve extraordinary things when given the proper tools, President Obama is asking us to come together to help lay a new foundation for growth, focusing on core areas of the recovery agenda – health care, energy independence, education and community and economic renewal.

We think this is a great opportunity for artists and arts organizations whose practice focuses on community organizing and social change. Community service is embedded in all aspects of the work of these artists and organizations, and they possess deep knowledge about how best to use the arts and culture to build community and catalyze change. Through *United We Serve* they can post projects on the serve.gov website, connect with volunteers and others doing related work, and raise their profile by sharing their stories.

Also importantly, we can demonstrate the integral role of arts and culture in creating and enacting a vision for the sustainable revitalization of our communities. We can build the case for the importance of arts and culture in national life – as a vital resource fully integrated in our communities and in our policy, be it health, energy, education, or community development. And we can build new relationships with allies in Washington including the Corporation for National and Community Service, the National Endowment for the Arts, and the Office of Public Engagement.

United We Serve initially runs from June 22 through a new National Day of Service on September 11, but it will grow into a sustained, collaborative and focused effort to promote service as a way of life for all Americans.

On the call we will learn more about *United We Serve* and discuss how best to engage in it. We will hear from Phil Martin, Outreach Coordinator, United We Serve, Corporation for National and Community Service, and from Yosi Sergeant, Communications Director, National Endowment for the Arts. Together, we will share examples about the diverse ways that artists and creative organizers are engaging in community service that values equity and reciprocity. And we will share information about resources for getting the word out about this work, and action steps that we can all take to encourage others to participate in the initiative.

We hope that you will join us on July 30. Attached you will find a flyer about *United We Serve* and information about posting stories.

If you have any questions please contact [REDACTED] ([REDACTED]) or [REDACTED] ([REDACTED]). (b)(6)
You do not need to RSVP for the call.

Agenda for Call

Welcome and purpose, Arts & Democracy Project
Yosi Sergeant, National Endowment for the Arts
Phil Martin, United We Serve, Corporation for National and Community Service
Questions, reactions, ideas
Resources and action steps

Weekly Themes for United We Serve

July 20 Community Renewal Week
July 27 Education Week
Aug 03 Energy & Environment Week
Aug 10 Health Week
Aug 24 Safety & Security Week
Aug 31 Interfaith Service Week
Sep 11 National Day of Service and Remembrance

Monica Ashar

From: Yosi Sergant
Sent: Thursday, July 30, 2009 10:42 AM
To: Martin, Philip
Subject: talking points

Does this work?

Talking Points for United We Serve Conf. Call

Hello. My name is Yosi Sergant and I am the new Director of Communications for the National Endowment for the Arts. I want to thank [REDACTED] and the other speakers and hosts for organizing this call and Phil Martin from the Corporation for National Service for working so hard to make sure that the arts community has a seat at the table, front and center, for the United We Serve initiative and hopefully moving forward with the CNS. (b)(6)

The National Endowment for the Arts is proud to participate in United We Serve initiative and partner with the White House, the Corporation for National and Community Service, and the arts community. We first and foremost want to honor and celebrate the creativity, commitment, and generosity with which the arts community regularly serves their public, and we encourage you to seize this opportunity to further strengthen your relationships with your neighbors and your community. We acknowledge the impact you and your peers across the spectrum of the arts have in your cities, states, this country and the world.

As Phil Martin will explain further shortly, United We Serve is a nationwide service initiative that designed to help meet growing social needs resulting from the economic downturn. This initiative aims to both expand the impact of existing organizations by engaging new volunteers in their work and encourage volunteers to develop their own "do-it-yourself" projects.

Here are some ideas for getting started:

1. Post your volunteer opportunities

Managed by the Corporation for National and Community Service, the United We Serve website, <http://www.serve.gov> provides a hub for organizations to register their service projects and where the public will seek out local volunteer opportunities. Please consider registering your organization's volunteer events—both new and existing—on [serve.gov](http://www.serve.gov). This high-visibility online volunteer clearinghouse can help you build new connections, collaborations, and cooperation between your organizations and the communities in which you work, play, and raise your families.

2. Apply your talents to community projects

Serve.gov can also be a valuable resource for artists looking to share and utilize their creative talents through volunteer opportunities. Artists can both contribute their skills to an existing volunteer project—such as donating graphic design or photography skills to promote or capture a non-arts oriented volunteer event—or use their skills to develop a new volunteer project. For instance, artists can develop community murals and theater troupes can perform and teach at local senior centers.

3. Document successes to inspire others to act

As projects take place, we encourage you to document your activities through photos and video and submit them to [serve.gov](http://www.serve.gov), where select photos and video will be displayed. This record will celebrate your artistic contributions and the real-time impact of the arts on local communities.

We invite you to participate in this call to action, and show the country the positive effects the arts can have on the strength and vitality of a community.

Thank you all for your ongoing efforts to make your communities healthier and happier. We look forward to watching your efforts shine through the United We Serve initiative.

Yosi Sergeant

Director

Office of Communications

National Endowment for the Arts

1100 Pennsylvania Avenue NW, Room 614

Washington DC 20506

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cell (b)(6)

yosi@arts.gov

Monica Ashar

From: Yosi Sergeant
Sent: Thursday, July 30, 2009 12:37 PM
To: Abernathy, Nell L.
Subject: RE: rock the vote

I'd love to.

Yosi Sergeant
Director
Office of Communications
National Endowment for the Arts
1100 Pennsylvania Avenue NW, Room 614
Washington DC 20506
202-682-5570 office
[REDACTED] cell (b)(6)
yosi@arts.gov

From: Abernathy, Nell L. [mailto:NAbernathy@cns.gov]
Sent: Thursday, July 30, 2009 12:29 PM
To: Yosi Sergeant
Subject: rock the vote

Just got off the phone with Rock the Vote. They're interested in helping produce some 9/11 events and will be in DC next week. Any chance you could join us for a meeting Tuesday morning? Or does this fall into that sketchy grey we might get arrested area?

Nellie Abernathy
United We Serve
Corporation for National and Community Service
202-606-6766
Nabernathy@cns.gov

United We Serve

SERVE.GOV

Monica Ashar

From: Yosi Sergant
Sent: Thursday, July 30, 2009 2:11 PM
To: [REDACTED] (b)(6)
Subject: RE: follow up

Lets talk tonight? Can you hop on todays conference call?

Yosi Sergant
Director
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National Endowment for the Arts
1100 Pennsylvania Avenue NW, Room 614
Washington DC 20506
202-682-5570 office
[REDACTED] cell (b)(6)
yosi@arts.gov

-----Original Message-----

From: [REDACTED] [mailto:[REDACTED]] (b)(6)
Sent: Thursday, July 30, 2009 1:53 PM
To: Yosi Sergant
Subject: Re: follow up

August 6th would be perfect. I can work on the text of the letter. Let me know how you want to proceed?

I have to think of someone from the South...let me think and get back to you.

[REDACTED] (b)(6)

----- Original Message -----

From: "Yosi Sergant" <yosi@arts.gov>
To: [REDACTED] (b)(6)
Sent: Wednesday, July 29, 2009 8:25 PM
Subject: Re: follow up

> Aug 6th?
> We can work on the text to make it more... Us.
> Yes. I asked [REDACTED] to be on it.
> I think [REDACTED] is good to add. Who in sf or south or north east?] (b)(6)

>
>
>
>

> ----- Original Message -----

> From: [REDACTED] [mailto:[REDACTED]] (b)(6)
> To: Yosi Sergant
> Sent: Wed Jul 29 19:01:18 2009
> Subject: Re: follow up

>
> Hi Yosi,
>

> I think that this is great. I am more than happy to help arrange this
> call. When did you have in mind for the call to take place?
>
> Also, are there other influencers around the country that you think
> should be included?
>

> Thanks,

> [REDACTED]

(b)(6)

> ----- Original Message -----

> From: Yosi Sergeant <mailto:yosi@arts.gov>

> To: [REDACTED] <mailto:[REDACTED]>

> Sent: Wednesday, July 29, 2009 5:30 PM

> Subject: FW: follow up

(b)(6)

> Yosi Sergeant

> Director

> Office of Communications

> National Endowment for the Arts

> 1100 Pennsylvania Avenue NW, Room 614

> Washington DC 20506

> 202-682-5570 office

> [REDACTED] cell (b)(6)

> yosi@arts.gov <mailto:yosi@arts.gov>

> From: Abernathy, Nell L.

> Sent: Wednesday, July 29, 2009 3:39 PM

> To: Yosi Sergeant

> Subject: follow up

> Hey Yosi,

> Thanks for chatting yesterday - I'm attaching a few docs and
> running through what I think are my next steps. Feed back is welcome.

> Art event coordination

> 1) invite and draft agenda for call is attached - let me know

> what you think. I can send out - someone else can - once we decide
> when it will happen, who will be on and who will help lead.
>
> 2) Which brings me to... When do you think we should do it? What
> is a reasonable time frame for getting together a list and recruiting
> some of your friends to lead? Is Aug 6 too soon?
>
> 3) I think we should make the ask for 9/11 (or the week of
> 9/4-9/11). Seems like a good push. Thoughts?
>
>
>
> Nellie
>
>
>
> Nellie Abernathy
>
> United We Serve
>
> Corporation for National and Community Service
>
> 202-606-6766
>
> Nabernathy@cns.gov
>
>
>
>
>
>

The *United We Serve* team, in collaboration with the White House Office of Public Engagement and X is hosting a conference call outlining steps the arts community can take to spread the message of service and highlight the service work artists already perform in communities nationwide.

Join us

Date

Time

Call in number

Passcode

United We Serve is President Obama's call to service challenging all Americans to engage in sustained, meaningful community service. With the knowledge that ordinary people can achieve extraordinary things when given the proper tools, President Obama is asking us to come together to help lay a new foundation for growth, focusing on core areas of the recovery agenda – health care, energy and environment, safety and security, education, community renewal.

The arts community has a unique roll to play in making service accessible and fun for those unaccustomed to volunteering. We know that engaging all Americans in service means we must expand the idea of service. Already, you are helping us to re-frame the image of volunteerism. You are organizing groups of students to clean up abandoned lots and create installations with the collected debris. You are bringing together service-minded punk-rockers to knit scarves for the needy. You are using graphic design to create websites that motivate to action rather than stultify to sleep.

On the call we will brainstorm plans for 9/11, a new National Day of Service and Remembrance. Further, we will share successful models of engagement and recruit stories of arts service to be highlighted on the *United We Serve* blog.

United We Serve initially runs from June 22 through September 11, but it will grow into a sustained, collaborative and focused effort to promote service as a way of life for all Americans.

We hope that you will join us on X. Attached you will find a flyer about *United We Serve*, information about posting stories and an agenda.

If you have any questions please contact Nellie Abernathy, at Nabernathy@cns.gov.

AGENDA

- I. Intro -
 - a. Who's on the call
 - b. What UWS is
 - c. UWS accomplishments so far
 - d. Why the arts community has a unique role to play
- II. Specific asks
 - a. Weekly conference call with UWS in lead up to 9/11
 - b. Media event on or around 9/11
 - c. Employ your media connections
 - d. Blog posts before 9/11 on Serve.gov
 - e. Next step – follow up with Nellie, think about event, jump on call next week to share
- III. Examples of success
 - a. Stories from Yosi
 - b. Example from caller
- IV. Q and A

Calendar of Surrogate Appearance Requests

DATE	City, State	CNCS Contact	Event	Sponsoring Organization	Description	Address	Time
Any day	NY, NY	Phil	youth literacy and baseball	Harlem RBI	Kids in classrooms 10 am - noon; on field 1 pm - 5 pm. 300 total.	Jr HS 99 100th St and 1st Ave NY NY (Harlem)	
Aug. 2 and 16	New York, NY	Diana	Park Clean Up	New York Restoration Project	Work with NYRP staff to clean and green Swindler Cove Park in Manhattan		1pm-4pm
Aug. 2 and 9	MI, NY, TN, VA, and NC	Diana	Energy Efficient Home Building	Habitat for Humanity	Work with other Habitat volunteers to build a Energy Star certified new home		8am-4pm
Aug. 3	Staten Island, NY	Diana	Removing Invasive Species	New York Restoration Project	Remove invasive species at Conference House Park to assist the ongoing forest restoration project.		9am-12pm
Aug. 3-19	OR, TX, CA, GA, FL, NJ, WA, OK, VA	Diana	Energy Efficient Home Building	Habitat for Humanity	Work with other Habitat volunteers to build a Energy Star certified new home		8am-4pm

Aug. 3-7	PA	Diana	Weatherization of a Home	Community Action Agency of Delaware County	Community Action Agency of Delaware County, Inc. is looking for volunteers during the week of August 3rd to August 7th to help renovate the homes of elderly, low-income, and disabled persons in Lansdowne, Darby and Yeadon. Repairs offered through the Workcamp include interior and exterior painting, weatherization, porch repairs, some wheelchair ramp construction, and other work. All repairs are free to the homeowners and all paint, supplies, and tools are provided by CAADC. Volunteers can join us individually or in teams of 5 (great for businesses, church groups, schools, etc.). Refreshments will be provided. This is a wonderful opportunity to change the life of a person in need.		10am-4pm
Aug. 3-8	IL, IN, MI, OH	Diana	Beach Trash Clean Up	Alliance for the Great Lakes	These events are all part of the Adopt-a-Beach program which involves litter cleanup and data collection on the debris items found and on different aspects of water quality.		10am-4pm

Aug. 5	Wilmington, IL	Diana	Removing Invasive Species	Nature Conservancy	Leading and assisting youth with nature activities; plant a pollinator garden; remove invasive specie plants		10am-4pm
Aug. 6	Mercer Island, NY	Diana	Invasive Specie Plant Removal	EarthCorps	This project is part of a larger effort to restore Mercer Island Parks. This summer work will focus on removing a patch of blackberry so that additional trees can planted as part of a bald eagle habitat mitigation project. Other work may include removing other invasive plants and continuing stewardship on previously restored areas.		10am-4pm
Aug. 7	New York, NY	Diana	Park Trash Clean Up	New York Mayor's Office	Volunteering with youth to clean up parks in low income areas in NYC		10am-4pm
Aug. 7-9	Phoenix, AZ	Diana	Trail Restoration	Sierra Club	Trail Maintenance in the Sierra Ancha Wilderness in Arizona		10am-4pm

Aug/10/2016	DC, MD, VA (some other strong markets)	Kelley	Nothing But Nets	United Nations Foundation	Nothing But Nets is a grassroots campaign to save lives by preventing malaria, a leading killer of children in Africa. While the UN Foundation has been working with the UN to fight malaria for years, it was a column that [REDACTED] wrote about malaria in Sports Illustrated, challenging each of his readers to donate at least \$10 for the purchase of an anti-malaria bed nets -- and the incredible response from thousands of Americans across the country -- that led to the creation of the Nothing But Nets campaign.	(b)(6)	
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Aug. 10	Pasadena, MD	Kelley	Partners in Care	PIC	Partners in Care is a 501C3 non-profit dedicated to the mission of helping older and disabled adults remain independent and safe in their own homes. Volunteers using their own cars provide no-monetary-cost rides, for example, to the doctor and to the grocery store, along with other no-cost services such as small handyman repairs. The program was founded in 1993, modeled on a concept called "service exchange." In the model, participants earn one "time dollar" for every hour spent assisting others. Those participants then use those time dollars to "pay" for services they themselves need. http://www.picinc.org		
11-Aug	Queens, NY	Diana	Tree planting workshop	New York Restoration Project	MillionTrees NYC workshop, training individuals on the benefits of planting trees, tree care, educational resources and adopting a tree		6pm-8pm
Aug. 23	Prescott, AZ	Fred	Welcome Home Event of OEF/OIF Veterans	Local Veterans Affairs Facility			
27-Aug-09	Detroit, MI	Kelley	Nothing But Nets	United Nations Foundation	Event to Kick Off new Partnership with the Boy Scouts, 2000 scout conference in detroit.		
Aug. 27	Seattle, WA	Fred	Welcome Home Event of OEF/OIF Veterans	Local Veterans Affairs Facility			

Now - Aug 28	Palisades-Malibu, CA	Kelley	Community Organic Vegetable Garden	YMCA	<p>The Palisades-Malibu YMCA has added new curriculum to our summer day camp. Using an organic vegetable Farmer's Market Garden we will teach children the Six Pillars of Character. We are looking for volunteers to work one or more mornings per week, helping kids plant and tend to the garden. Knowledge of basic planting and gardening techniques. The following requirements must be completed prior to volunteering: online child-abuse training. We expanded and/or enhanced it because of the announcement.</p>		
Aug. 30	Baltimore, MD	Fred	Welcome Home Event of OEF/OIF Veterans	Local Veterans Affairs Facility			

Monica Ashar

From: Yosi Sergant
Sent: Thursday, July 30, 2009 2:12 PM
To: [REDACTED] (b)(6)
Subject: FW: Here's the invitation that went out
Attachments: Stories for United We Serve.doc; ATT00003.htm; united we serve flyer.pdf; ATT00004.htm

Yosi Sergant
Director
Office of Communications
National Endowment for the Arts
1100 Pennsylvania Avenue NW, Room 614
Washington DC 20506
202-682-5570 office
[REDACTED] cell (b)(6)
yosi@arts.gov

From: [REDACTED] [mailto:[REDACTED]] (b)(6)
Sent: Saturday, July 25, 2009 12:08 AM
To: Philip Martin; Yosi Sergant
Subject: Here's the invitation that went out

The Arts & Democracy Project of State Voices in collaboration with Alternate ROOTS, National Association of Latino Arts and Cultures, and National Performance Network:

invite you to participate in a conference call briefing and brainstorm about the Obama administration's *United We Serve* program and how to use this opportunity to stimulate and raise the profile of the incredible work that artists are doing in service with communities.

Thursday, July 30 from 3:00-4:00 EST

Call in number: [REDACTED] Passcode, [REDACTED] (b)(6)

United We Serve is President Obama's call to service challenging all Americans to engage in sustained, meaningful community service. With the knowledge that ordinary people can achieve extraordinary things when given the proper tools, President Obama is asking us to come together to help lay a new foundation for growth, focusing on core areas of the recovery agenda – health care, energy independence, education and community and economic renewal.

We think this is a great opportunity for artists and arts organizations whose practice focuses on community organizing and social change. Community service is embedded in all aspects of the work of these artists and organizations, and they possess deep knowledge about how best to use the arts and culture to build community and catalyze change. Through *United We Serve* they can post projects on the serve.gov website, connect with volunteers and others doing related work, and raise their profile by sharing their stories.

Also importantly, we can demonstrate the integral role of arts and culture in creating and enacting a vision for the sustainable revitalization of our communities. We can build the case for the importance of arts and culture in national life – as a vital resource fully integrated in our communities and in our policy, be it health, energy, education, or community development. And we can build new relationships with allies in Washington including the Corporation for National and Community Service, the National Endowment for the Arts, and the Office of Public Engagement.

United We Serve initially runs from June 22 through a new National Day of Service on September 11, but it will grow into a sustained, collaborative and focused effort to promote service as a way of life for all Americans.

On the call we will learn more about *United We Serve* and discuss how best to engage in it. We will hear from Phil Martin, Outreach Coordinator, United We Serve, Corporation for National and Community Service, and from Yosi Sergeant, Communications Director, National Endowment for the Arts. Together, we will share examples about the diverse ways that artists and creative organizers are engaging in community service that values equity and reciprocity. And we will share information about resources for getting the word out about this work, and action steps that we can all take to encourage others to participate in the initiative.

We hope that you will join us on July 30. Attached you will find a flyer about *United We Serve* and information about posting stories.

If you have any questions please contact [REDACTED] or [REDACTED]. (b)(6)
You do not need to RSVP for the call.

Agenda for Call

Welcome and purpose, Arts & Democracy Project
Yosi Sergeant, National Endowment for the Arts
Phil Martin, United We Serve, Corporation for National and Community Service
Questions, reactions, ideas
Resources and action steps

Weekly Themes for United We Serve

July 20 Community Renewal Week
July 27 Education Week
Aug 03 Energy & Environment Week
Aug 10 Health Week
Aug 24 Safety & Security Week
Aug 31 Interfaith Service Week
Sep 11 National Day of Service and Remembrance

United We Serve

SERVE.GOV

Share Your Story of Service

Stories can move others to action. Stories reveal our common values, demonstrate what's possible, and call on others to join our efforts to help build a new foundation for America. Share with us how you are doing your part. We may highlight your story at Serve.gov this summer.

A compelling service story:

- Is told from the perspective of someone with first hand experience in the service project.
- Presents the problem and the solution.
- Emphasizes the impact of the service project on the person and the problem.
- Is short and sweet – fewer than 500 words.
- Inspires others to take action

Stories can be written in a Word document. You may include image files and/or video links.

Quick Questions – be sure to include the following information:

Who is the point of contact for the project? _____

Phone: _____

Email: _____

Who are the members of the service group? _____

Where is the service project?

Organization: _____ City/State: _____

What is the service project's time frame? _____ Days/Weeks/Months

How many volunteers are recruited, coordinated or supported by your project? _____

How many volunteers associated with this project have committed to ongoing service? _____

Tips for telling a good story. A good story:

- Is a story – not a press release. Use the power of personal narrative when possible.
- Explains why the community needs the service project.
- Tells why you chose to get involved in the project.
- Includes the goal of the project.
- Emphasizes how the community is affected by the project.
- Outlines the reasons why the project is successful.
- Indicates how the project (or its impact) will be sustained in the future.
- Includes any unusual or creative partnerships developed.
- Tells what role service has played in your life.
- Includes an implicit or explicit call to action. (Okay to include web links.)

Please submit your story to Phil Martin, Outreach Coordinator, United We Serve: pmartin@cns.gov.

Please include in your submission the answers to the "quick questions" section above.

Thank You.

United We Serve

SERVE.GOV

"Economic recovery is as much about what you're doing in your communities as what we're doing in Washington – and it's going to take all of us, working together. I'm calling on all Americans to make volunteering and community service part of your daily life and the life of this nation."

President Barack Obama

The President and First Lady launched United We Serve in partnership with the Corporation for National and Community Service. United We Serve is a nationwide initiative, beginning this summer, to create a sustained, collaborative, and focused effort to meet community needs and make service a way of life for all Americans. The online home of United We Serve is **Serve.gov**.

Confident that ordinary people can achieve extraordinary things when given the proper tools, President Obama has called on Americans to both expand the impact of existing organizations by engaging new volunteers in their work and encourage volunteers to develop their own "do-it-yourself" projects.

PURPOSE

United We Serve will take traditional calls to service further by:

- Putting volunteers on a path to sustained service.
- Asking volunteers to become volunteer organizers by identifying unmet needs in their community, developing their own service projects, and engaging others who are interested in the same issue area.
- Providing easy-to-use tools on **Serve.gov** for volunteers to set outcome-oriented goals and track their community impact.
- Calling upon Americans to form new community partnerships and join together across historical barriers of religion, race, and ethnicity.

FOCUS

United We Serve will empower Americans to participate this summer by:

- Promoting clean energy, energy efficiency, and public land restoration.
- Supporting education and literacy for all Americans.
- Increasing health care access, public health awareness, and prevention.
- Providing community renewal to areas hardest hit by the economic crisis.
- Ensuring our communities are safe from disasters and our veterans and military families are supported.

The summer initiative will culminate on September 11, 2009, a National Day of Service and Remembrance, but United We Serve is ongoing. The National Day of Service and Remembrance will recognize the summer's accomplishments, honor those who died on September 11, 2001 by serving in their memory, and encourage Americans to make an ongoing commitment to service.

If you want to volunteer, here's how you can search for volunteer opportunities.

1. Visit **Serve.gov**.
2. Enter some of the keywords of the kind of volunteer activity that interests you, as well as your city, state, or ZIP code.
3. Click "Find Opportunities Now."
4. You will be directed to the website of All for Good and it will list opportunities in your area that match your interests, along with a map of their location.
5. To ensure you have a quality experience, browse the different opportunities that show up. Visit organizations' websites and call to make a connection. Tell them you are a United We Serve volunteer answering the President's call to service, and look forward to helping them expand their community impact.
6. Tell us your Story of Service. We might feature it on **Serve.gov** this summer.

Register Your Project

Have a service opportunity of your own? Register it here and invite others to join.

Register Now

OR

Find a Volunteer Opportunity

What interests you?

Keywords

(Example: veterans, mentoring, or Habitat)

Where would you like to volunteer?

Location

(City, State, or ZIP Code)

Find Opportunities Now

POWERED BY
All for Good

By clicking this button, you will exit the Serve.gov site and be redirected to the All for Good site where your search results will be displayed.

If you are an organization and want to recruit volunteers, here's how you can post your volunteer opportunities.

1. Visit **Serve.gov**.
2. Click "Register Now."
3. You will be directed to create an account.
4. This account registers you/your organization with **Serve.gov** so that you can post your volunteer opportunities and they will be searchable by visitors to the site. You can also track volunteer sign ups.
5. Make sure your posting includes all the key words that would come to mind when someone is searching for your volunteer opportunity (i.e., if you organize a park trail clean up, include the words "nature," "park," "trail," "environment," etc).
6. Please let us know about your service experience by clicking on "Share Your Story." We will feature stories on **Serve.gov** throughout the summer.

If you don't see a local volunteer opportunity that interests you, **Serve.gov** offers some toolkits to help you organize your own service projects.

America is made stronger when citizens come together with their friends, family, and neighbors to improve their local communities. We encourage you to visit our Toolkits section to get started.

Monica Ashar

From: [REDACTED] (b)(6)
Sent: Thursday, July 30, 2009 2:19 PM
To: Yosi Sergeant
Subject: Re: Here's the invitation that went out

Awesome! Will do.

On Jul 30, 2009, at 11:19 AM, Yosi Sergeant wrote:

Fyi... if you wanna join the call.

Yosi Sergeant
Director
Office of Communications
National Endowment for the Arts
1100 Pennsylvania Avenue NW, Room 614
Washington DC 20506
202-682-5570 office
[REDACTED] cell (b)(6)
yosi@arts.gov

From: [REDACTED] [mailto:[REDACTED]] (b)(6)
Sent: Saturday, July 25, 2009 12:08 AM
To: Philip Martin; Yosi Sergeant
Subject: Here's the invitation that went out

The Arts & Democracy Project of State Voices in collaboration with Alternate ROOTS, National Association of Latino Arts and Cultures, and National Performance Network:

invite you to participate in a conference call briefing and brainstorm about the Obama administration's *United We Serve* program and how to use this opportunity to stimulate and raise the profile of the incredible work that artists are doing in service with communities.

Thursday, July 30 from 3:00-4:00 EST

Call in number: [REDACTED] Passcode: [REDACTED] (b)(6)

United We Serve is President Obama's call to service challenging all Americans to engage in sustained, meaningful community service. With the knowledge that ordinary people can achieve extraordinary things when given the proper tools, President Obama is asking us to come together to help lay a new foundation for growth, focusing on core areas of the recovery agenda – health care, energy independence, education and community and economic renewal.

We think this is a great opportunity for artists and arts organizations whose practice focuses on community organizing and social change. Community service is embedded in all aspects of the work of these artists and organizations, and they possess deep knowledge about how best to use the arts and culture to build community and catalyze change. Through *United We Serve* they can post projects on the serve.gov website, connect with volunteers and others doing related work, and raise their profile by sharing their stories.

Also importantly, we can demonstrate the integral role of arts and culture in creating and enacting a vision for the sustainable revitalization of our communities. We can build the case for the importance of arts and culture in national life – as a vital resource fully integrated in our communities and in our policy, be it health, energy, education, or community development. And

we can build new relationships with allies in Washington including the Corporation for National and Community Service, the National Endowment for the Arts, and the Office of Public Engagement.

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On the call we will learn more about *United We Serve* and discuss how best to engage in it. We will hear from Phil Martin, Outreach Coordinator, United We Serve, Corporation for National and Community Service, and from Yosi Sergeant, Communications Director, National Endowment for the Arts. Together, we will share examples about the diverse ways that artists and creative organizers are engaging in community service that values equity and reciprocity. And we will share information about resources for getting the word out about this work, and action steps that we can all take to encourage others to participate in the initiative.

We hope that you will join us on July 30. Attached you will find a flyer about *United We Serve* and information about posting stories.

If you have any questions please contact [REDACTED] ([REDACTED]) or [REDACTED] [REDACTED].

(b)(6)

Agenda for Call

Welcome and purpose, Arts & Democracy Project
Yosi Sergeant, National Endowment for the Arts
Phil Martin, United We Serve, Corporation for National and Community Service
Questions, reactions, ideas
Resources and action steps

Weekly Themes for United We Serve

July 20 Community Renewal Week
July 27 Education Week
Aug 03 Energy & Environment Week
Aug 10 Health Week
Aug 24 Safety & Security Week
Aug 31 Interfaith Service Week
Sep 11 National Day of Service and Remembrance

<Stories for United We Serve.doc> <ATT00003.htm> <united we serve flyer.pdf> <ATT00004.htm>

[REDACTED]
[REDACTED]
[REDACTED] (b)(6)

Monica Ashar

From: Yosi Sergeant
Sent: Thursday, July 30, 2009 2:59 PM
To: (b)(6) [REDACTED]
Subject: FW: talking points

My script

Yosi Sergeant
Director
Office of Communications
National Endowment for the Arts
1100 Pennsylvania Avenue NW, Room 614
Washington DC 20506
202-682-5570 office
[REDACTED] cell (b)(6)
yosi@arts.gov

Talking Points for United We Serve Conf. Call

Hello. My name is Yosi Sergeant and I am the new Director of Communications for the National Endowment for the Arts. I want to thank [REDACTED] and the other speakers and hosts for organizing this call and Phil Martin from the Corporation for National Service for working so hard to make sure that the arts community has a seat at the table, front and center, for the United We Serve initiative and hopefully moving forward with the CNS. (b)(6)

The National Endowment for the Arts is proud to participate in United We Serve initiative and partner with the White House, the Corporation for National and Community Service, and the arts community. We first and foremost want to honor and celebrate the creativity, commitment, and generosity with which the arts community regularly serves their public, and we encourage you to seize this opportunity to further strengthen your relationships with your neighbors and your community. We acknowledge the impact you and your peers across the spectrum of the arts have in your cities, states, this country and the world.

As Phil Martin will explain further shortly, United We Serve is a nationwide service initiative that designed to help meet growing social needs resulting from the economic downturn. This initiative aims to both expand the impact of existing organizations by engaging new volunteers in their work and encourage volunteers to develop their own "do-it-yourself" projects.

Here are some ideas for getting started:

1. Post your volunteer opportunities

Managed by the Corporation for National and Community Service, the United We Serve website, <http://www.serve.gov> provides a hub for organizations to register their service projects and where the public will seek out local volunteer opportunities. Please consider registering your organization's volunteer events—both new and existing—on [serve.gov](http://www.serve.gov). This high-visibility online volunteer clearinghouse can help you build new connections, collaborations, and cooperation between your organizations and the communities in which you work, play, and raise your families.

2. Apply your talents to community projects

Serve.gov can also be a valuable resource for artists looking to share and utilize their creative talents through volunteer opportunities. Artists can both contribute their skills to an existing volunteer project—such as donating graphic design or photography skills to promote or capture a non-arts oriented volunteer event—or use their skills to develop a new volunteer project. For instance, artists can develop community murals and theater troupes can perform and teach at local senior centers.

3. Document successes to inspire others to act

As projects take place, we encourage you to document your activities through photos and video and submit them to serve.gov, where select photos and video will be displayed. This record will celebrate your artistic contributions and the real-time impact of the arts on local communities.

We invite you to participate in this call to action, and show the country the positive effects the arts can have on the strength and vitality of a community.

Thank you all for your ongoing efforts to make your communities healthier and happier. We look forward to watching your efforts shine through the United We Serve initiative.

Yosi Sergeant

Director

Office of Communications

National Endowment for the Arts

1100 Pennsylvania Avenue NW, Room 614

Washington DC 20506

202-682-5570 office

cell (b)(6)

yosi@arts.gov

Monica Ashar

From: Martin, Philip [PMartin@cns.gov]
Sent: Thursday, July 30, 2009 4:09 PM
To: [REDACTED] (b)(6)
Cc: Yosi Sergeant
Subject: RE: great job -

Let's do tomorrow at 10 am for up to fifteen minutes.

Call 202.606.3830. (Yosi, hopefully this time our phones won't break!)

Thanks,
Phil

Phil Martin
Outreach Coordinator, United We Serve
Corporation for National and Community Service
202.606.6657
pmartin@cns.gov
www.serve.gov

From: [REDACTED] [mailto:[REDACTED]] (b)(6)
Sent: Thursday, July 30, 2009 4:09 PM
To: Martin, Philip
Cc: Yosi Sergeant
Subject: Re: great job -

Sure, I'm happy to debrief as well. If you want to do it soon I can now or tomorrow morning at before 10:30 when I leave for New Orleans. Or next week, ideally after Tues.

Could you send your remarks for the note taken? Links are good too.

On Jul 30, 2009, at 4:02 PM, Martin, Philip wrote:

I can send some links etc tonight. Happy to debrief if we should.

Phil

Phil Martin

Outreach Coordinator, United We Serve

Corporation for National and Community Service

202.606.6657

pmartin@cns.gov

www.serve.gov

Monica Ashar

From: [REDACTED]
Sent: Thursday, July 30, 2009 8:26 PM
To: Yosi Sergant
Subject: Re: follow up

(b)(6)

I think this is the place to start. Did you get the short list of folks from my end that could be on the call? I would add to that:

[REDACTED] Actress, Singer

Maybe [REDACTED] and [REDACTED] could provide their lists as well?

] (b)(6)

Do you want to hop on the phone?

- [REDACTED] (b)(6)

----- Original Message -----

From: "Yosi Sergant" <yosi@arts.gov>

To: "[REDACTED]" <[REDACTED]>

(b)(6)

Sent: Thursday, July 30, 2009 2:18 PM

Subject: RE: follow up

>I would say let's start making a list of 'tastemakers' and 'producers'
>you think should be on this call. Folks from the arts community that
>are 'unaffiliated'...

>

> Yosi Sergant
> Director
> Office of Communications
> National Endowment for the Arts
> 1100 Pennsylvania Avenue NW, Room 614
> Washington DC 20506
> 202-682-5570 office
> [REDACTED] cell (b)(6)
> yosi@arts.gov

>

>

> -----Original Message-----

> From: [REDACTED] [mailto:[REDACTED]]

(b)(6)

> Sent: Thursday, July 30, 2009 1:53 PM

> To: Yosi Sergant

> Subject: Re: follow up

>

> August 6th would be perfect. I can work on the text of the letter.
> Let me know how you want to proceed?

>

> I have to think of someone from the South...let me think and get back
> to you.

>

> - [REDACTED] (b)(6)

>

> ----- Original Message -----

> From: "Yosi Sergant" <yosi@arts.gov>
> To: [REDACTED]
> Sent: Wednesday, July 29, 2009 8:25 PM
> Subject: Re: follow up

(b)(6)

>> Aug 6th?
>> We can work on the text to make it more... Us.
>> Yes. I asked [REDACTED] to be on it.
>> I think [REDACTED] is good to add. Who in sf or south or north east?

] (b)(6)

>> ----- Original Message -----

>> From: [REDACTED] <[REDACTED]>
>> To: Yosi Sergant
>> Sent: Wed Jul 29 19:01:18 2009
>> Subject: Re: follow up

(b)(6)

>> Hi Yosi,

>> I think that this is great. I am more than happy to help arrange
>> this call. When did you have in mind for the call to take place?

>> Also, are there other influencers around the country that you think
>> should be included?

>> Thanks,

>> [REDACTED] (b)(6)

>> ----- Original Message -----

>> From: Yosi Sergant <mailto:yosi@arts.gov>
>> To: [REDACTED] <mailto:[REDACTED]>
>> Sent: Wednesday, July 29, 2009 5:30 PM
>> Subject: FW: follow up

(b)(6)

>> Yosi Sergant

>> Director

>> Office of Communications

>> National Endowment for the Arts

>> 1100 Pennsylvania Avenue NW, Room 614

>> Washington DC 20506

>> 202-682-5570 office

>> [REDACTED] cell (b)(6)

>>
>> yosi@arts.gov <<mailto:yosi@arts.gov>>
>>
>>
>>
>>
>> From: Abernathy, Nell L.
>> Sent: Wednesday, July 29, 2009 3:39 PM
>> To: Yosi Sergeant
>> Subject: follow up
>>
>>
>>
>> Hey Yosi,
>>
>> Thanks for chatting yesterday - I'm attaching a few docs and
>> running through what I think are my next steps. Feed back is welcome.
>>
>>
>>
>> Art event coordination
>>
>> 1) invite and draft agenda for call is attached - let me know
>> what you think. I can send out - someone else can - once we decide
>> when it will happen, who will be on and who will help lead.
>>
>> 2) Which brings me to... When do you think we should do it? What
>> is a reasonable time frame for getting together a list and recruiting
>> some of your friends to lead? Is Aug 6 too soon?
>>
>> 3) I think we should make the ask for 9/11 (or the week of
>> 9/4-9/11). Seems like a good push. Thoughts?
>>
>>
>>
>> Nellie
>>
>>
>>
>> Nellie Abernathy
>>
>> United We Serve
>>
>> Corporation for National and Community Service
>>
>> 202-606-6766
>>
>> Nabernathy@cns.gov
>>
>>
>>
>>
>
>

The *United We Serve* team, in collaboration with the White House Office of Public Engagement and X is hosting a conference call outlining steps the arts community can take to spread the message of service and highlight the service work artists already perform in communities nationwide.

Join us

Date

Time

Call in number

Passcode

United We Serve is President Obama's call to service challenging all Americans to engage in sustained, meaningful community service. With the knowledge that ordinary people can achieve extraordinary things when given the proper tools, President Obama is asking us to come together to help lay a new foundation for growth, focusing on core areas of the recovery agenda – health care, energy and environment, safety and security, education, community renewal.

The arts community has a unique roll to play in making service accessible and fun for those unaccustomed to volunteering. We know that engaging all Americans in service means we must expand the idea of service. Already, you are helping us to re-frame the image of volunteerism. You are organizing groups of students to clean up abandoned lots and create installations with the collected debris. You are bringing together service-minded punk-rockers to knit scarves for the needy. You are using graphic design to create websites that motivate to action rather than stultify to sleep.

On the call we will brainstorm plans for 9/11, a new National Day of Service and Remembrance. Further, we will share successful models of engagement and recruit stories of arts service to be highlighted on the *United We Serve* blog.

United We Serve initially runs from June 22 through September 11, but it will grow into a sustained, collaborative and focused effort to promote service as a way of life for all Americans.

We hope that you will join us on X. Attached you will find a flyer about *United We Serve*, information about posting stories and an agenda.

If you have any questions please contact Nellie Abernathy, at Nabernathy@cns.gov.

AGENDA

- I. Intro -
 - a. Who's on the call
 - b. What UWS is
 - c. UWS accomplishments so far
 - d. Why the arts community has a unique role to play
- II. Specific asks
 - a. Weekly conference call with UWS in lead up to 9/11
 - b. Media event on or around 9/11
 - c. Employ your media connections
 - d. Blog posts before 9/11 on Serve.gov
 - e. Next step – follow up with Nellie, think about event, jump on call next week to share
- III. Examples of success
 - a. Stories from Yosi
 - b. Example from caller
- IV. Q and A

Calendar of Surrogate Appearance Requests

DATE	City, State	CNCS Contact	Event	Sponsoring Organization	Description	Address	Time
Any day	NY, NY	Phil	youth literacy and baseball	Harlem RBI	Kids in classrooms 10 am - noon; on field 1 pm - 5 pm. 300 total.	Jr HS 99 100th St and 1st Ave NY NY (Harlem)	
Aug. 2 and 16	New York, NY	Diana	Park Clean Up	New York Restoration Project	Work with NYRP staff to clean and green Swindler Cove Park in Manhattan		1pm-4pm
Aug. 2 and 9	MI, NY, TN, VA, and NC	Diana	Energy Efficient Home Building	Habitat for Humanity	Work with other Habitat volunteers to build a Energy Star certified new home		8am-4pm
Aug. 3	Staten Island, NY	Diana	Removing Invasive Species	New York Restoration Project	Remove invasive species at Conference House Park to assist the ongoing forest restoration project.		9am-12pm
Aug. 3-19	OR, TX, CA, GA, FL, NJ, WA, OK, VA	Diana	Energy Efficient Home Building	Habitat for Humanity	Work with other Habitat volunteers to build a Energy Star certified new home		8am-4pm

Aug. 3-7	PA	Diana	Weatherization of a Home	Community Action Agency of Delaware County	Community Action Agency of Delaware County, Inc. is looking for volunteers during the week of August 3rd to August 7th to help renovate the homes of elderly, low-income, and disabled persons in Lansdowne, Darby and Yeadon. Repairs offered through the Workcamp include interior and exterior painting, weatherization, porch repairs, some wheelchair ramp construction, and other work. All repairs are free to the homeowners and all paint, supplies, and tools are provided by CAADC. Volunteers can join us individually or in teams of 5 (great for businesses, church groups, schools, etc.). Refreshments will be provided. This is a wonderful opportunity to change the life of a person in need.		10am-4pm
Aug. 3-8	IL, IN, MI, OH	Diana	Beach Trash Clean Up	Alliance for the Great Lakes	These events are all part of the Adopt-a-Beach program which involves litter cleanup and data collection on the debris items found and on different aspects of water quality.		10am-4pm

Aug. 5	Wilmington, IL	Diana	Removing Invasive Species	Nature Conservancy	Leading and assisting youth with nature activities; plant a pollinator garden; remove invasive specie plants		10am-4pm
Aug. 6	Mercer Island, NY	Diana	Invasive Specie Plant Removal	EarthCorps	This project is part of a larger effort to restore Mercer Island Parks. This summer work will focus on removing a patch of blackberry so that additional trees can planted as part of a bald eagle habitat mitigation project. Other work may include removing other invasive plants and continuing stewardship on previously restored areas.		10am-4pm
Aug. 7	New York, NY	Diana	Park Trash Clean Up	New York Mayor's Office	Volunteering with youth to clean up parks in low income areas in NYC		10am-4pm
Aug. 7-9	Phoenix, AZ	Diana	Trail Restoration	Sierra Club	Trail Maintenance in the Sierra Ancha Wilderness in Arizona		10am-4pm

Aug/10/2016	DC, MD, VA (some other strong markets)	Kelley	Nothing But Nets	United Nations Foundation	Nothing But Nets is a grassroots campaign to save lives by preventing malaria, a leading killer of children in Africa. While the UN Foundation has been working with the UN to fight malaria for years, it was a column that [REDACTED] wrote about malaria in Sports Illustrated, challenging each of his readers to donate at least \$10 for the purchase of an anti-malaria bed nets -- and the incredible response from thousands of Americans across the country -- that led to the creation of the Nothing But Nets campaign.	(b)(6)	
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Aug. 10	Pasadena, MD	Kelley	Partners in Care	PIC	Partners in Care is a 501C3 non-profit dedicated to the mission of helping older and disabled adults remain independent and safe in their own homes. Volunteers using their own cars provide no-monetary-cost rides, for example, to the doctor and to the grocery store, along with other no-cost services such as small handyman repairs. The program was founded in 1993, modeled on a concept called "service exchange." In the model, participants earn one "time dollar" for every hour spent assisting others. Those participants then use those time dollars to "pay" for services they themselves need. http://www.picinc.org		
11-Aug	Queens, NY	Diana	Tree planting workshop	New York Restoration Project	MillionTrees NYC workshop, training individuals on the benefits of planting trees, tree care, educational resources and adopting a tree		6pm-8pm
Aug. 23	Prescott, AZ	Fred	Welcome Home Event of OEF/OIF Veterans	Local Veterans Affairs Facility			
27-Aug-09	Detroit, MI	Kelley	Nothing But Nets	United Nations Foundation	Event to Kick Off new Partnership with the Boy Scouts, 2000 scout conference in detroit.		
Aug. 27	Seattle, WA	Fred	Welcome Home Event of OEF/OIF Veterans	Local Veterans Affairs Facility			

Now - Aug 28	Palisades-Malibu, CA	Kelley	Community Organic Vegetable Garden	YMCA	<p>The Palisades-Malibu YMCA has added new curriculum to our summer day camp. Using an organic vegetable Farmer's Market Garden we will teach children the Six Pillars of Character. We are looking for volunteers to work one or more mornings per week, helping kids plant and tend to the garden. Knowledge of basic planting and gardening techniques. The following requirements must be completed prior to volunteering: online child-abuse training. We expanded and/or enhanced it because of the announcement.</p>		
Aug. 30	Baltimore, MD	Fred	Welcome Home Event of OEF/OIF Veterans	Local Veterans Affairs Facility			

Monica Ashar

From: Elizabeth Stark
Sent: Thursday, July 30, 2009 9:13 AM
To: Yosi Sergant
Subject: RE: Here's the invitation that went out
Attachments: Talking Points for AFTA conference call.docx

Here are the talking points you used for the AFTA Conference Call. If they need to be changed at all for this call, let me know.

From: Yosi Sergant
Sent: Tuesday, July 28, 2009 3:19 PM
To: Elizabeth Stark
Subject: FW: Here's the invitation that went out

Can you update the speaking notes for this call please.

Yosi Sergant
Director
Office of Communications
National Endowment for the Arts
1100 Pennsylvania Avenue NW, Room 614
Washington DC 20506
202-682-5570 office
[REDACTED] cell (b)(6)
yosi@arts.gov

From: [REDACTED] [mailto:[REDACTED]] (b)(6)
Sent: Saturday, July 25, 2009 12:08 AM
To: Philip Martin; Yosi Sergant
Subject: Here's the invitation that went out

The Arts & Democracy Project of State Voices in collaboration with Alternate ROOTS, National Association of Latino Arts and Cultures, and National Performance Network:

invite you to participate in a conference call briefing and brainstorm about the Obama administration's *United We Serve* program and how to use this opportunity to stimulate and raise the profile of the incredible work that artists are doing in service with communities.

Thursday, July 30 from 3:00-4:00 EST

Call in number: [REDACTED] Passcode, [REDACTED] (b)(6)

United We Serve is President Obama's call to service challenging all Americans to engage in sustained, meaningful community service. With the knowledge that ordinary people can achieve extraordinary things when given the proper tools, President Obama is asking us to come together to help lay a new foundation for growth, focusing on core areas of the recovery agenda – health care, energy independence, education and community and economic renewal.

We think this is a great opportunity for artists and arts organizations whose practice focuses on community organizing and social change. Community service is embedded in all aspects of the work of these artists and organizations, and they possess deep knowledge about how best to use the arts and culture to build community and catalyze change. Through *United We Serve* they can post projects on the serve.gov website, connect with volunteers and others doing related work, and raise their profile by sharing their stories.

Also importantly, we can demonstrate the integral role of arts and culture in creating and enacting a vision for the sustainable revitalization of our communities. We can build the case for the importance of arts and culture in national life – as a vital resource fully integrated in our communities and in our policy, be it health, energy, education, or community development. And we can build new relationships with allies in Washington including the Corporation for National and Community Service, the National Endowment for the Arts, and the Office of Public Engagement.

United We Serve initially runs from June 22 through a new National Day of Service on September 11, but it will grow into a sustained, collaborative and focused effort to promote service as a way of life for all Americans.

On the call we will learn more about *United We Serve* and discuss how best to engage in it. We will hear from Phil Martin, Outreach Coordinator, United We Serve, Corporation for National and Community Service, and from Yosi Sergeant, Communications Director, National Endowment for the Arts. Together, we will share examples about the diverse ways that artists and creative organizers are engaging in community service that values equity and reciprocity. And we will share information about resources for getting the word out about this work, and action steps that we can all take to encourage others to participate in the initiative.

We hope that you will join us on July 30. Attached you will find a flyer about *United We Serve* and information about posting stories.

If you have any questions please contact [REDACTED] or [REDACTED].
You do not need to RSVP for the call.

(b)(6)

Agenda for Call

Welcome and purpose, Arts & Democracy Project
Yosi Sergeant, National Endowment for the Arts
Phil Martin, United We Serve, Corporation for National and Community Service
Questions, reactions, ideas
Resources and action steps

Weekly Themes for United We Serve

July 20 Community Renewal Week
July 27 Education Week
Aug 03 Energy & Environment Week
Aug 10 Health Week
Aug 24 Safety & Security Week
Aug 31 Interfaith Service Week
Sep 11 National Day of Service and Remembrance

Talking Points for United We Serve

The National Endowment for the Arts is proud to participate in the White House's United We Serve initiative and partner with the White House, the Corporation for National and Community Service, and the arts community. The United We Serve initiative is an initial 81 days of service from June 22 to September 11, 2009 but will grow into a sustained, collaborative, and focused effort to promote service as a way of life for all Americans.

The National Endowment for the Arts celebrates the creativity, commitment, and generosity with which the arts community regularly serves the public, and we encourage the arts community to seize this opportunity to further strengthen your communities.

Here are some ideas for getting started:

1. Post your volunteer opportunities

Managed by the Corporation for National and Community Service, the United We Serve website, <http://www.serve.gov> provides a hub for organizations to register their service projects and where the public will seek out local volunteer opportunities. Please consider registering your organization's volunteer events—both new and existing—on [serve.gov](http://www.serve.gov). This high-visibility online volunteer clearinghouse can help you build new connections, collaborations, and cooperation between your organizations and the communities in which you work, play, and raise your families.

2. Apply your talents to community projects

[Serve.gov](http://www.serve.gov) can also be a valuable resource for artists looking to share and utilize their creative talents through volunteer opportunities. Artists can both contribute their skills to an existing volunteer project—such as donating graphic design or photography skills to promote or capture a volunteer event—or use their skills to develop a new volunteer project. For instance, artists can develop community murals and theater troupes can perform and teach at local senior centers.

3. Document successes to inspire others to act

As projects take place, we encourage you to document your activities through photos and video and submit them to [serve.gov](http://www.serve.gov), where select photos and video will be displayed. This record will celebrate your artistic contributions and the real-time impact of the arts on local communities.

We invite you to participate in this call to action, and show the country the positive effects the arts can have on the strength and vitality of a community.

Monica Ashar

From: Martin, Philip [PMartin@cns.gov]
Sent: Friday, July 31, 2009 10:56 AM
To: [REDACTED] (b)(6)
Cc: Yosi Sergeant
Subject: RE: Participant List

No, looks like they just caught the names. They usually do both. I can't say why they didn't do that this time.

Phil Martin
Outreach Coordinator, United We Serve
Corporation for National and Community Service
202.606.6657
pmartin@cns.gov
www.serve.gov

From: [REDACTED] [mailto:[REDACTED]] (b)(6)
Sent: Friday, July 31, 2009 10:54 AM
To: Martin, Philip
Cc: Yosi Sergeant
Subject: Re: Participant List

Did they list affiliations or am I just missing this on my I phone?

Sent from my iPhone

On Jul 31, 2009, at 10:29 AM, "Martin, Philip" <PMartin@cns.gov> wrote:

Here's the list from yesterday. 30 people, many representing big networks, is pretty solid. Thanks for doing the organizing, [REDACTED].

Phil (b)(6)

Speakers:		
	[REDACTED]	[REDACTED]
	[REDACTED]	[REDACTED]
	Yosi	Sergeant
	[REDACTED]	[REDACTED]
	[REDACTED]	[REDACTED]
	[REDACTED]	[REDACTED]

	First Name	Last Name
1	[REDACTED]	[REDACTED]
2	[REDACTED]	[REDACTED]
3	[REDACTED]	[REDACTED]
4	[REDACTED]	[REDACTED]
5	[REDACTED]	[REDACTED]
6	[REDACTED]	[REDACTED]

7	[REDACTED]	[REDACTED]	}
8	[REDACTED]	[REDACTED]	
9	[REDACTED]	[REDACTED]	
10	[REDACTED]	[REDACTED]	
11	[REDACTED]	[REDACTED]	
12	[REDACTED]	[REDACTED]	
13	[REDACTED]	[REDACTED]	
14	[REDACTED]	[REDACTED]	
15	[REDACTED]	[REDACTED]	
16	[REDACTED]	[REDACTED]	
17	[REDACTED]	[REDACTED]	
18	[REDACTED]	[REDACTED]	
19	[REDACTED]	[REDACTED]	
20	[REDACTED]	[REDACTED]	
21	[REDACTED]	[REDACTED]	
22	Yosi	Sergant	
23	[REDACTED]	[REDACTED]	
24	[REDACTED]	[REDACTED]	
25	[REDACTED]	[REDACTED]	
26	[REDACTED]	[REDACTED]	
27	[REDACTED]	[REDACTED]	
28	[REDACTED]	[REDACTED]	
29	[REDACTED]	[REDACTED]	
30	[REDACTED]	[REDACTED]	

(b)(6)

;height:12.75pt'>

[REDACTED] (b)(6)

v>

Monica Ashar

From: Abernathy, Nell L. [NAbernathy@cns.gov]
Sent: Friday, July 31, 2009 12:01 PM
To: (b)(6); Yosi Sergant; Elizabeth Stark
Subject: RE: meeting next week

(b)(6)!! So sorry! (b)(6)

Nellie Abernathy
United We Serve
Corporation for National and Community Service
202-606-6766
Nabernathy@cns.gov

United We Serve

SERVE.GOV

From: (b)(6) [mailto:(b)(6)] (b)(6)
Sent: Friday, July 31, 2009 11:47 AM
To: Abernathy, Nell L.; Yosi Sergant; Elizabeth Stark
Subject: Re: meeting next week (b)(6)

That's cool. (And I go by (b)(6)...my mother insists.)

Sent via BlackBerry from T-Mobile

From: "Abernathy, Nell L."
Date: Fri, 31 Jul 2009 11:36:17 -0400
To: (b)(6) <(b)(6)>; Yosi Sergant <yosi@arts.gov>; Elizabeth Stark <starke@arts.gov> (b)(6)
Subject: RE: meeting next week
Breakfast it is! I suggest the waffle shop unless you have a DC favorite you'd like to visit, (b)(6). Tuesday – 9am.

504 10th St. N.W.

Washington, DC 20004

202-638-1009

Nellie Abernathy
United We Serve
Corporation for National and Community Service
202-606-6766
Nabernathy@cns.gov

United We Serve

SERVE.GOV

From: (b)(6) [mailto:(b)(6)] (b)(6)
Sent: Thursday, July 30, 2009 6:14 PM

To: 'Yosi Sergeant'; Abernathy, Nell L.; 'Elizabeth Stark'
Subject: RE: meeting next week

Let's power breakfast. Old school.

From: Yosi Sergeant [mailto:yosi@arts.gov]
Sent: Thursday, July 30, 2009 1:07 PM
To: Abernathy, Nell L.; Elizabeth Stark; [REDACTED] (b)(6)
Subject: RE: meeting next week

I like breakfast too.

Yosi Sergeant
Director
Office of Communications
National Endowment for the Arts
1100 Pennsylvania Avenue NW, Room 614
Washington DC 20506
202-682-5570 office
[REDACTED] cell
yosi@arts.gov

From: Abernathy, Nell L. [mailto:NAbernathy@cns.gov]
Sent: Thursday, July 30, 2009 4:06 PM
To: Elizabeth Stark; [REDACTED] (b)(6)
Cc: Yosi Sergeant
Subject: RE: meeting next week

NEA is good for me. Unless you guys are up for breakfast.
http://dc.metromix.com/restaurants/traditional_classic/the-waffle-shop-northwest/424455/content

Nellie Abernathy
United We Serve
Corporation for National and Community Service
202-606-6766
Nabernathy@cns.gov

United We Serve
SERVE.GOV

From: Elizabeth Stark [mailto:starke@arts.gov]
Sent: Thursday, July 30, 2009 3:53 PM
To: [REDACTED] Abernathy, Nell L. (b)(6)
Cc: Yosi Sergeant
Subject: FW: meeting next week

9 a.m. on Tuesday works for Yosi as well. Where will you all be meeting? Yosi's office is available, if you would like to come here.

Thanks,
Liz

Liz Stark
Communications Office
National Endowment for the Arts

starke@arts.gov
202-682-5744 (p)
202-682-5611 (f)
1100 Pennsylvania Ave. NW
Washington, DC 20506

From: [REDACTED] [mailto:[REDACTED]] (b)(6)
Sent: Thursday, July 30, 2009 3:17 PM
To: 'Abernathy, Nell L.'; Yosi Sergant
Subject: RE: meeting next week

I can do that.

[REDACTED] (b)(6)

From: Abernathy, Nell L. [mailto:NAbernathy@cns.gov]
Sent: Thursday, July 30, 2009 11:27 AM
To: [REDACTED]; Yosi Sergant (b)(6)
Subject: meeting next week

Hey [REDACTED], (b)(6)
Yosi is in for a meeting next Tuesday. Can you guys to 9am or is that too early?

Nellie Abernathy
United We Serve
Corporation for National and Community Service
202-606-6766
Nabernathy@cns.gov

United We Serve

SERVE.GOV

Monica Ashar

From: Yosi Sergant
Sent: Friday, July 31, 2009 4:04 PM
To: Abernathy, Nell L.; Martin, Philip
Subject: RE: NEA call.

Just checking avails first. Ill get time rec's now.

The call with (b)(6) will be the one that will attract the most people...

Yosi Sergant
Director
Office of Communications
National Endowment for the Arts
1100 Pennsylvania Avenue NW, Room 614
Washington DC 20506
202-682-5570 office
(b)(6) cell (b)(6)
yosi@arts.gov

From: Abernathy, Nell L. [<mailto:NAbernathy@cns.gov>]
Sent: Friday, July 31, 2009 2:36 PM
To: Martin, Philip; Yosi Sergant
Subject: RE: NEA call.

Yep. I can do that. Do you have set times, Yosi? I can set up numbers or are the folks leading the calls doing that. Let me know how active you need us to be. Sending invitations and agendas or just jumping on.

Nellie Abernathy
United We Serve
Corporation for National and Community Service
202-606-6766
Nabernathy@cns.gov

United We Serve
SERVE.GOV

From: Martin, Philip
Sent: Friday, July 31, 2009 1:37 PM
To: 'Yosi Sergant'
Cc: Abernathy, Nell L.
Subject: RE: NEA call.

What time on the 6th? Nellie, would you be on the call or me or both? Who's on the list? Happy to let you take the lead.

Re Philly, you probably want to engage (b)(6) at Penn. He is among top people in the country doing research on public impact of local cultural/arts organizations. I spoke with him earlier this week before the (b)(6) call. I think she knows him.
<http://www.sp2.upenn.edu/people/> (b)(6)

Nellie, maybe makes sense for you to do both of these? Let me know ---

Phil

Phil Martin
Outreach Coordinator, United We Serve
Corporation for National and Community Service
202.606.6657
pmartin@cns.gov
www.serve.gov

From: Yosi Sergeant [mailto:yosi@arts.gov]
Sent: Friday, July 31, 2009 1:26 PM
To: Martin, Philip
Subject: FW: NEA call.

Two calls:

This one is particularly for arts producers in Philly.

2nd Call:

(b)(6)
[REDACTED] ([REDACTED] policy director) is putting together the call we discussed with Nellie. They want to do it on the 6th. Cool?

Yosi Sergeant
Director
Office of Communications
National Endowment for the Arts
1100 Pennsylvania Avenue NW, Room 614
Washington DC 20506
202-682-5570 office
[REDACTED] cell (b)(6)
yosi@arts.gov

From: [REDACTED] [mailto:[REDACTED]]
Sent: Friday, July 31, 2009 12:25 PM
To: Yosi Sergeant
Cc: Elizabeth Stark; [REDACTED]
Subject: NEA call.

(b)(6)

Hi Yosi,

Just wanted to follow up, my request for you to join our out reach call to stake holders in the Philadelphia artist community some time after Aug 7th.
Please advise best dates and times.

best wishes,

[REDACTED] (b)(6)

[REDACTED]

(b)(6)

[REDACTED].blogspot.com
myspace.com/[REDACTED]
twitter.com/[REDACTED]
linkedin.com/in/[REDACTED]

Begin forwarded message:

(b)(6) [REDACTED]
[REDACTED]
[REDACTED]

_____:

Eight months ago, as Barack Obama was being sworn in as the first African-American president in U.S. history, there was elation in the air, a sense that business as usual had finally come to an end and the opportunity for true, dramatic and substantial change was, in fact, possible.

I wanted to write to you today in hopes that you might be interested in just such an opportunity. My friend Yosi Sergant was named Communication Director for the National Endowment of the Arts (NEA) shortly after Obama took office.

In the past, the NEA has funded hundreds of artists and organizations, adding to the rich artistic history of our culture and country. And with an administration clearly focused on improving the lives of all communities, the agency is once again poised to make a difference to our artistic cultural legacy.

Among many other things, Yosi is involved with the NEA's participation in one of Obama's flagship initiatives, United We Serve. In this program, the NEA is looking for ways in which the collective artistic community can work together with the government to enact positive changes in communities all over the country.

In order to achieve this, we are in the process of assembling a group of artistically minded individuals to meet together for a conference call to discuss the ways in which the arts might be able to impact the Philadelphia region. One of the further objectives would be to establish an arts network throughout the country, so that arts-based initiatives can be launched from within the actual communities, much like [REDACTED] [REDACTED] posters were distributed. (b)(6)

Please let me know if this project interests you, and, if so, your availability to meet for the conference call.

Thanks for all you do,

[REDACTED] (b)(6)

Monica Ashar

From: [REDACTED] (b)(6)
Sent: Friday, July 31, 2009 4:14 PM
To: Yosi Sergant
Subject: Fwd: United We Serve - Call?

fyi re: [REDACTED] (b)(6)

Begin forwarded message:

From: [REDACTED] <[REDACTED]>
Date: July 31, 2009 4:01:45 PM EDT
To: [REDACTED] <[REDACTED]>
Cc: [REDACTED] <[REDACTED]>
Subject: Re: United We Serve - Call?
Reply-To: [REDACTED]

(b)(6)

Hey [REDACTED],

Thanks for thinking of me. I'm actually (b)(6) this was just confirmed) moderating a panel that Yosi will be on at the annual NAMAC conference at the end of August in Boston.

Here is the panel description. Neither of our names is on the bill yet, but I just received word yesterday afternoon.

The Art of Change
<http://namac.org/node/7280>

Anyway, this is totally up my alley and I'm down for the phone call. I'm pretty open until August 20. I have a couple of days with appointments, but I'm sure ya'll don't want details. LOL.

I can always do calls during the workday and can usually get out of a meeting for something like this if need be :-)

Peace,

[REDACTED] (b)(6)

(b)(6)

On Fri, Jul 31, 2009 at 12:59 PM, [REDACTED] <[REDACTED]> wrote:

Dear [REDACTED] (b)(6)

Eight months ago, as Barack Obama was being sworn in as the first African-American president in U.S. history, there was elation in the air, a sense that business as usual had finally come to an end and the opportunity for true, dramatic and substantial change was, in fact, possible.

I wanted to write to you today in hopes that you might be interested in just such an opportunity. My friend Yosi Sergeant was named Communication Director for the National Endowment of the Arts (NEA) shortly after Obama took office.

In the past, the NEA has funded hundreds of artists and organizations, adding to the rich artistic history of our culture and country. And with an administration clearly focused on improving the lives of all communities, the agency is once again poised to make a difference to our artistic cultural legacy.

Among many other things, Yosi is involved with the NEA's participation in one of Obama's flagship initiatives, United We Serve. In this program, the NEA is looking for ways in which the collective artistic community can work together with the government to enact positive changes in communities all over the country. (<http://www.serve.gov>)

In order to achieve this, I am in the process of assembling a group of artistically minded individuals to meet together for a conference call to discuss the ways in which the arts might be able to impact the Philadelphia region. One of the further objectives would be to establish an arts network throughout the country, so that arts-based initiatives can be launched from within the actual communities, much like [REDACTED] iconic "Hope" posters were distributed.

(b)(6)

Please let me know if this project interests you, and, if so, your availability to meet for the conference call after August 7th.

Thanks for all you do,

[REDACTED] (b)(6)

[REDACTED] (b)(6)

[REDACTED] (b)(6)

[twitter.com/\[REDACTED\]](https://twitter.com/[REDACTED])
[linkedin.com/in/\[REDACTED\]](https://www.linkedin.com/in/[REDACTED])] (b)(6)

Monica Ashar

From: [REDACTED]
Sent: Friday, July 31, 2009 4:29 PM
To: [REDACTED] Yosi Sergeant
Subject: Re: NEA call.

(b)(6)

Right now, its looking like august 11th or 12th in the am, guaging from the responses. Will have a firmer time next week..

Sent via BlackBerry by AT&T

From: [REDACTED] (b)(6)
Date: Fri, 31 Jul 2009 16:12:23 -0400
To: Yosi Sergeant<yosi@arts.gov>
Subject: Re: NEA call.

let me discuss w. [REDACTED] my better half (b)(6)

(b)(6)

On Jul 31, 2009, at 3:58 PM, Yosi Sergeant wrote:

k. I may invite him to our call.

What time do you want to do the call?

Yosi Sergeant
Director
Office of Communications
National Endowment for the Arts
1100 Pennsylvania Avenue NW, Room 614
Washington DC 20506
202-682-5570 office
[REDACTED] cell (b)(6)
yosi@arts.gov

From: [REDACTED] [mailto:[REDACTED]]
Sent: Friday, July 31, 2009 3:51 PM
To: Yosi Sergeant
Cc: [REDACTED]
Subject: Re: NEA call.

(b)(6)

Nope.

I know a few people at U of Arts, Temple, Moore collage of Art, and other U's but have not been able to crack penn at all.

(b)(6)

On Jul 31, 2009, at 3:46 PM, Yosi Sergeant wrote:

Know this guy?

Yosi Sergeant
Director
Office of Communications
National Endowment for the Arts
1100 Pennsylvania Avenue NW, Room 614
Washington DC 20506
202-682-5570 office
[REDACTED] cell (b)(6)
yosi@arts.gov

From: Martin, Philip
Sent: Friday, July 31, 2009 1:37 PM
To: Yosi Sergeant
Cc: Abernathy, Nell L.
Subject: RE: NEA call.

Re Philly, you probably want to engage [REDACTED], [REDACTED] at Penn. He is among top people in the country doing research on [REDACTED]. I spoke with him earlier this week before the [REDACTED] call. I think she knows him. (b)(6)
[http://www.sp2.upenn.edu/people/\[REDACTED\]](http://www.sp2.upenn.edu/people/[REDACTED]) (b)(6)

Phil

Phil Martin
Outreach Coordinator, United We Serve
Corporation for National and Community Service
www.serve.gov

From: Yosi Sergeant [<mailto:yosi@arts.gov>]
Sent: Friday, July 31, 2009 1:26 PM
To: Martin, Philip
Subject: FW: NEA call.

Ready for a call for arts producers in Philly.

Yosi Sergeant
Director
Office of Communications
National Endowment for the Arts
1100 Pennsylvania Avenue NW, Room 614
Washington DC 20506
202-682-5570 office
[REDACTED] cell (b)(6)
yosi@arts.gov

(b)(6)

Just wanted to follow up, my request for you to join our out reach call to stake holders in the Philadelphia artist community some time after Aug 7th.
Please advise best dates and times.

(b)(6)

Begin forwarded message:

(b)(6) [REDACTED]
[REDACTED]
[REDACTED]

_____:

Eight months ago, as Barack Obama was being sworn in as the first African-American president in U.S. history, there was elation in the air, a sense that business as usual had finally come to an end and the opportunity for true, dramatic and substantial change was, in fact, possible.

I wanted to write to you today in hopes that you might be interested in just such an opportunity. My friend Yosi Sergant was named Communication Director for the National Endowment of the Arts (NEA) shortly after Obama took office.

In the past, the NEA has funded hundreds of artists and organizations, adding to the rich artistic history of our culture and country. And with an administration clearly focused on improving the lives of all communities, the agency is once again poised to make a difference to our artistic cultural legacy.

Among many other things, Yosi is involved with the NEA's participation in one of Obama's flagship initiatives, United We Serve. In this program, the NEA is looking for ways in which the collective artistic community can work together with the government to enact positive changes in communities all over the country.

In order to achieve this, we are in the process of assembling a group of artistically minded individuals to meet together for a conference call to discuss the ways in which the arts might be able to impact the Philadelphia region. One of the further objectives would be to establish an arts network throughout the country, so that arts-based initiatives can be launched from within the actual communities, much like [REDACTED] [REDACTED] posters were distributed. (b)(6)

Please let me know if this project interests you, and, if so, your availability to meet for the conference call.

Thanks for all you do,

[REDACTED] (b)(6)

Monica Ashar

From: Martin, Philip [PMartin@cns.gov]
Sent: Friday, July 31, 2009 9:58 AM
To: (b)(6) Yosi Sergant
Subject: next steps etc

No participant list from the call yet but let's still talk. 202.606.3830, 10 am.

We might include some version of this in email to folks, along with other resources –

**TOP 10 LIST: HOW YOU CAN CONNECT WITH
UNITED WE SERVE**

1. Put the United We Serve logo/link on your website.
2. Submit stories for the blog at Serve.gov to make sure the work you do is visible there throughout the summer.
3. If you're recruiting volunteers/participants, post opportunities to Serve.gov.
4. **Issue local and/or national press releases describing how what you do fits with the President's call to service, highlighting an activity running this summer or your plans for the fall. See sample media docs here.**
5. Consider writing an op-ed describing the power of what you do and submit to local and national papers. Find a sample op-ed here.
6. Begin planning for how you might use September 11, a new National Day of Remembrance and Service, to recognize what you've been doing this summer, make an impact on that day, and kick off your fall efforts. (More details on our end to follow soon.)
7. Connect with United We Serve on Facebook: <http://www.facebook.com/home.php?#/pages/Washington-DC/Servegov/73268281497>
8. Follow us on Twitter: <http://twitter.com/ServeDotGov>
9. Encourage people in your life to make the most of the rest of their summer by going to Serve.gov to find a community-based project to join, or to start their own.
10. Copy and paste this message into emails to your affiliates, constituents, colleagues and friends. Send, send, send!

Phil Martin
Outreach Coordinator, United We Serve
Corporation for National and Community Service
202.606.6657
pmartin@cns.gov
www.serve.gov

Monica Ashar

From: Yosi Sergeant
Sent: Monday, August 10, 2009 10:29 AM
To: Modi, Kalpen S.
Subject: RE: can you make the call today at 2?

About 30 of the top 'indie' arts producers from around the country.

Yosi Sergeant
Director
Office of Communications
National Endowment for the Arts
1100 Pennsylvania Avenue NW, Room 614
Washington DC 20506
202-682-5570 office
[REDACTED] cell (b)(6)
yosi@arts.gov

From: Modi, Kalpen S. [mailto:[REDACTED]] (b)(2)
Sent: Monday, August 10, 2009 10:26 AM
To: Yosi Sergeant
Subject: RE: can you make the call today at 2?

I'm trying to get a sense of who the organizer(s) are so I can ask if it's kosher for me to hop on. I don't know what I'd really contribute. Any thoughts?

Kalpen Modi
Associate Director
White House Office of Public Engagement

[REDACTED] (b)(2)
[REDACTED]

From: Yosi Sergeant [mailto:yosi@arts.gov]
Sent: Monday, August 10, 2009 10:23 AM
To: Modi, Kalpen S.
Subject: can you make the call today at 2?

I think it would be way helpful.

Yosi Sergeant
Director
Office of Communications
National Endowment for the Arts
1100 Pennsylvania Avenue NW, Room 614
Washington DC 20506
202-682-5570 office
[REDACTED] cell (b)(6)
yosi@arts.gov

Monica Ashar

From: Yosi Sergant
Sent: Monday, August 10, 2009 10:33 AM
To: Abernathy, Nell L.
Subject: RE: call today

I emailed Kal. He is working on it.

Yosi Sergant
Director
Office of Communications
National Endowment for the Arts
1100 Pennsylvania Avenue NW, Room 614
Washington DC 20506
202-682-5570 office
[REDACTED] cell (b)(6)
yosi@arts.gov

From: Abernathy, Nell L. [mailto:NAbernathy@cns.gov]
Sent: Monday, August 10, 2009 10:22 AM
To: Yosi Sergant
Subject: RE: call today

I didn't make an ask! In chatting with [REDACTED] (b)(6) I thought you had asked Kalpenn. Totally dropped that ball. Do you want to touchbase with WH or should I?

Nellie Abernathy
United We Serve
Corporation for National and Community Service
202-606-6766
Nabernathy@cns.gov

United We Serve
SERVE.GOV

From: Yosi Sergant [mailto:yosi@arts.gov]
Sent: Monday, August 10, 2009 10:21 AM
To: Abernathy, Nell L.
Subject: RE: call today

Who from the WH is on the phone?

Yosi Sergant
Director
Office of Communications
National Endowment for the Arts
1100 Pennsylvania Avenue NW, Room 614
Washington DC 20506
202-682-5570 office
[REDACTED] cell (b)(6)
yosi@arts.gov

From: Abernathy, Nell L. [mailto:NAbernathy@cns.gov]
Sent: Monday, August 10, 2009 10:20 AM
To: [REDACTED]; Yosi Sergeant (b)(6)
Subject: call today

Hey – will you let me know what parts (if any) you want me to address on today's call? I want to be prepared!
Looking forward to it.

Nellie Abernathy
United We Serve
Corporation for National and Community Service
202-606-6766
Nabernathy@cns.gov

United We Serve

SERVE.GOV

Monica Ashar

From: Yosi Sergant
Sent: (b)(6) Monday, August 10, 2009 11:22 AM
To: (b)(6)
Subject: RE: United We Serve Conference Call // Invitation

Great.

We are gathering the people who get stuff done linking art and events and culture together on this call- (b)(6)
(b)(6), (b)(6) .. if you can forward the invite to 3-5 folks in other towns who do what WE do.
Executors. Doers. Movers. It would be appreciated. (b)(6)

Good hearing from you.

Yosi Sergant
Director
Office of Communications
National Endowment for the Arts
1100 Pennsylvania Avenue NW, Room 614
Washington DC 20506
202-682-5570 office
(b)(6) cell (b)(6)
yosi@arts.gov

From: (b)(6) [mailto:(b)(6)] (b)(6)
Sent: Monday, August 10, 2009 3:11 AM
To: Yosi Sergant
Subject: Re: United We Serve Conference Call // Invitation

thank you, I am there.

(b)(6)
(b)(6)
(b)(6)
(b)(6)
New >>
Next >>
Overseas >>
(b)(6) - 6 Year Anniversary Site Relaunch!

(b)(6)
(b)(6) x. (b)(6)
(b)(6) x. (b)(6) (toll free)
(b)(6) fax
(b)(6)
(b)(6)

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Facebook: [http://www.facebook.com/\[REDACTED\]](http://www.facebook.com/[REDACTED])

Facebook Group: [http://www.facebook.com/\[REDACTED\]](http://www.facebook.com/[REDACTED])

LinkedIn: [http://www.linkedin.com/in/\[REDACTED\]](http://www.linkedin.com/in/[REDACTED])

Imeem: [http://\[REDACTED\]](http://[REDACTED])

(b)(6)

On 8/6/09 3:23 PM, "Yosi Sergeant" <yosi@arts.gov> wrote:

This Monday, there is a conference call for arts oriented marketers & producers to discuss the President's *United We Serve* initiative that I thought you might like to participate in.

Yosi Sergeant

Director

Office of Communications

National Endowment for the Arts

1100 Pennsylvania Avenue NW, Room 614

Washington DC 20506

202-682-5570 office

[REDACTED] cell

(b)(6)

yosi@arts.gov <<mailto:serganty@arts.endow.gov>>

A call has come in to our generation. A call from the top. A call from a house that is White. A call that we must answer. And to answer it, we need you.

Please join [REDACTED], [REDACTED], [REDACTED], [REDACTED], [REDACTED], [REDACTED], [REDACTED] and [REDACTED] as we heed the President's call to action this summer -- United We Serve.

(b)(6)

United We Serve is President Obama's call to service challenging all Americans to engage in sustained, meaningful community service. With the knowledge that ordinary people can achieve extraordinary things when given the proper tools, President Obama is asking us to come together <<http://www.serve.gov/remarks.asp>> to help lay a new foundation for growth, focusing on core areas of the recovery agenda – health care, energy and environment, safety and security, education, community renewal.

Now is the time for us to answer this call. It is time for us as a group of artists, producers, promoters, organizers, influencers, marketers, tastemakers, leaders or just plain, cool people to join together and work together to promote a more civically engaged America and celebrate how the arts can be used for a positive change! No one knows our communities better than we do. No one can inspire as much as we can. We have a unique role to play in making service accessible and fun for those who are not accustomed to volunteering. We know that engaging all Americans in service means we must expand the idea of service. Already, you are helping us to re-frame the image of volunteerism.

The *United We Serve* team, in collaboration with the *White House Office of Public Engagement* and *The National Endowment for the Arts* is hosting a conference call outlining steps our community can take to spread the message of service and highlight the service work artists already perform in communities nationwide.

Please join us!

Date: Monday, August 10, 2009

Time: 2PM EST / 11AM PST

Call In: [REDACTED]

(b)(6)

Passcode: [REDACTED]

PLEASE RSVP to [REDACTED] at [REDACTED] <[mailto:\[REDACTED\]](mailto:[REDACTED])>

(b)(6)

On the call we will hear from the United We Serve about the initiative and their plans for 9/11, a new National Day of

Service and Remembrance, hear from the National Endowment for the Arts about the role artists play in shaping our communities and this initiative and brainstorm. Further, we will hear from others who have successful models of engagement and recruit stories of how arts service can be fun, engaging and youthful. *United We Serve* initially runs from June 22 through September 11, but it will grow into a sustained, collaborative and focused effort to promote service as a way of life for all Americans.

We hope that you will join us on Monday. Attached you will find a flyer about United We Serve, information about posting stories and an agenda.

AGENDA

I. Intro -

- a. Who's on the call
- b. What UWS is
- c. Why the arts community has a unique role to play

II. Specific asks

- a. Weekly conference call with UWS in lead up to 9/11
- b. Media event on or around 9/11
- c. Employ your media connections
- d. Blog posts before 9/11 on Serve.gov <<http://serve.gov/>>
- e. Next step – follow up with Nellie, think about event, jump on call next week to share

III. Examples of success

- a. Example from caller
- b. NEA wrap-up

IV. Q and A

(b)(6)

(b)(6)

(b)(6)

[REDACTED]

1. The first step is to identify the problem or question that needs to be answered. This involves understanding the context and the specific requirements of the task.

Imeem: [REDACTED]

This Monday, there is a conference call for arts oriented marketers & producers to discuss the President's *United We Serve* initiative that I thought you might like to participate in.

Yosi Sergeant
Director
Office of Communications
National Endowment for the Arts
1100 Pennsylvania Avenue NW, Room 614
Washington DC 20506
202-682-5570 office
[REDACTED] cell (b)(6)
yosi@arts.gov <mailto:serganty@arts.endow.gov>

Please join [REDACTED] and [REDACTED] as we heed the President's call to action this summer -- United We Serve.

Date: Monday, August 10, 2009

Call In:

Passcode:

We hope that you will join us on Monday. Attached you will find a flyer about United We Serve, information about posting stories and an agenda.

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III. Examples of success

- a. Example from caller
- b. NEA wrap-up

IV. Q and A

Monica Ashar

From: Yosi Sergant
Sent: Monday, August 10, 2009 11:24 AM
To: [REDACTED] (b)(6)
Subject: RE: RSVP Re: United We Serve Conference Call // Invitation

Rad. If you want to forward the invite to a few folks (5-10) from all cities.
The movers. The doers. The producers. The 'get er done' kids of arts & culture.
It would be appreciated.

Yosi Sergant
Director
Office of Communications
National Endowment for the Arts
1100 Pennsylvania Avenue NW, Room 614
Washington DC 20506
202-682-5570 office
[REDACTED] cell (b)(6)
yosi@arts.gov

-----Original Message-----

From: [REDACTED] [mailto:[REDACTED]] (b)(6)
Sent: Sunday, August 09, 2009 5:58 PM
To: [REDACTED] (b)(6)
Cc: Yosi Sergant
Subject: RSVP Re: United We Serve Conference Call // Invitation

Hi [REDACTED] - (b)(6)

Just wanted to RSVP for tomorrow's call.

Thanks for the invite Yosi.

[REDACTED]. (b)(6)

--
[REDACTED]
e: [REDACTED] | m: [REDACTED]] (b)(6)

Facebook, LinkedIn, Twitter... You know the drill.

Sent via BlackBerry

-----Original Message-----

From: Yosi Sergant <yosi@arts.gov>

Date: Sun, 9 Aug 2009 12:04:22

To: '[REDACTED]' <[REDACTED]> (b)(6)
Subject: Fw: United We Serve Conference Call // Invitation

----- Original Message -----

From: Yosi Sergeant

To: Yosi Sergeant

Sent: Thu Aug 06 18:23:41 2009

Subject: United We Serve Conference Call // Invitation

This Monday, there is a conference call for arts oriented marketers & producers to discuss the President's United We Serve initiative that I thought you might like to participate in.

Yosi Sergeant

Director

Office of Communications

National Endowment for the Arts

1100 Pennsylvania Avenue NW, Room 614

Washington DC 20506

202-682-5570 office

[REDACTED] cell

(b)(6)

yosi@arts.gov <mailto:serganty@arts.endow.gov>

A call has come in to our generation. A call from the top. A call from a house that is White. A call that we must answer. And to answer it, we need you.

Please join [REDACTED], [REDACTED], [REDACTED], [REDACTED], [REDACTED], [REDACTED], [REDACTED] and [REDACTED] as we heed the President's call to action this summer -- United We Serve.] (b)(6)

United We Serve is President Obama's call to service challenging all Americans to engage in sustained, meaningful community service. With the knowledge that ordinary people can achieve extraordinary things when given the proper tools, President Obama is asking us to come together <<http://www.serve.gov/remarks.asp>> to help lay a new foundation for growth, focusing on core areas of the recovery agenda - health care, energy and environment, safety and security, education, community renewal.

Now is the time for us to answer this call. It is time for us as a group of artists, producers, promoters, organizers, influencers, marketers, tastemakers, leaders or just plain, cool people to join together and work together to promote a more civically engaged America and celebrate how the arts can be used for a positive change! No one knows our communities better than we do. No one can inspire as much as we can. We have a unique role to play in making service accessible and fun for those who are not accustomed to volunteering. We know that engaging all Americans in service means we must expand the idea of service. Already, you are helping us to re-frame the image of volunteerism.

The United We Serve team, in collaboration with the White House Office of Public Engagement and The National Endowment for the Arts is hosting a conference call outlining steps our community can take to spread the message of service and highlight the service work artists already perform in communities nationwide.

Please join us!

Date: Monday, August 10, 2009

Time: 2PM EST / 11AM PST

Call In: 888-324-6998

Passcode: 50912

PLEASE RSVP to [REDACTED] at [REDACTED] <mailto:[REDACTED]>

] (b)(6)

On the call we will hear from the United We Serve about the initiative and their plans for 9/11, a new National Day of Service and Remembrance, hear from the National Endowment for the Arts about the role artists play in shaping our communities and this initiative and brainstorm. Further, we will hear from others who have successful models of engagement and recruit stories of how arts service can be fun, engaging and youthful. United We Serve initially runs from June 22 through September 11, but it will grow into a sustained, collaborative and focused effort to promote service as a way of life for all Americans.

We hope that you will join us on Monday. Attached you will find a flyer about United We Serve, information about posting stories and an agenda.

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- c. Employ your media connections
- d. Blog posts before 9/11 on Serve.gov <<http://serve.gov/>>
- e. Next step - follow up with Nellie, think about event, jump on call next week to share

III. Examples of success

- a. Example from caller
- b. NEA wrap-up

IV. Q and A

Monica Ashar

From: Yosi Sergant
Sent: Monday, August 10, 2009 11:57 AM
To: (b)(6) [REDACTED]
Subject: FW: Reminder TODAY - United We Serve Conference Call - 2:00 pm EST / 11:00 am PST

fyi

Yosi Sergant
Director
Office of Communications
National Endowment for the Arts
1100 Pennsylvania Avenue NW, Room 614
Washington DC 20506
202-682-5570 office
[REDACTED] cell (b)(6)
yosi@arts.gov

From: Yosi Sergant
Sent: Monday, August 10, 2009 11:38 AM
To: Yosi Sergant
Subject: Reminder TODAY - United We Serve Conference Call - 2:00 pm EST / 11:00 am PST

Reminder

Today— Monday August 10th, 2009 at 2:00 pm EST / 11:00 am PST — join the White House and National Endowment for the Arts for a conference call with to discuss the President's United We Serve initiative.

Yosi Sergant
Director
Office of Communications
National Endowment for the Arts
1100 Pennsylvania Avenue NW, Room 614
Washington DC 20506
202-682-5570 office
[REDACTED] cell (b)(6)
yosi@arts.gov

A call has come in to our generation. A call from the top. A call from a house that is White. A call that we must answer. And to answer it, we need you.

(b)(6) Please join [REDACTED], [REDACTED], [REDACTED], [REDACTED], [REDACTED], [REDACTED], [REDACTED] and [REDACTED] as we heed the President's call to action this summer -- United We Serve.

United We Serve is President Obama's call to service challenging all Americans to engage in sustained, meaningful community service. With the knowledge that ordinary people can achieve extraordinary things when given the proper tools, President Obama is asking us to come

together <<http://www.serve.gov/remarks.asp>> to help lay a new foundation for growth, focusing on core areas of the recovery agenda - health care, energy and environment, safety and security, education, community renewal.

Now is the time for us to answer this call. It is time for us as a group of artists, producers, promoters, organizers, influencers, marketers, tastemakers, leaders or just plain, cool people to join together and work together to promote a more civically engaged America and celebrate how the arts can be used for a positive change! No one knows our communities better than we do. No one can inspire as much as we can. We have a unique role to play in making service accessible and fun for those who are not accustomed to volunteering. We know that engaging all Americans in service means we must expand the idea of service. Already, you are helping us to re-frame the image of volunteerism.

The United We Serve team, in collaboration with the White House Office of Public Engagement and The National Endowment for the Arts is hosting a conference call outlining steps our community can take to spread the message of service and highlight the service work artists already perform in communities nationwide.

Please join us!

Date: Monday, August 10, 2009
Time: 2PM EST / 11AM PST
Call In: 888-324-6998
Passcode: 50912

PLEASE RSVP to [REDACTED] at [REDACTED]. (b)(6)

On the call we will hear from the United We Serve about the initiative and their plans for 9/11, a new National Day of Service and Remembrance, hear from the National Endowment for the Arts about the role artists play in shaping our communities and this initiative and brainstorm. Further, we will hear from others who have successful models of engagement and recruit stories of how arts service can be fun, engaging and youthful. United We Serve initially runs from June 22 through September 11, but it will grow into a sustained, collaborative and focused effort to promote service as a way of life for all Americans.

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- e. Next step - follow up with Nellie, think about event, jump on call next week to share

III. Examples of success

- a. Example from caller
- b. NEA wrap-up

IV. Q and A

Monica Ashar

From: Yosi Sergant
Sent: Monday, August 10, 2009 12:35 PM
To: [REDACTED] (b)(6)
Subject: RE: United We Serve Conference Call // Invitation

This is step one at linking together the movers, producers, managers and publicists from around the country who GET STUFF DONE. Is there someone else from [REDACTED] who should be on? Can you forward to 3-5-10 people in other towns who should? [REDACTED], [REDACTED], [REDACTED], [REDACTED], etc etc... (b)(6)



Yosi Sergant
Director
Office of Communications
National Endowment for the Arts
1100 Pennsylvania Avenue NW, Room 614
Washington DC 20506
202-682-5570 office
[REDACTED] cell (b)(6)
yosi@arts.gov

From: [REDACTED] [mailto:[REDACTED]] (b)(6)
Sent: Monday, August 10, 2009 12:20 PM
To: Yosi Sergant
Subject: Re: United We Serve Conference Call // Invitation

can't make this call but i'd be interested to hear more

This Monday, there is a conference call for arts oriented marketers & producers to discuss the President's *United We Serve* initiative that I thought you might like to participate in.

Yosi Sergant
Director
Office of Communications
National Endowment for the Arts
1100 Pennsylvania Avenue NW, Room 614
Washington DC 20506
202-682-5570 office
[REDACTED] cell (b)(6)
yosi@arts.gov

A call has come in to our generation. A call from the top. A call from a house that is White. A call that we must answer. And to answer it, we need you.

Please join [REDACTED] and [REDACTED] as we heed the President's call to action this summer -- United We Serve. (b)(6)

United We Serve is President Obama's call to service challenging all Americans to engage in sustained, meaningful community service. With the knowledge that ordinary people can achieve extraordinary things when given the proper tools, President Obama is asking us to come together to help lay a new foundation for growth, focusing on core areas of the recovery agenda - health care, energy and environment, safety and security, education, community renewal.

Now is the time for us to answer this call. It is time for us as a group of artists, producers, promoters, organizers, influencers, marketers, tastemakers, leaders or just plain, cool people to join together and work together to promote a more civically engaged America and celebrate how the arts can be used for a positive change! No one knows our communities better than we do. No one can inspire as much as we can. We have a unique role to play in making service accessible and fun for those who are not accustomed to volunteering. We know that engaging all Americans in service means we must expand the idea of service. Already, you are helping us to re-frame the image of volunteerism.

The *United We Serve* team, in collaboration with the *White House Office of Public Engagement* and *The National Endowment for the Arts* is hosting a conference call outlining steps our community can take to spread the message of service and highlight the service work artists already perform in communities nationwide.

Please join us!

Date: Monday, August 10, 2009

Time: 2PM EST / 11AM PST

Call In: [REDACTED]

Passcode: [REDACTED]

](b)(6)

PLEASE RSVP to [REDACTED]

at [REDACTED]

(b)(6)

On the call we will hear from the United We Serve about the initiative and their plans for 9/11, a new National Day of Service and Remembrance, hear from the National Endowment for the Arts about the role artists play in shaping our communities and this initiative and brainstorm. Further, we will hear from others who have successful models of engagement and recruit stories of how arts service can be fun, engaging and youthful. *United We Serve* initially runs from June 22 through September 11, but it will grow into a sustained, collaborative and focused effort to promote service as a way of life for all Americans.

We hope that you will join us on Monday. Attached you will find a flyer about United We Serve, information about posting stories and an agenda.

AGENDA

I. Intro -

- a. Who's on the call
- b. What UWS is
- c. Why the arts community has a unique role to play

II. Specific asks

- a. Weekly conference call with UWS in lead up to 9/11
- b. Media event on or around 9/11
- c. Employ your media connections
- d. Blog posts before 9/11 on Serve.gov

e. Next step - follow up with Nellie, think about event, jump on call next week to share

III. Examples of success

a. Example from caller

b. NEA wrap-up

IV. Q and A

Content-Type: application/msword; name="Stories for United We Serve.doc"

Content-Description: Stories for United We Serve.doc

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size=37888; creation-date="Thu, 06 Aug 2009 17:15:09 GMT";

modification-date="Thu, 06 Aug 2009 17:15:09 GMT"

Attachment converted: Macintosh HD:Stories for United We Serve.doc (WDBN/«IC») (0048822A)

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Content-Description: united we serve flyer.pdf

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size=376152; creation-date="Thu, 06 Aug 2009 17:15:09 GMT";

modification-date="Thu, 06 Aug 2009 17:15:09 GMT"

Attachment converted: Macintosh HD:united we serve flyer.pdf (PDF /«IC») (0048822B)

--

[REDACTED] national publicist

(b)(6)

PLEASE NOTE NEW PHONE NUMBER

Monica Ashar

From: Martin, Philip [PMartin@cns.gov]
Sent: Monday, August 10, 2009 12:41 PM
To: (b)(6) [REDACTED]; Yosi Sergeant
Cc: [REDACTED]
Subject: RE: Arts Idea Kit for United We Serve

(b)(6)

[REDACTED], thanks for sharing.

This looks like a great resource to call attention to in the arts community for planning for participation in the National Day of Service and Remembrance on September 11, but also beyond.

It seems geared specifically to artists/organizations who aren't already doing social change work, which is probably appropriate.

Hope your site will be a hub both for those folks and for the artists/arts organizations who see social change, community service, etc. as a cornerstone of what they do and maybe are looking for partners, models, opportunities to share their stories, etc.

Phil

Phil Martin
Outreach Coordinator, United We Serve
Corporation for National and Community Service
202.606.6657
pmartin@cns.gov
www.serve.gov

From: [REDACTED] [mailto:[REDACTED]]
Sent: Friday, August 07, 2009 10:19 PM
To: Martin, Philip; Yosi Sergeant
Cc: [REDACTED]
Subject: Arts Idea Kit for United We Serve

(b)(6)

Remember when the two of you matched up [REDACTED] of Learning Worlds Institute and I at Americans for the Arts Annual convention to discuss collaborating on an Idea Kit for the arts and the United We Serve campaign? Well, thank you because we now have a final draft of the kit (see attached). I still say "draft" because we are going to post it on our blog when we launch the new serve.artsusa.org site on August 20th, which means that the both of you still have some time to look through it to see if you would make any changes.

Thanks, [REDACTED]

(b)(6)

P.S. – please be sure to also send any comments to [REDACTED] (cc:d above) who will oversee this project while I'm in [REDACTED]

(b)(6)

=====

[REDACTED]
[REDACTED]
[REDACTED]
1000 Vermont Avenue, NW
6th Floor
Washington, DC 20005
T: [REDACTED] ext. [REDACTED]
F: [REDACTED]

(b)(6)

E: [REDACTED] (b)(6)
W: www.AmericansForTheArts.org

United We Serve: An Arts Idea Kit

Ideas and Inspiration

For the Arts Community's Participation in United We Serve

The Learning Worlds Institute, in collaboration with Americans for the Arts, has designed this IDEA KIT to stimulate thinking about how arts organizations can contribute to President and Mrs. Obama's **United We Serve** campaign.

United We Serve offers a golden opportunity to demonstrate the work arts groups already do in providing an important platform for civic engagement in critical areas such as Education, Health, Community Renewal, Energy & Environment and Safety & Security.

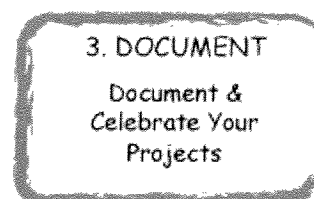
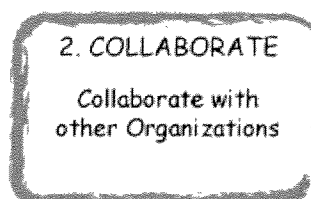
Why Participate?

In a time of scarce resources, why respond to a call for service?

- Because artists and arts organizations serve our communities every day and this is an opportunity to shine a light on those contributions.
- Because you can identify and engage new volunteers from the local community.
- You can demonstrate how the arts can be partners in providing solutions. The perspectives, skills and talents of artists can be put to good practical use as we solve our economic, social and civic issues.
- New partners may lead to new resources. Working together with partner organizations with different funding streams can maximize funding possibilities.
- By engaging volunteers and others in helping you tell your own story, you develop a more persuasive means to garner increased funding and PR opportunities.
- Because you can celebrate your work, boost staff morale, expand your audience, and recruit even more volunteers.

How To Get Involved

It can be difficult to find an activity or type of engagement that is both practical and effective, given the constraints of time, schedule and resources. Depending on your organization, goals and constraints, there are a variety of ways to participate. We suggest three areas: choose the section that applies best to your situation.



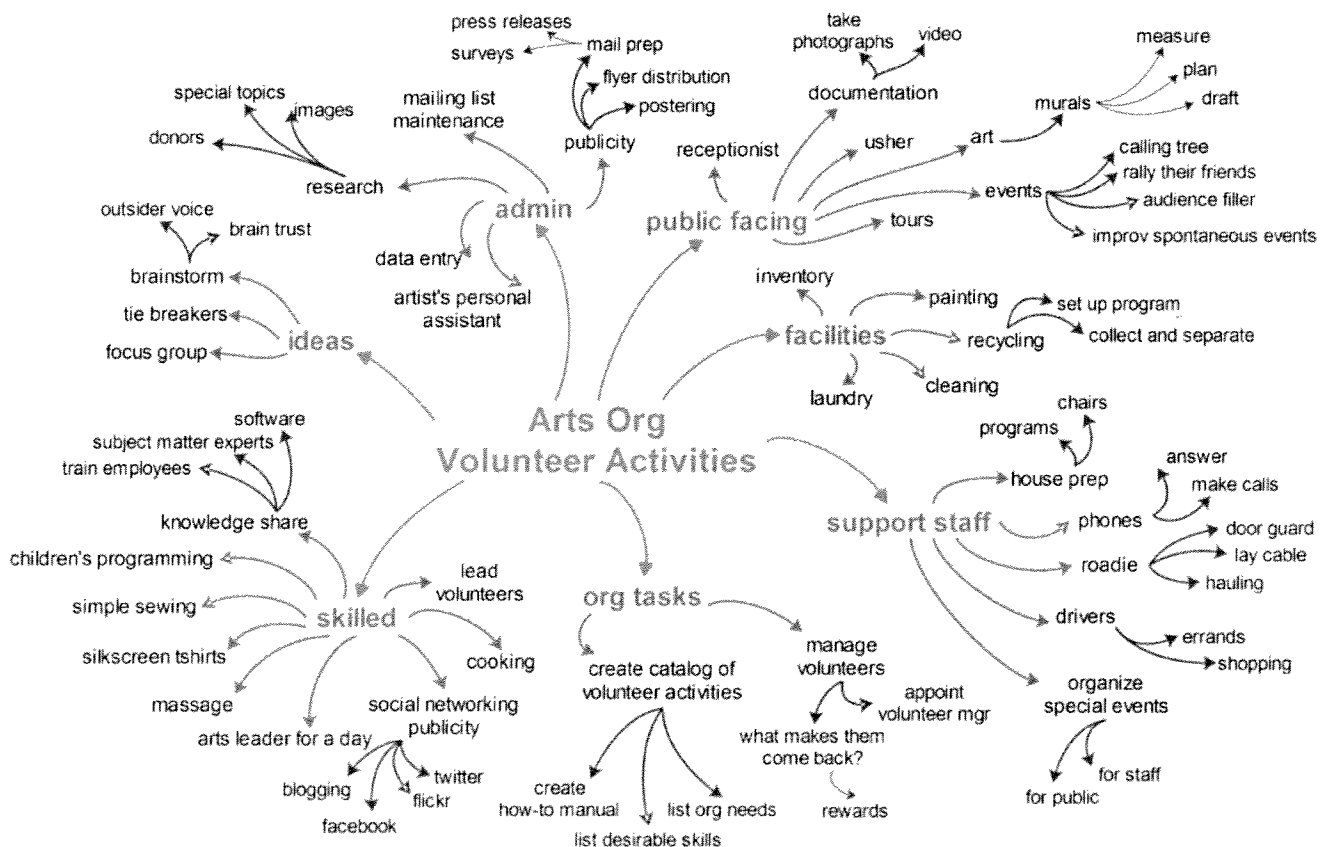
1. Engage Volunteers in Short-Term Projects

Those with established volunteer programs may be able to fit more volunteers in easily. You can find volunteers, broadening the reach of your existing efforts, by registering opportunities on the serve.gov site. Check the front page of serve.artsusa.org for more details.

If you don't currently have a volunteer program, here are some tips about thinking creatively about how to involve interested volunteers in your core activities, or in supplemental projects:

Create a catalog of opportunities for volunteers to make a meaningful contribution to your work. , -- consult your board, your staff and existing volunteers-- to gather ideas. Brainstorm possibilities, develop a lot of options, and pick the most exciting, practical, or impactful.

Below is a mind map (great for organizing brainstorming results) that includes a wide range of ideas:



Example activities from the map include:

- Core Admin
 - Extend publicity reach: survey constituency; write press releases and design posters; distribute flyers and posters
 - Maintain data bases
 - Research potential donors, research images for publicity use;
- Strategic Planning
 - Direct focus groups on organizational development or on special projects
 - Write reports and prepare recommendations

- Facilities/House Management:
 - Inventory items needed for daily work or special events
 - Set up and run a recycling program
 - Clean and paint existing facilities
 - Complete small repair and improvement projects.
 - Prep the house for performances: distribute programs, organize seating
- Working with the Public
 - Handle the phones/relieve the receptionist
 - Be an usher for events
- Special Skills
 - Compile historic documents and photos
 - Organize programming for children/youth
 - Organize special events.
 - Improvise spontaneous events; rally friends; set up a calling tree
 - Be a roadie: help with setting up equipment; driving the truck; shopping and running errands
 - For special events: cook or cater, bartend or do dishes

If you haven't managed volunteers before, it's worth asking for help (perhaps from one of the volunteers) or reading up on it. Some useful guidelines include:

RECRUITMENT

- Recruit from outside your usual "choir"
- Register your project with www.serve.gov to get a broader range of volunteers
- Give potential volunteers a simple survey to have them think through what they *really* enjoy doing.

MANAGEMENT

- Find volunteer management expertise within your community: you may find experienced volunteer managers at other community organizations. Building alliances can help you find such expertise.
- Otherwise search for a volunteer with management skills to be your volunteer coordinator.
- Organize orientation and skill building training, so volunteers feel welcome and prepared to dive in.
- Encourage volunteers to work with a friend, so they don't feel isolated or at sea.
- Give volunteers articulate chance to say what they are best at, most enjoy doing, or which skills they have a passion to develop.
- Ensure this is a positive experience all around by listening to their suggestions and applying their skills.
- Set goals and benchmarks for success in any project, aligning them with the experience and skills of volunteers.
- Regularly check in with your volunteers to make sure they are feeling good about the benchmarks and their level of involvement.

RETENTION

- Document, Broadcast and Celebrate (see section below)
- Engage volunteers in evaluation (they may have a different perspective on your programming).
- Ensure all volunteers are listed and thanked on your website and other publicity materials - include examples of the benefits of service.
- Have a farewell ceremony with some arts-related award/certificate and a copy of project documentation.
- Find ways to continue relationships beyond the volunteer time

Remember: Post requests for volunteers at www.serve.gov and document your project on serve.artsusa.org.

2. Collaborate with Other Organizations

Collaborating on a project with another organization in the community is another very effective way to participate in United We Serve.

- By reaching out, and bringing the resources and skills of your organization to bear in new ways, you can forge strong partnerships, build bridges that will serve the community, and build social capital for your organization.
- Cross-community alliances can provide new opportunities for those in other sectors to understand the value of artists and the arts.
- Non-arts partners can help you reach new audiences that would not ordinarily attend your events and vice-versa.

Consider making partnerships to address United We Serve's five core areas: Education, Health, Community Renewal, Energy & Environment and Safety & Security.

For example, you might organize an exhibit, present a performance, or sponsor a creative community event that could advance understanding, advocacy, or action on a critical issue such as energy conservation, healthcare reform, wild life conservation, environmental protection, education, etc.

Think of ways to bring the creative skills and resources of the arts to bear on community improvement and problem-solving efforts, or in just getting things done. Help other groups add color, music, dance and drama to their own events or buildings: paint murals, organize singing contests. Help with communication and documentation: teach others how to make a great video, use photography, or put together a compelling report.

Here are some examples to get you started...

Community Renewal

Urban Bushwomen is a dance company working with community groups with several programs, for example Builders Organizers & Leaders through Dance (BOLD) that develops participants' problem-solving, consensus building and leadership development skills through dance training and choreographic development. Clarion College's University Theatre (Clarion, PA), recently produced "The Guys," on post-9/11 NYC firefighters, collaborating with 7 local fire departments to help buy new equipment. All firefighters attended, "passed the boot" to collect donations at performances and promoted the event within their communities. Also, Oregon's ArtsBridge has linked with its county's social services department to provide family arts experiences for birth parents visiting their children in supervised visit situations, in a town where the only option before had been to get fast food together.

Energy & Environment

(b)(6) [The Bottom Line: Local residents of 3 Newfoundland fishing communities planned and performed arts-based activities (drama, music, writing and graphics) designed to promote safety awareness in a very dangerous industry. Choreographer [REDACTED] founded the [REDACTED], [REDACTED] committed to environmental sustainability as it relates to art and the urban context. [REDACTED] cultivates cross-disciplinary research among artists, environmentalists, scientists, urban designers and other fields.

Health

(b)(6) [Under the auspices of the Tucson-Pima Arts Council, multidisciplinary artist [REDACTED] worked with [REDACTED] and the [REDACTED] to create [REDACTED], a project using movement and words to gather and share community food stories. Similarly

(b)(6) [photographer and multimedia storyteller [REDACTED] collaborated with the [REDACTED] to produce [REDACTED], a photographic exhibit documenting food stories within the [REDACTED] of [REDACTED].

Education

City Lore (New York) taught 175 3rd-grade students in PS 11, Queens, the art of storytelling through oral language, traditional Chinese and Indian dances, and dance-theater inspired by the children's own studies of the Chinese and Indian communities in Queens and Manhattan. Apart from giving differentiated arts instruction to a diverse group of students, this collaboration built a strong connection between the school, students' families and the local community, and provided professional development to build teachers' capacity to integrate the arts and community resources into their teaching.

Your mayor's office, United Way, neighborhood associations and community organizers can help you identify local needs you may not be aware of.

Here's a mind map with some additional ideas for partnering:



Serve.gov, serve.artsusa.org, unitedweserve.causecast.org, and idealist.org all have resources you can use to find organizations looking for volunteers and post what you can offer others.

3. Document and Celebrate Your Projects

Whether you engage volunteers in your own activities, or collaborate with other community organizations on a shared project, your United We Serve project matters and should be documented, shared and celebrated.

serve.artsusa.org is collecting project documentation of arts group projects – so please submit photographs, drawings, stories, videos that document and celebrate your project. Please also post the description at www.serve.gov.

Documentation is Critical

Tell Your Own Story; Help Others Tell Theirs

Why?

We encourage every organization to tell their own stories, and those with experience can help other organizations promote, present, publicize and document their activities. Such documentation is a valuable service in itself, in which artistic skills can be extremely valuable.

Sharing the stories from your projects can give your organization and your volunteers a real sense of accomplishment, and expand the impact of the project within and beyond the community. Volunteers can share project documentation with their friends and families, and your organization can share it with constituents and future volunteers. In many ways, storytelling is a core organizational competency and these projects can prove to be vehicles in developing these skills.

What to Document

Create a simple documentation plan by thinking about the story you want to tell about your project. Cover the basics: WHAT, WHO, WHERE, WHEN AND WHY. For United We Serve projects, capturing the impact -- what difference the project makes -- is very important. Beyond that there may be many interesting angles: the experiences of volunteers, creativity in action, project outcomes, and community response.

Make it lively -- When documenting projects, think about:

- Capturing faces, voices, feelings and memories, not just dry descriptions of projects.
- Talking to volunteers, partners, participants, and stakeholders in the community.
- Capturing the story at different points in the project, so you can illustrate the project's evolution and its positive impact.

Documentation Tools

Use a mix of methods for documenting and sharing stories: interviews, photography, video or audio recordings, journals or blogs, postings on Twitter, sketches, drawings, or paintings of what was done during a project.

Engage Volunteers to Document and Distribute

You don't need professional documentarians to do this. Inventory the documentation skills of all volunteers to identify those who could be mentors, those who would like to document and those wanting to learn new skills.

If you don't have a documentarian in your organization, consider partnering with artists who could train volunteers to capture images and collect stories and use digital and social media tools to capture their own stories of service. Encourage volunteers and staff to use their digital cameras and cell phones to take photos or video. Youth can play a big role here.

Broadcast Your Story

Once you have a lively record of what you and your group have done, share it!

- Post your stories at serve.artsusa.org, and Americans for the Arts will share them with the world.
Upload photos, videos, and text.
- Create a place for staff and volunteers to share their documentation on your organization's website.
- Encourage posts to external sites like Facebook, Flickr, and YouTube.
- Reach out through the media and the press to broaden the reach of your project and bring a local spotlight to the service of your volunteers.
- Target your documentation to special-interest groups that would be interested in your project.
- Use your documentation to tell your story in public relations campaigns, membership drives, and other marketing activities.

Be sure to keep track of what worked for you and what could be improved. This way you can learn from this service project to help you organize the next one. Also, others can get inspiration for their own projects and can discover what's happening in their community.

... and finally, celebrate

Remember to take time to celebrate your project, your staff, and your volunteers. In this respect, a little goes a long way – you don't have to throw an expensive catered party. Continue the spirit of collaboration and host a pot-luck BBQ or picnic in a local park.

Make sure to encourage your staff and volunteers to bring their friends and family to see you honor their service. Invite people from your local community (including the local newspapers and television newsrooms) so everyone can share in the success and celebrate what your volunteers and staff have accomplished.

Give participants something to remember their service by. This doesn't have to be an arduous task. You can use word-processing templates to create "Certificates of Service." Or, make a souvenir of service by framing a picture of an important moment in the project. Everyone should have a reason to remember their summer of service.

Remember to document and celebrate your projects, and share them through serve.artsusa.org.

SUMMARY & CONCLUSION

Here's a reminder of key steps to take to get involved in the UNITED WE SERVE: ARTSusa project.

1. Document your volunteer/service project in two locations:
 - serve.gov so that it's officially recorded with the White House
 - service.artsusa.org so that Americans for the Arts can centrally collect photographs, videos, and stories of all arts-related service projects and bring national and local visibility to these projects
2. Add the "United We Serve" brand to your service project:
 - It can be a pre-existing service project that you created
 - It can be a new service project that you will begin
 - It can be your personal volunteer time at various service projects
3. Visit www.allforgood.org to find opportunities to volunteer at an arts-related United We Serve site in your community or to register your organization's volunteer opportunities so that others may get involved.
 - Be sure to type in key words such as "arts" "music" "photography"
4. Join us as a partner in promoting the United We Serve campaign and the serve.artsusa.org site on your website, all of your social media pages, and to all of your friends and colleagues
 - Add the serve.artsusa.org web sticker to your website or social media page.
5. Sign Americans for the Arts online petition supporting President Obama's vision to create a National Artists Corps in America.
6. Celebrate the impact of your service project with your fellow volunteers and/or sponsor organization on September 11, 2009, which Congress and the White House are officially proclaiming as the National Day of Service and Remembrance.

Monica Ashar

From: [REDACTED]
Sent: Monday, August 10, 2009 1:00 PM
To: Yosi Sergant
Subject: Re: list
Attachments: United We Serve List.xlsx

(b)(6)

----- Original Message -----

From: Yosi Sergant
To: [REDACTED]
Sent: Monday, August 10, 2009 12:16 PM
Subject: list

(b)(6)

Can you send me the list of rsmps?

Yosi Sergant
Director
Office of Communications
National Endowment for the Arts
1100 Pennsylvania Avenue NW, Room 614
Washington DC 20506
202-682-5570 office
[REDACTED] cell
yosi@arts.gov

(b)(6)

[illegible]

Monica Ashar

From: [REDACTED] (b)(6)
Sent: Monday, August 10, 2009 1:06 PM
To: Yosi Sergeant; Abernathy, Nell L.
Subject: Re: call today
Attachments: United We Serve List.xlsx

----- Original Message -----

From: Yosi Sergeant
To: [REDACTED]; Abernathy, Nell L. (b)(6)
Sent: Monday, August 10, 2009 10:33 AM
Subject: RE: call today

Works for me.

Yosi Sergeant
Director
Office of Communications
National Endowment for the Arts
1100 Pennsylvania Avenue NW, Room 614
Washington DC 20506
202-682-5570 office
[REDACTED] cell (b)(6)
yosi@arts.gov

From: [REDACTED] [mailto:[REDACTED]] (b)(6)
Sent: Monday, August 10, 2009 10:24 AM
To: Abernathy, Nell L.; Yosi Sergeant
Subject: Re: call today

I think it might be good to hop on the phone before the call just so we can quickly go over the call. How does 1PM work for everyone?

[REDACTED] (b)(6)

----- Original Message -----

From: Abernathy, Nell L.
To: [REDACTED]; Yosi Sergeant
Sent: Monday, August 10, 2009 10:19 AM (b)(6)
Subject: call today

Hey – will you let me know what parts (if any) you want me to address on today's call? I want to be prepared! Looking forward to it.

Nellie Abernathy
United We Serve
Corporation for National and Community Service
202-606-6766
Nabernathy@cns.gov

United We Serve

SERVE.GOV

[illegible]

Monica Ashar

From: [REDACTED] (b)(6)
Sent: Monday, August 10, 2009 1:08 PM
To: Yosi Sergant; Abernathy, Nell L.
Subject: Re: call today
Attachments: United We Serve List.xlsx

----- Original Message -----

From: Yosi Sergant
To: [REDACTED]; Abernathy, Nell L. (b)(6)
Sent: Monday, August 10, 2009 10:33 AM
Subject: RE: call today

Works for me.

Yosi Sergant
Director
Office of Communications
National Endowment for the Arts
1100 Pennsylvania Avenue NW, Room 614
Washington DC 20506
202-682-5570 office
[REDACTED] cell (b)(6)
yosi@arts.gov

From: [REDACTED] [mailto:[REDACTED]] (b)(6)
Sent: Monday, August 10, 2009 10:24 AM
To: Abernathy, Nell L.; Yosi Sergant
Subject: Re: call today

I think it might be good to hop on the phone before the call just so we can quickly go over the call. How does 1PM work for everyone?

[REDACTED] (b)(6)

----- Original Message -----

From: Abernathy, Nell L.
To: [REDACTED]; Yosi Sergant (b)(6)
Sent: Monday, August 10, 2009 10:19 AM
Subject: call today

Hey – will you let me know what parts (if any) you want me to address on today's call? I want to be prepared! Looking forward to it.

Nellie Abernathy
United We Serve
Corporation for National and Community Service
202-606-6766
Nabernathy@cns.gov

United We Serve

SERVE.GOV

[illegible]

Monica Ashar

From: Yosi Sergeant
Sent: Monday, August 10, 2009 1:08 PM
To: [REDACTED] (b)(6)
Subject: FW: agenda for United We Serve call

Yosi Sergeant
Director
Office of Communications
National Endowment for the Arts
1100 Pennsylvania Avenue NW, Room 614
Washington DC 20506
202-682-5570 office
[REDACTED] cell (b)(6)
yosi@arts.gov

From: [REDACTED] [mailto:[REDACTED]]
Sent: Thursday, July 30, 2009 10:24 AM
To: Philip Martin; Yosi Sergeant; [REDACTED]; [REDACTED]; [REDACTED]; [REDACTED]; [REDACTED]
Cc: [REDACTED]; [REDACTED]
Subject: agenda for United We Serve call

Hi All, thanks for participating on the United We Serve Call today (Thurs) from 3-4pm est.

Call in number: [REDACTED] Passcode, [REDACTED] (b)(6)

Below is the agenda with times assigned. PLEASE do not go over your designated time - since we really want to have time for discussion. THANK you so much for participating.

Agenda with Times

1. Welcome and purpose, [REDACTED], [REDACTED] (2.5 min) (b)(6)
2. Yosi Sergeant, National Endowment for the Arts (2.5 min)
3. Phil Martin, United We Serve, Corporation for National and Community Service (5 min)
4. Two examples: SPARC, a member of NALAC ([REDACTED]) and Appalshop, a member of ROOTS and NPN ([REDACTED]) 2-2.5 min each (b)(6)
5. Questions, reactions, ideas - open discussion (25-30 minutes)
6. Resources and action steps - 1. [REDACTED], [REDACTED], 2. [REDACTED] artist and [REDACTED], [REDACTED], 3. [REDACTED] Americans for the Arts. (2.5 minutes each + anyone else=15 minutes total) (b)(6)
7. Closing remarks, [REDACTED] (2 minutes) (b)(6)

[REDACTED] (b)(6)

Monica Ashar

From: Yosi Sergeant
Sent: Monday, August 10, 2009 1:21 PM
To: (b)(6)
Subject: RE: Reminder TODAY - United We Serve Conference Call - 2:00 pm EST / 11:00 am PST

Hi (b)(6)!

Are you joining us?

Yosi Sergeant
Director
Office of Communications
National Endowment for the Arts
1100 Pennsylvania Avenue NW, Room 614
Washington DC 20506
202-682-5570 office
(b)(6) cell
yosi@arts.gov

From: (b)(6) [mailto:(b)(6)]
Sent: Monday, August 10, 2009 1:12 PM
To: Yosi Sergeant
Subject: Re: Reminder TODAY - United We Serve Conference Call - 2:00 pm EST / 11:00 am PST

Keep me posted on the outcome - I'd love to help out.

On Mon, Aug 10, 2009 at 10:06 AM, Yosi Sergeant <yosi@arts.gov> wrote:

Last minute invite...

Yosi Sergeant

Director

Office of Communications

National Endowment for the Arts

1100 Pennsylvania Avenue NW, Room 614

Washington DC 20506

202-682-5570 office

(b)(6) cell

yosi@arts.gov

From: Yosi Sergeant
Sent: Monday, August 10, 2009 11:38 AM
To: Yosi Sergeant
Subject: Reminder TODAY - United We Serve Conference Call - 2:00 pm EST / 11:00 am PST

Reminder

Today— Monday August 10th, 2009 at 2:00 pm EST / 11:00 am PST — join the White House and National Endowment for the Arts for a conference call with to discuss the President's United We Serve initiative.

Yosi Sergeant

Director


Office of Communications

National Endowment for the Arts

1100 Pennsylvania Avenue NW, Room 614

Washington DC 20506

202-682-5570 office

 cell (b)(6)

yosi@arts.gov

A call has come in to our generation. A call from the top. A call from a house that is White. A call that we must answer. And to answer it, we need you.

(b)(6) Please join [REDACTED], [REDACTED], [REDACTED], [REDACTED], [REDACTED], [REDACTED] and [REDACTED] as we heed the President's call to action this summer -- **United We Serve.**

United We Serve is President Obama's call to service challenging all Americans to engage in sustained, meaningful community service. With the knowledge that ordinary people can achieve extraordinary things when given the proper tools, President Obama is asking us to come together to help lay a new foundation for growth, focusing on core areas of the recovery agenda – health care, energy and environment, safety and security, education, community renewal.

Now is the time for us to answer this call. It is time for us as a group of artists, producers, promoters, organizers, influencers, marketers, tastemakers, leaders or just plain, cool people to join together and work together to promote a more civically engaged America and celebrate how the arts can be used for a positive change! No one knows our communities better than we do. No one can inspire as much as we can. We have a unique role to play in making service accessible and fun for those who are not accustomed to volunteering. We know that engaging all Americans in service means we must expand the idea of service. Already, you are helping us to re-frame the image of volunteerism.

The United We Serve team, in collaboration with the White House Office of Public Engagement and The National Endowment for the Arts is hosting a conference call outlining steps our community can take to spread the message of service and highlight the service work artists already perform in communities nationwide.

Please join us!

Date: Monday, August 10, 2009

Time: 2PM EST / 11AM PST

Call In: 888-324-6998

Passcode: 50912

PLEASE RSVP to [REDACTED] at [REDACTED].

(b)(6)

On the call we will hear from the United We Serve about the initiative and their plans for 9/11, a new National Day of Service and Remembrance, hear from the National Endowment for the Arts about the role artists play in shaping our communities and this initiative and brainstorm. Further, we will hear from others who have successful models of engagement and recruit stories of how arts service can be fun, engaging and youthful. United We Serve initially runs from June 22 through September 11, but it will grow into a sustained, collaborative and focused effort to promote service as a way of life for all Americans.

We hope that you will join us on Monday. Attached you will find a flyer about United We Serve, information about posting stories and an agenda.

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III. Examples of success

- a. Example from caller

b. NEA wrap-up

IV. Q and A

-- (b)(6)
[http://\[REDACTED\].blogspot.com](http://[REDACTED].blogspot.com)

If we, citizens, do not support our artists, then we sacrifice our imagination on the altar of crude reality and we end up believing in nothing and having worthless dreams. - Yann Martel

Monica Ashar

From: Yosi Sergeant
Sent: Monday, August 10, 2009 1:41 PM
To: Abernathy, Nell L.
Subject: RE: call today

I did.

Yosi Sergeant
Director
Office of Communications
National Endowment for the Arts
1100 Pennsylvania Avenue NW, Room 614
Washington DC 20506
202-682-5570 office
[REDACTED] cell (b)(6)
yosi@arts.gov

From: Abernathy, Nell L. [mailto:NAbernathy@cns.gov]
Sent: Monday, August 10, 2009 1:40 PM
To: Yosi Sergeant
Subject: RE: call today

Called office and cell – no answer. I think email is best bet with her... you sent?

Nellie Abernathy
United We Serve
Corporation for National and Community Service
202-606-6766
Nabernathy@cns.gov

United We Serve

SERVE.GOV

From: Yosi Sergeant [mailto:yosi@arts.gov]
Sent: Monday, August 10, 2009 1:36 PM
To: Abernathy, Nell L.
Subject: RE: call today

Kal cant do it. We need to ask buffy. Nell can you call?! Im emailing.

Yosi Sergeant
Director
Office of Communications
National Endowment for the Arts
1100 Pennsylvania Avenue NW, Room 614
Washington DC 20506
202-682-5570 office
[REDACTED] cell (b)(6)
yosi@arts.gov

From: Abernathy, Nell L. [mailto:NABernathy@cns.gov]
Sent: Monday, August 10, 2009 1:33 PM
To: [REDACTED]; Yosi Sergant (b)(6)
Subject: RE: call today

Ok – a few issues with the conference call (we've been really having problems with our service!) – but nothing insurmountable.

- (b)(6)
- 1) they've added lines so we'll be fine
 - 2) they did not/cannot schedule a moderator. So we need to mute everyone – pain in the ASS! Sorry. So the first thing you say [REDACTED] should be to ask everyone to press *6. Then when people speak they can unmute their phones by pressing *6 again.

Nellie Abernathy
United We Serve
Corporation for National and Community Service
202-606-6766
Nabernathy@cns.gov

United We Serve
SERVE.GOV

From: [REDACTED] [mailto:[REDACTED]] (b)(6)
Sent: Monday, August 10, 2009 1:08 PM
To: Yosi Sergant; Abernathy, Nell L.
Subject: Re: call today

----- Original Message -----

From: Yosi Sergant
To: [REDACTED]; Abernathy, Nell L. (b)(6)
Sent: Monday, August 10, 2009 10:33 AM
Subject: RE: call today

Works for me.

Yosi Sergant
Director
Office of Communications
National Endowment for the Arts
1100 Pennsylvania Avenue NW, Room 614
Washington DC 20506
202-682-5570 office
[REDACTED] cell (b)(6)
yosi@arts.gov

From: [REDACTED] [mailto:[REDACTED]] (b)(6)
Sent: Monday, August 10, 2009 10:24 AM

To: Abernathy, Nell L.; Yosi Sergeant

Subject: Re: call today

I think it might be good to hop on the phone before the call just so we can quickly go over the call. How does 1PM work for everyone?

████ (b)(6)

----- Original Message -----

From: Abernathy, Nell L.

To: ██████████; Yosi Sergeant (b)(6)

Sent: Monday, August 10, 2009 10:19 AM

Subject: call today

Hey – will you let me know what parts (if any) you want me to address on today's call? I want to be prepared!

Looking forward to it.

Nellie Abernathy
United We Serve
Corporation for National and Community Service
202-606-6766
Nabernathy@cns.gov

United We Serve

SERVE.GOV

Monica Ashar

From: Yosi Sergant
Sent: Monday, August 10, 2009 1:47 PM
To: (b)(6) [redacted]
Subject: FW: United We Serve Conference Call // Invitation

Add to list for later.

Yosi Sergant
Director
Office of Communications
National Endowment for the Arts
1100 Pennsylvania Avenue NW, Room 614
Washington DC 20506
202-682-5570 office
[redacted] cell (b)(6)
yosi@arts.gov

From: [redacted] / [redacted] [mailto:[redacted]] (b)(6)
Sent: Monday, August 10, 2009 12:20 PM
To: Yosi Sergant
Subject: Re: United We Serve Conference Call // Invitation

can't make this call but i'd be interested to hear more

This Monday, there is a conference call for arts oriented marketers & producers to discuss the President's *United We Serve* initiative that I thought you might like to participate in.

Yosi Sergant
Director
Office of Communications
National Endowment for the Arts
1100 Pennsylvania Avenue NW, Room 614
Washington DC 20506
202-682-5570 office
[redacted] cell (b)(6)
yosi@arts.gov

A call has come in to our generation. A call from the top. A call from a house that is White. A call that we must answer. And to answer it, we need you.

Please join [redacted] [redacted] [redacted] [redacted] [redacted] [redacted] [redacted] and [redacted] as we heed the President's call to action this summer -- **United We Serve.** (b)(6)

United We Serve is President Obama's call to service challenging all Americans to engage in sustained, meaningful community service. With the knowledge that ordinary people can achieve extraordinary things when given the proper tools, President Obama is asking us to come together

to help lay a new foundation for growth, focusing on core areas of the recovery agenda - health care, energy and environment, safety and security, education, community renewal.

Now is the time for us to answer this call. It is time for us as a group of artists, producers, promoters, organizers, influencers, marketers, tastemakers, leaders or just plain, cool people to join together and work together to promote a more civically engaged America and celebrate how the arts can be used for a positive change! No one knows our communities better than we do. No one can inspire as much as we can. We have a unique role to play in making service accessible and fun for those who are not accustomed to volunteering. We know that engaging all Americans in service means we must expand the idea of service. Already, you are helping us to re-frame the image of volunteerism.

The *United We Serve* team, in collaboration with the *White House Office of Public Engagement* and *The National Endowment for the Arts* is hosting a conference call outlining steps our community can take to spread the message of service and highlight the service work artists already perform in communities nationwide.

Please join us!

Date: Monday, August 10, 2009

Time: 2PM EST / 11AM PST

Call In: [REDACTED]

Passcode: [REDACTED]

(b)(6)

PLEASE RSVP to [REDACTED] at [REDACTED]

(b)(6)

On the call we will hear from the United We Serve about the initiative and their plans for 9/11, a new National Day of Service and Remembrance, hear from the National Endowment for the Arts about the role artists play in shaping our communities and this initiative and brainstorm. Further, we will hear from others who have successful models of engagement and recruit stories of how arts service can be fun, engaging and youthful. *United We Serve* initially runs from June 22 through September 11, but it will grow into a sustained, collaborative and focused effort to promote service as a way of life for all Americans.

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Content-Type: application/msword; name="Stories for United We Serve.doc"

Content-Description: Stories for United We Serve.doc

Content-Disposition: attachment; filename="Stories for United We Serve.doc";

size=37888; creation-date="Thu, 06 Aug 2009 17:15:09 GMT";

modification-date="Thu, 06 Aug 2009 17:15:09 GMT"

Attachment converted: Macintosh HD:Stories for United We Serve.doc (WDBN/«IC») (0048822A)

Content-Type: application/pdf; name="united we serve flyer.pdf"

Content-Description: united we serve flyer.pdf

Content-Disposition: attachment; filename="united we serve flyer.pdf";

size=376152; creation-date="Thu, 06 Aug 2009 17:15:09 GMT";

modification-date="Thu, 06 Aug 2009 17:15:09 GMT"

Attachment converted: Macintosh HD:united we serve flyer.pdf (PDF /«IC») (0048822B)

--

[REDACTED], national publicist

[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

PLEASE NOTE NEW PHONE NUMBER

[REDACTED]

Current/Coming Up:

[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

(b)(6)

Monica Ashar

From: Yosi Sergeant
Sent: Monday, August 10, 2009 1:48 PM
To: (b)(6) [REDACTED]
Subject: (b)(6) [REDACTED] is joining

[REDACTED] is a dj from la... way plugged in. partners with [REDACTED] (b)(6)

Yosi Sergeant
Director
Office of Communications
National Endowment for the Arts
1100 Pennsylvania Avenue NW, Room 614
Washington DC 20506
202-682-5570 office
[REDACTED] cell (b)(6)
yosi@arts.gov

Monica Ashar

From: Yosi Sergeant
Sent: Monday, August 10, 2009 2:00 PM
To: [REDACTED] (b)(6)
Subject: no Kal. no WH.

Just introduce nelly.

Yosi Sergeant
Director
Office of Communications
National Endowment for the Arts
1100 Pennsylvania Avenue NW, Room 614
Washington DC 20506
202-682-5570 office
[REDACTED] cell (b)(6)
yosi@arts.gov

Monica Ashar

From: Yosi Sergeant
Sent: Monday, August 10, 2009 2:01 PM
To: Abernathy, Nell L.; [REDACTED]
Subject: RE: call today

(b)(6)

Great.

Yosi Sergeant
Director
Office of Communications
National Endowment for the Arts
1100 Pennsylvania Avenue NW, Room 614
Washington DC 20506
202-682-5570 office
[REDACTED] cell
yosi@arts.gov

(b)(6)

From: Abernathy, Nell L. [mailto:NAbernathy@cns.gov]
Sent: Monday, August 10, 2009 1:59 PM
To: Yosi Sergeant; [REDACTED]
Subject: RE: call today

(b)(6)

Buffy is going to be on

Nellie Abernathy
United We Serve
Corporation for National and Community Service
202-606-6766
Nabernathy@cns.gov

United We Serve

SERVE.GOV

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Nellie Abernathy

United We Serve

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202-606-6766

Nabernathy@cns.gov

United We Serve

SERVE.GOV

Monica Ashar

From: (b)(6) [REDACTED]
Sent: Monday, August 10, 2009 2:02 PM
To: [REDACTED]
Attachments: July30UnitedWeServeCallnotes.doc; ATT00002.htm

Hello everyone and thanks for participating on the United We Serve call July 30. Attached are notes for the call. We encourage you to post your work on serve.gov, participate in the National Day of Service and Remembrance on September 11, and encourage others you know to do so as well.

[REDACTED] (b)(6)

United We Serve Call, August 30, 2009

Hosted by [REDACTED] in collaboration with (b)(6)
Alternate ROOTS, National Association of Latino Arts and Culture, and National
Performance Network

(b)(6) Good afternoon, and welcome to the United We serve call. I'm director of the Arts & Democracy Project of State Voices and we would like to thank:

- Philip Martin and the Corporation for National and Community Service for this opportunity for a call that focuses on our cultural communities;
- Co-hosts (Alternate ROOTS, National Association of Latino Arts and Culture, and National Performance Network) for sharing information about the call and for their ongoing leadership in the field;
- Yosi Sergant for his ongoing support: making the White House briefing possible and for his continued support at NEA as catalyst for this call.

Arts & Democracy Project of State Voices works to:

- help recognize and support the integral role of arts and culture in civic participation and community change
- make visible, support and connect the incredible work that is happening in communities
- share opportunities, and network networks

So we are very happy to host this call, which does all these things.

United We Serve provides a great opportunity to highlight the work that artists are doing in service with communities - much of which artists have been doing for a long time. It's also a way to develop new and hopefully ongoing relationships such as the one with the Corporation for National and Community Service, to help people better understand the integral role of arts and culture as part of community.

Our perspective on service:

- Understand community service as part of reciprocal and equitable community engagement that often extends over time.
- Recognize that much of this work requires training, and that arts and culture groups have developed powerful methodologies for doing this.
- Connection between service, organizing, and systemic social change in communities and in local and national policies. We recognize that the word 'service' may not work for everyone and we need to contextualize what we mean.

On the call we'll learn how to post our projects on serve.gov to make ourselves visible and also we'll consider various ways that we can contextualize the work – on our different websites, and on the United We Serve blog.

Yosi Sergant: I am the new Director of Communications for the National Endowment for the Arts. I want to thank [REDACTED] and the other speakers and hosts for organizing this call and Phil Martin from the Corporation for National Service for working so hard to (b)(6)

make sure that the arts community has a seat at the table, front and center, for the United We Serve initiative and hopefully moving forward with the CNS.

The National Endowment for the Arts is proud to participate in the United We Serve initiative and partner with the White House, the Corporation for National and Community Service, and the arts community. We first and foremost want to honor and celebrate the creativity, commitment, and generosity with which the arts community regularly serves their publics, and we encourage you to seize this opportunity to further strengthen your relationships with your neighbors and your community. We acknowledge the impact you and your peers across the spectrum of the arts have in your cities, states, this country and the world.

As Phil Martin will explain further shortly, United We Serve is a nationwide service initiative that is designed to help meet the growing social needs resulting from the economic downturn. This initiative aims to both expand the impact of existing organizations by engaging new volunteers in their work and encourage volunteers to develop their own "do-it-yourself" projects.

Here are some ideas for getting started:

1. Post your volunteer opportunities

Managed by the Corporation for National and Community Service, the United We Serve website is <http://www.serve.gov>. This site provides a hub for organizations to register their service projects and where the public can seek out local volunteer opportunities. Please consider registering your organization's volunteer events—both new and existing—on serve.gov. This high-visibility online volunteer clearinghouse can help you build new connections, collaborations, and cooperative agreements between your organizations and the communities in which you work, play, and raise your families.

2. Apply your talents to community projects

Serve.gov can also be a valuable resource for artists looking to share and utilize their creative talents through volunteer opportunities. Artists can both contribute their skills to an existing volunteer project—such as donating graphic design or photography skills to promote or capture a non-arts volunteer event—or use their skills to develop a new volunteer project. For instance, artists can develop community murals and theater troupes can perform and teach at local senior centers.

3. Document successes to inspire others to act

As projects take place, we encourage you to document your activities through photos and video and submit them to serve.gov, where select photos and video will be displayed. This record will celebrate your artistic contributions and the real-time impact of the arts on local communities.

We invite you to participate in this call to action, and show the country the positive effects the arts can have on the strength and vitality of a community. Thank you all for

training as a painter, we began painting murals as a way to create constructive cultural markers.

(b)(6)

Thirty-nine years later I am still organizing. In [REDACTED] the Social and Public Art Resource Center (SPARC) whose guiding principle is creating sites of public memory by organizing youth and serving community.

At SPARC, we believe one of the most important components of “community cultural development” is the support and training of the next generation of practitioners. Whether you're an artist, activist, educator, digital wiz, or administrator, coming to work with us for a period of time in an area of one's interest or in the field of general support will strengthen and broaden an intern's perspective, as well as give them key insights into the world of political public art that interacts with the community. We can promise an intern that each day at SPARC will bring incredibly hard work, which is always versatile and fast-paced.

SPARC absolutely believes that the next generation is not just ‘shovel-ready’ but ‘brush-ready.’ Currently our interns are working on Saving LA Murals, restoring the Great Wall of Los Angeles, learning the innovative techniques of digital mural-making coupled with community organizing, helping with our Social Justice Monuments to Cesar Chavez, Robert F. Kennedy and Martin Luther King, Jr.

This summer we welcomed interns to partake in SPARC's journey of utilizing the arts as a tool for community and economic renewal.

SPARC considers internships in the following areas:

- Production, preservation and presentation of murals with a current focus on the restoration of The Great Wall of Los Angeles and our Save LA Murals Campaign
- Mural Resource and Education Center (MREC), which includes library sciences and digital archiving
- UCLA/SPARC Cesar Chavez Digital Mural Lab including the creation of public art using digital technologies
- Arts Administration

(b)(6)

[REDACTED] I'm filling in for [REDACTED], who couldn't be on the call today. Appalshop uses the arts, and the creative processes they entail, to engage youth and adults in creating solutions to issues facing our communities. One of the greatest problems in our region of the Appalachian coalfields is encouraging young people to stay and giving them the hope and confidence that they can make a difference here as civically engaged community members. In eastern Kentucky, where we are based, young people have little opportunity to develop the knowledge and skills needed to face the challenges of their everyday life. Youth struggle to create a viable life for themselves and their families in a rural region facing significant social and economic problems. Developing confidence and self-worth in the face of entrenched stereotypes about poverty and Appalachia is very difficult. They must do this in an environment that

includes a declining economy, a public health crisis with widespread prescription drug addiction, few resources that support youth development, minimal civic infrastructure, and often-ineffective social services.

Appalshop started 40 years ago as an Office of Economic Opportunity / War on Poverty program to train young people in film and television skills and to provide opportunities for people from this region to create media that told their stories in their own way. Twenty years ago we refocused our energies on young people in the region by creating the Appalachian Media Institute.

██████████ and ██████████ are both participants in this youth media training and leadership development program. Appalshop's adult artists volunteer their time to work with AMI's youth leaders. Through these relationships and the creative and collaborative process of making a documentary about their community, ██████████ and ██████████ developed a new vision for what was possible in their home region and what role they could play in building a healthier community. Their award-winning film, ██████████, "██████████," investigates why coal-mining communities continue to be some of the most poverty-stricken and environmentally damaged areas in the United States despite their natural resources.

(b)(6)

██████████ and ██████████ emerged from their experience in AMI feeling hopeful and empowered, something they didn't think most kids in eastern Kentucky get to experience in school or at home. They knew they wanted to share what they learned with other kids, wishing that they had had earlier opportunities to develop pride in their community, confidence and creative problem-solving skills. So the two started their own arts education project as college undergraduates. With support from Appalshop and a Boston-based artist, ██████████ and ██████████ created a project that engaged elementary, middle, high school and community college students in expressing themselves through photography and writing. Working with students and teachers in their classrooms, each age group contributed to a countywide exhibit that gave students the space to be their own authors of the on-going story of eastern Kentucky. Senior citizens and other adults contributed to the exhibit by sending in postcards of their stories about living in eastern Kentucky. The project is continuing with the publication of a book, and ██████████ and ██████████ are now committed to returning to the region when they complete their college education where are certain they will provide the kind of civic leadership that our community must have to move forward.

(b)(6)

(b)(6)
(b)(6)

██████████ called for observations, reactions and ideas.

██████████ (Tucson Arts Council): There are slippery challenges around the notion of "volunteerism." So much of our sector is already supported by volunteers, through boards of directors, heritage preservation and so on. It makes it hard to wrestle with the kind of examples you're looking for. There are lots of civic engagement projects that animate our community, such as the Sustainable Barrio Project here that works with youth, self-empowerment through arts projects, their place in civic life. Considering the

poverty here, so much of our labor is already volunteer, just to maintain our cultural heritage. Goodhearted liberals want to go lend a hand, but we need something deeper.

Phil Martin: The point is to ask people to define for themselves and their community what is impact, and what will strengthen them. It's not a directive from us -- the question is "in what ways can other people engage in your community to be stronger?" What if you used serve.gov to recruit more people, or to share a story of what is powerful, so that others can learn about it? We want to be facilitative: lift up what is happening that will make a change, and how you can connect what you're doing to the national initiative.

(b)(6) [REDACTED]: It's important to recognize that there are values behind the work and different approaches. It's important to contextualize and make these efforts visible. From our point of view, it's not about good deeds or charity, but people within communities giving reciprocal service in ways that are deep and sustained.

(b)(6) [REDACTED]: The on-going work of board members doesn't get a lot of spotlight. There is the issue of artists as discounted labor -- we're asked to donate so much, and I don't want to be complicit with this continuing dynamic.

(b)(6) [REDACTED]: I'd like to acknowledge [REDACTED]'s point of view. In impoverished communities, volunteerism is hard -- people are trying to feed their families, even the kids are working. And volunteerism has its costs to the organization: insurance on work sites -- there's always a cost to 'free' labor. We've found it effective to work with university students coming for training. As the next generation of practitioners, they're looking for engagement in community, a way to learn the craft and apply lessons to practical issues and problems.

(b)(6) [REDACTED]: I wouldn't posit it as 'either / or.' The examples on this call are of organizations dedicated to paying people, but also recognizing that there is a lot of service around that. Look at the hybrids and make the service component visible.

(b)(6) [REDACTED]: Remember the CETA program, and now VISTA, that provides small stipends towards college. These programs lie in between fully paid jobs and complete volunteerism. I'd like to encourage the federal and state governments to recognize the value -- they also provide health coverage.

Phil Martin: I just saw 500 VISTA workers sworn in as part of New York City's capacity-building initiative, so organizations there can expand their impact. The Serve America Act expands the number of volunteers from 75,000 to 200,000 by 2017. There's an opportunity to engage more people through these programs.

(b)(6) [REDACTED]: The serve.gov website can share stories easily. Also [REDACTED] wrote a summary of various service projects that appears on the Community Arts Network:
http://www.communityarts.net/apinews/archivefiles/2009/07/new_on_can_gold_2.php
Now, let's hear from some other resources that are available.

(b)(6) [REDACTED]
I am standing in for [REDACTED], [REDACTED] of LINC (Leveraging Investments In Creativity) who was unable to participate today. LINC is a 10-year national initiative to improve conditions for artists and increase recognition of the important contributions that artists make to communities. Founded in 2005, LINC has initiatives focused on health insurance for artists, live-work space, networking and community-based artist-driven projects. In partnership with more than 50 organizations across the country, LINC is currently conducting an online survey on the effects of the recession on artists and their work, the results of which will be useful to local, regional and national organizations concerned about the arts.

LINC wants to support the United We Serve effort. We see this as an important opportunity to raise the visibility of thousands of existing programs through which artists are providing service to communities – through their creative work, community building, and civic engagement. We also see this as an opportunity for artist-run projects to attract volunteers and build community connections. LINC can distribute information about the campaign to its partners, and highlight exemplary projects to be featured on the site. LINC could also play a role in sustaining this effort after September 11, perhaps by raising funds to sustain communication among the “network of arts networks” or to expand on and off-line media coverage of the projects highlighted through United We Serve.

(b)(6) [REDACTED]: I’m a community mural artist in [REDACTED], working on a hybrid project in neighborhoods. I’m working with [REDACTED] to draft and disseminate an invitation to artists, a call to increase our exposure and demonstrate our value to society.

(b)(6) [REDACTED] (Youth Service America):
I come from a community arts background and found it hard to learn the goals of the service community. I’m developing a white paper focusing on how the arts and service converge and how to create a common vocabulary. Providing common language is great way to build advocacy for the role of arts in the community. With the goal of bringing more attention to the arts and to highlight the fact that arts processes are vital to improving communities, we invite anyone who wants to participate in this virtual working group to e-mail [REDACTED] at [REDACTED]. Please send your name, affiliation, phone number, and e-mail. You will be invited to view an “in-progress” white paper on google docs. We will also host a conference call during the week of August 10.

(b)(6) [REDACTED] I’m from Americans for the Arts, representing thousands of artists, organizations, and agencies. We are also inspired by this project and are working closely with Phil and Yosi. The story about how volunteerism has played a significant role, the story about arts in community change and lives of people inside the community, has not been properly told. This is an opportunity to capture these service stories. We want to get people registered on our site, to post their volunteer opportunities: artists who want

volunteers to work on their own project, or organizations who need people, or who are trying to inspire people. We want to bring focus to the art issue, and we're launching a new web site next week (www.serve.arts.org). We're working on language now, to create a home for the full range of artists and organizations to post their stories. It will be a very user-friendly, multi-media platform, using the technology of Blue State Digital who did Obama's on-line campaign.

(b)(6) Business Volunteers for the Arts is a huge component. While not sexy, it's a story that needs to be told. We need visual stories as well. We hope to work closely with Phil to push out the stories, *beyond* serve.gov, to local and national on-line media, to highlight projects, such as [REDACTED]'s [REDACTED]. We'd like to create a welcoming home for artists in community change and service; it's not just a summer thing, it kicks off a long-term, sustainable approach to service. When the Serve America Act was expanded, an important feature was the purposing of Serve America funds to specifically include the arts, which had not been true before.

(b)(6) [REDACTED]: Thank you for being on the call. Please remember to share your stories on serve.gov, and begin to prepare for September 11's culmination. Send feedback, resources to share, etc, and interest in being on future calls about this and other topics to [REDACTED].

(b)(6) Notes by [REDACTED]

Weekly Themes for United We Serve

July 20 Community Renewal Week
July 27 Education Week
Aug 03 Energy & Environment Week
Aug 10 Health Week
Aug 24 Safety & Security Week
Aug 31 Interfaith Service Week
Sep 11 National Day of Service and Remembrance

United We Serve

SERVE.GOV

Top 10 ways to connect with the President's service initiative

1. Put the [*United We Serve* logo/link](#) on your website.
2. If you're recruiting volunteers/participants, post opportunities to [Serve.gov](#).
3. Submit stories for the blog at [Serve.gov](#) to make sure the work you do is visible there throughout the summer.
4. Issue local and/or national press releases describing how what you do fits with the President's call to service, highlighting an activity running this summer or your plans for the fall. See [sample media docs here](#).
5. Consider writing an op-ed describing the power of what you do and submit to local and national papers. [Find a sample op-ed here](#).
6. Begin planning for how you might use September 11, a new National Day of Remembrance and Service, to recognize what you've been doing this summer, make an impact on that day, and kick off your fall efforts.
7. Connect with *United We Serve* on Facebook:
<http://www.facebook.com/home.php?#/pages/Washington-DC/Servegov/73268281497>
8. Follow us on Twitter: <http://twitter.com/ServeDotGov>
9. Encourage people in your life to make the most of the rest of their summer by going to [Serve.gov](#) to find a community-based project to join, or to start their own.
10. Copy and paste this message into emails to your affiliates, constituents, colleagues and friends. Send, send, send!

United We Serve is President Obama's call to service challenging all Americans to engage in sustained, meaningful community service. United We Serve initially runs from

June 22 through a new National Day of Service on September 11, but will grow into a sustained, collaborative and focused effort to promote service as a way of life for all Americans. United We Serve is led by the Corporation for National and Community Service. For more information, visit Serve.gov.

United We Serve Talking Points

- United We Serve is President Obama's call to service challenging all Americans to engage in sustained, meaningful service to meet growing social needs resulting from the economic downturn. Confident that ordinary people can achieve extraordinary things when given the proper tools, President Obama is asking all of us to come together to help lay a new foundation for growth.
- United We Serve initially runs from June 22 through a new National Day of Service on September 11, but will grow into a sustained, collaborative and focused effort to promote service as a way of life for all Americans.
- This initiative, led by the Corporation for National and Community Service, aims to both expand the impact of existing organizations by engaging new volunteers in their work and encourage volunteers to develop their own "do-it-yourself" projects with friends, family, and neighbors.
- America faces tough challenges -- 37 million Americans live in poverty, half of the students in our 50 biggest cities don't graduate, 15 million kids need mentors, and the economic downturn puts more people and communities at risk.
- Service is a powerful and effective way to address many of these tough challenges. The most effective intervention in a troubled child's life is a mentor; tutors help children read and graduate from high school; and volunteers help reduce violence, restore hope after disasters, and much more.
- Each year more than 61 million Americans volunteer in our communities, providing vital support to our schools and shelters, hospitals and hotlines, and other neighborhood efforts. But to meet our nation's challenges, we need more Americans to mentor and tutor at-risk youth, care for seniors, respond to disasters, support veterans and military families, and meet other social needs.
- The purpose of United We Serve is three-fold: (1) To bolster civic engagement nationwide (2) To better our communities in priority issue areas – health, energy and environment, education, community renewal, and safety and security (ie supporting veterans and military

families and preparing for disasters) and (3) To develop lasting partnerships with nonprofits, faith based groups, issue groups, educational institutions, businesses, foundations, and all levels of government.

- To make it easy for Americans to get involved, the President is urging Americans to visit Serve.gov, a website managed by the Corporation for National and Community Service. Visitors to Serve.gov can type in their zip code to find local volunteer opportunities, recruit volunteers by posting their organization's projects, or get ideas for creating their own projects with friends, families, and neighbors.
- There are as many ways to participate in United We Serve as there are needs in our communities. If you're already involved in service, post your opportunities or share your story at Serve.gov so others can join your efforts. If you're new to service, search for volunteer opportunities in your area or download one of the easy-to-use toolkits and develop your own project with friends, family, and neighbors.
- United We Serve comes at a time of strong need and momentum for service, as the economic downturn puts more Americans at risk and increases the demand for social services. At the same time, many nonprofit groups are experiencing a 'compassion boom' of increasing volunteers as Americans reach out to help their neighbors. Leaders in every sector –from corporate CEOs and college presidents to Governors and grantmakers – recognize that service is a proven strategy to tackle tough challenges. United We Serve aims to tap this growing interest and focus it on addressing specific community needs.
- While the initial phase of United We Serve runs through this summer and culminates in a National Day of Service and Remembrance on September 11, this call to service will grow into a sustained, collaborative and focused effort to promote service as a way of life for all Americans.
- United We Serve is a sweeping call to action. It is based on the simple but profound idea that every one of us has the power to make a difference – and that all of us should try. As President Obama said in launching United We Serve, "The challenges we face are unprecedented in their size and scope, and we cannot rely on quick fixes or easy answers to put us on the road to recovery. Economic recovery is as much about what you're doing in your communities as what we're doing in Washington – and it's going to take all of us, working together."

United We Serve

SERVE.GOV

Share your story of service

Stories can move others to action. Stories reveal our common values, demonstrate what's possible, and call on others to join our efforts to help build a new foundation for America. Share with us how you are doing your part. We may highlight your story at Serve.gov this summer.

A compelling service story:

- Is told from the perspective of someone with first hand experience in the service project.
- Presents the problem and the solution.
- Emphasizes the impact of the service project on the person and the problem.
- Is short and sweet – fewer than 500 words.
- Inspires others to take action

Stories can be written in a Word document. You may **include image files and/or video links**.

Quick Questions – be sure to include the following information:

Who is the point of contact for the project? _____

Phone: _____

Email: _____

Who are the members of the service group? _____

Where is the service project?

Organization: _____ City/State: _____

What is the service project's time frame? _____ Days/Weeks/Months

How many volunteers are recruited, coordinated or supported by your project? _____

How many volunteers associated with this project have committed to ongoing service? _____

Tips for telling a good story. A good story:

- Is a story – not a press release. **Use the power of personal narrative when possible.**
- Explains why the community needs the service project.
- Tells why you chose to get involved in the project.
- Includes the goal of the project.
- Emphasizes how the community is affected by the project.
- Outlines the reasons why the project is successful.
- Indicates how the project (or its impact) will be sustained in the future.
- Includes any unusual or creative partnerships developed.
- Tells what role service has played in your life.
- Includes and implicit or explicit call to action. (Okay to include web links.)

Please submit your story to serviceinitiative@cns.gov, or directly to Serve.gov if you don't have images. Please include in your submission the answers to the "quick questions" section above. Thank You.

Monica Ashar

From: Martin, Philip [PMartin@cns.gov]
Sent: Monday, August 10, 2009 2:23 PM
To: Yosi Sergeant
Subject: Landesman

Yosi,

Just a quick afterthought – very open to your ideas about most effective use of Rocco Landesman's time vis a vis United We Serve. Conference call w/ White House, solo NEA video on serve.gov, video along w/ Jim Leach of NEH addressing the whole cultural community across the country, physical involvement in a project/event on 9/11, written statement, etc. Lots of options and I want to be careful about asking too much, so let me know if we should talk through the possibilities.

Thanks,
Phil

Phil Martin
Outreach Coordinator, United We Serve
Corporation for National and Community Service
202.606.6657
pmartin@cns.gov
www.serve.gov

Monica Ashar

From: Yosi Sergant
Sent: Monday, August 10, 2009 2:44 PM (b)(6)
To: [REDACTED]
Subject: RE: Reminder TODAY - United We Serve Conference Call - 2:00 pm EST / 11:00 am PST

Hi bud. It was a conference call.

Unfortunately, we do not fund individual projects/artists. Wish I could help!

Yosi Sergant
Director
Office of Communications
National Endowment for the Arts
1100 Pennsylvania Avenue NW, Room 614
Washington DC 20506
202-682-5570 office
[REDACTED] cell (b)(6)
yosi@arts.gov

-----Original Message-----

From: [REDACTED] [mailto:[REDACTED]] (b)(6)
Sent: Monday, August 10, 2009 2:44 PM
To: Yosi Sergant
Subject: Re: Reminder TODAY - United We Serve Conference Call - 2:00 pm EST / 11:00 am PST

Y:

Bit confused, is this an event?

BTW, are there any good steps I could take to work with you and

the National Endowment of the Arts towards funding for our [REDACTED] Project in [REDACTED] this December. (b)(6)

If I am barking up the wrong tree, please disregard the email.

Hope you are well.

[REDACTED] (b)(6)

Yosi Sergant wrote:

>
> Last minute invite...
>
> *Yosi Sergant*
>
> *Director *
>
> *Office of Communications *
>
> *National Endowment for the Arts*
>
> 1100 Pennsylvania Avenue NW, Room 614

>
> Washington DC 20506
>
> 202-682-5570 office
>
> [REDACTED] cell (b)(6)
>
> _yosi@arts.gov <mailto:serganty@arts.endow.gov>_
>
> *From:* Yosi Sergeant
> *Sent:* Monday, August 10, 2009 11:38 AM
> *To:* Yosi Sergeant
> *Subject:* Reminder TODAY - United We Serve Conference Call - 2:00 pm
> EST / 11:00 am PST
>
> Reminder
>
> Today-- Monday August 10th , 2009 at 2:00 pm EST / 11:00 am PST -- join
> the White House and National Endowment for the Arts for a conference
> call with to discuss the President's United We Serve initiative.
>
> *Yosi Sergeant*
>
> *Director *
>
> *Office of Communications *
>
> *National Endowment for the Arts*
>
> 1100 Pennsylvania Avenue NW, Room 614
>
> Washington DC 20506
>
> 202-682-5570 office
>
> [REDACTED] cell (b)(6)
>
> _yosi@arts.gov <mailto:serganty@arts.endow.gov>_
>
> _____
>
> A call has come in to our generation. A call from the top. A call from
> a house that is White. A call that we must answer. And to answer it,
> we need you.
>
> Please join* [REDACTED], [REDACTED], [REDACTED],
> [REDACTED], [REDACTED], [REDACTED] and [REDACTED]] (b)(6)
> [REDACTED] *as we heed the President's call to action this summer --*
> United We Serve.*
>
> United We Serve is President Obama's call to service challenging all
> Americans to engage in sustained, meaningful community service. With
> the knowledge that ordinary people can achieve extraordinary things
> when given the proper tools, President Obama is asking us to come
> together <<http://www.serve.gov/remarks.asp>> to help lay a new
> foundation for growth, focusing on core areas of the recovery agenda -
> health care, energy and environment, safety and security, education,

> community renewal.
>
> Now is the time for us to answer this call. It is time for us as a
> group of artists, producers, promoters, organizers, influencers,
> marketers, tastemakers, leaders or just plain, cool people to join
> together and work together to promote a more civically engaged America
> and celebrate how the arts can be used for a positive change! No one
> knows our communities better than we do. No one can inspire as much as
> we can. We have a unique role to play in making service accessible and
> fun for those who are not accustomed to volunteering. We know that
> engaging all Americans in service means we must expand the idea of
> service. Already, you are helping us to re-frame the image of
> volunteerism.
>
> The United We Serve team, in collaboration with the White House Office
> of Public Engagement and The National Endowment for the Arts is
> hosting a conference call outlining steps our community can take to
> spread the message of service and highlight the service work artists
> already perform in communities nationwide.
>
> Please join us!
>
> * *
>
> *Date: Monday, August 10, 2009*
>
> *Time: 2PM EST / 11AM PST*
>
> *Call In: [REDACTED]*
>
> *Passcode: [REDACTED]*
>
> PLEASE RSVP to [REDACTED] at [REDACTED]
> <mailto:[REDACTED]>.
>
> On the call we will hear from the United We Serve about the initiative
> and their plans for 9/11, a new National Day of Service and
> Remembrance, hear from the National Endowment for the Arts about the
> role artists play in shaping our communities and this initiative and
> brainstorm. Further, we will hear from others who have successful
> models of engagement and recruit stories of how arts service can be
> fun, engaging and youthful. United We Serve initially runs from June
> 22 through September 11, but it will grow into a sustained,
> collaborative and focused effort to promote service as a way of life
> for all Americans.
>
> We hope that you will join us on Monday. Attached you will find a
> flyer about United We Serve, information about posting stories and an
> agenda.
>
> AGENDA
>
> I. Intro -
>
> a. Who's on the call
>
> b. What UWS is

(b)(6)

- >
- > c. Why the arts community has a unique role to play
- >
- > II. Specific asks
- >
- > a. Weekly conference call with UWS in lead up to 9/11
- >
- > b. Media event on or around 9/11
- >
- > c. Employ your media connections
- >
- > d. Blog posts before 9/11 on Serve.gov <<http://serve.gov/>>
- >
- > e. Next step - follow up with Nellie, think about event, jump on call
- > next week to share
- >
- > III. Examples of success
- >
- > a. Example from caller
- >
- > b. NEA wrap-up
- >
- > IV. Q and A
- >

--

[REDACTED] / [REDACTED] | T • [REDACTED] | C • [REDACTED] [REDACTED] | [REDACTED]] (b)(6)

Yosi Sergeant

From: [REDACTED] on behalf of [REDACTED]
Sent: Monday, August 10, 2009 2:53 PM
To: Yosi Sergeant; [REDACTED]
Subject: Re: United We Serve Conference Call // Invitation

(b)(6)

Also, one more thing -

I'd advise *against* a mailing list because mail is so easily missed, lost, forgotten, etc - and instead suggest a site we can all log into, with a message board or wiki where plans can be discussed and referenced by everyone. In my history of organizing communities this has been a major plus for us..

(b)(6)

--
[REDACTED]
[http://\[REDACTED\]](http://[REDACTED]) - homebase
[http://\[REDACTED\]](http://[REDACTED]) - get local
[http://twitter.com/\[REDACTED\]](http://twitter.com/[REDACTED]) - tweets

(b)(6)

Unless agreed upon, assume everything in this e-mail might be blogged.
Sent from Marina Del Rey, CA, United States

Yosi Sergant

From: [REDACTED] on behalf of [REDACTED] (b)(6)
Sent: Monday, August 10, 2009 2:58 PM
To: Yosi Sergant
Subject: Re: Reminder TODAY - United We Serve Conference Call - 2:00 pm EST / 11:00 am PST

thanks for inviting me to be on this call Yosi. it was really interesting.

there are a few LA street festivals coming up that might be good to have United We Serve presence at: Sunset Junction (8/22 & 8/23), FYF Fest <http://www.fyffest.com> (9/5) and Eagle Rock Music Fest (10/3)

i'll keep my brain buzzing for more ideas on how to activate our community.

thanks!

--
--

[REDACTED]

[REDACTED]

[REDACTED]

(b)(6)

On Mon, Aug 10, 2009 at 8:38 AM, Yosi Sergant <yosi@arts.gov> wrote:

Reminder

Today— Monday August 10th, 2009 at 2:00 pm EST / 11:00 am PST — join the White House and National Endowment for the Arts for a conference call with to discuss the President's United We Serve initiative.

Yosi Sergant

Director

Office of Communications

National Endowment for the Arts

1100 Pennsylvania Avenue NW, Room 614

Washington DC 20506

202-682-5570 office

[REDACTED] cell (b)(6)

osia@arts.gov

A call has come in to our generation. A call from the top. A call from a house that is White. A call that we must answer. And to answer it, we need you.

Please join [REDACTED]
[REDACTED], [REDACTED] and [REDACTED] as we heed the President's call to action this summer -- **United We Serve.** (b)(6)

United We Serve is President Obama's call to service challenging all Americans to engage in sustained, meaningful community service. With the knowledge that ordinary people can achieve extraordinary things when given the proper tools, President Obama is asking us to come together [<http://www.serve.gov/remarks.asp>](http://www.serve.gov/remarks.asp) to help lay a new foundation for growth, focusing on core areas of the recovery agenda – health care, energy and environment, safety and security, education, community renewal.

Now is the time for us to answer this call. It is time for us as a group of artists, producers, promoters, organizers, influencers, marketers, tastemakers, leaders or just plain, cool people to join together and work together to promote a more civically engaged America and celebrate how the arts can be used for a positive change! No one knows our communities better than we do. No one can inspire as much as we can. We have a unique role to play in making service accessible and fun for those who are not accustomed to volunteering. We know that engaging all Americans in service means we must expand the idea of service. Already, you are helping us to re-frame the image of volunteerism.

The United We Serve team, in collaboration with the White House Office of Public Engagement and The National Endowment for the Arts is hosting a conference call outlining steps our community can take to spread the message of service and highlight the service work artists already perform in communities nationwide.

Please join us!

Date: Monday, August 10, 2009

Time: 2PM EST / 11AM PST

Call In: 888-324-6998

Passcode: 50912

PLEASE RSVP to [REDACTED] at [REDACTED] (b)(6)

On the call we will hear from the United We Serve about the initiative and their plans for 9/11, a new National Day of Service and Remembrance, hear from the National Endowment for the Arts about the role artists play in shaping our communities and this initiative and brainstorm. Further, we will hear from others who have successful models of engagement and recruit stories of how arts service can be fun, engaging and youthful. United We Serve initially runs from June 22 through September 11, but it will grow into a sustained, collaborative and focused effort to promote service as a way of life for all Americans.

We hope that you will join us on Monday. Attached you will find a flyer about United We Serve, information about posting stories and an agenda.

AGENDA

I. Intro -

- a. Who's on the call
- b. What UWS is
- c. Why the arts community has a unique role to play

II. Specific asks

- a. Weekly conference call with UWS in lead up to 9/11
- b. Media event on or around 9/11
- c. Employ your media connections
- d. Blog posts before 9/11 on Serve.gov <<http://serve.gov/>>
- e. Next step – follow up with Nellie, think about event, jump on call next week to share

III. Examples of success

- a. Example from caller
- b. NEA wrap-up

IV. Q and A

Monica Ashar

From: Yosi Sergeant
Sent: Monday, August 10, 2009 3:13 PM
To: (b)(6) [redacted]
Subject: RE: Reminder TODAY - United We Serve Conference Call - 2:00 pm EST / 11:00 am PST

Perfect!

Also. Start thinking about:

Art Works.

The artist as a citizen. As a worker. As a taxpayer. As a change driver...

Yosi Sergeant
Director
Office of Communications
National Endowment for the Arts
1100 Pennsylvania Avenue NW, Room 614
Washington DC 20506
202-682-5570 office
[redacted] cell (b)(6)
yosi@arts.gov

From: [redacted] [mailto:[redacted]] (b)(6)
Sent: Monday, August 10, 2009 3:09 PM
To: Yosi Sergeant
Subject: Re: Reminder TODAY - United We Serve Conference Call - 2:00 pm EST / 11:00 am PST

hey man, many thanks for the invite. really amazing happenings afoot. i have some things going on this fall that serve.org will work great with.

peace.

On Aug 10, 2009, at 12:06 PM, Yosi Sergeant wrote:

Last minute invite...

Yosi Sergeant
Director
Office of Communications
National Endowment for the Arts
1100 Pennsylvania Avenue NW, Room 614
Washington DC 20506
202-682-5570 office
[redacted] cell (b)(6)
yosi@arts.gov

From: Yosi Sergant
Sent: Monday, August 10, 2009 11:38 AM
To: Yosi Sergant
Subject: Reminder TODAY - United We Serve Conference Call - 2:00 pm EST / 11:00 am PST

Reminder

Today-- Monday August 10th, 2009 at 2:00 pm EST / 11:00 am PST -- join the White House and National Endowment for the Arts for a conference call with to discuss the President's United We Serve initiative.

Yosi Sergant
Director
Office of Communications
National Endowment for the Arts
1100 Pennsylvania Avenue NW, Room 614
Washington DC 20506
202-682-5570 office
[REDACTED] cell (b)(6)
yosi@arts.gov

A call has come in to our generation. A call from the top. A call from a house that is White. A call that we must answer. And to answer it, we need you.

(b)(6) Please join [REDACTED], [REDACTED], [REDACTED], [REDACTED], [REDACTED], [REDACTED], [REDACTED] and [REDACTED] as we heed the President's call to action this summer -- United We Serve.

United We Serve is President Obama's call to service challenging all Americans to engage in sustained, meaningful community service. With the knowledge that ordinary people can achieve extraordinary things when given the proper tools, President Obama is asking us to come together to help lay a new foundation for growth, focusing on core areas of the recovery agenda -- health care, energy and environment, safety and security, education, community renewal.

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The United We Serve team, in collaboration with the White House Office of Public Engagement and The National Endowment for the Arts is hosting a conference call outlining steps our community can take to spread the message of service and highlight the service work artists already perform in communities nationwide.

Please join us!

Date: Monday, August 10, 2009
Time: 2PM EST / 11AM PST
Call In: 888-324-6998
Passcode: 50912

PLEASE RSVP to [REDACTED] at [REDACTED]. (b)(6)

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- e. Next step - follow up with Nellie, think about event, jump on call next week to share

III. Examples of success

- a. Example from caller
- b. NEA wrap-up

IV. Q and A

Monica Ashar

From: Yosi Sergant
Sent: Monday, August 10, 2009 3:21 PM
To: [REDACTED] (b)(6)
Subject: RE: thank you

Next step is yours... I will help you, but now maybe a summary of the call, action items... I will forward you what [REDACTED] circulated.] (b)(6)

Yosi Sergant
Director
Office of Communications
National Endowment for the Arts
1100 Pennsylvania Avenue NW, Room 614
Washington DC 20506
202-682-5570 office
[REDACTED] cell (b)(6)
yosi@arts.gov

From: Abernathy, Nell L. [mailto:NAbernathy@cns.gov]
Sent: Monday, August 10, 2009 3:19 PM
To: [REDACTED]; Yosi Sergant (b)(6)
Subject: thank you

Hey Guys,

I just wanted to thank you both for organizing the call. Seems like people are ready to be activated and already filled with great ideas. I'd love to support the efforts however in whatever way our agency can. If we want to do a follow up call I can schedule one WITH a moderator. If you want me to put together a follow up email or compile all the address, we can get someone here to do that. I am particularly excited about the idea of putting together videos. We can certainly feature anything like that (or any other media) on serve.gov. But let me know how else we might be able to support it.

Thanks again,
Nellie

Nellie Abernathy
United We Serve
Corporation for National and Community Service
202-606-6766
Nabernathy@cns.gov

United We Serve

SERVE.GOV

Monica Ashar

From: Yosi Sergant
Sent: Monday, August 10, 2009 3:24 PM
To: Elizabeth Stark
Subject: FW: New Orleans Blitz Build Trip
Attachments: GCR Anniversary volunteer opportunities 7-30.doc

Yosi Sergant
Director
Office of Communications
National Endowment for the Arts
1100 Pennsylvania Avenue NW, Room 614
Washington DC 20506
202-682-5570 office
[REDACTED] cell (b)(6)
yosi@arts.gov

From: Witt, Abigail [mailto:[REDACTED]] (b)(2)
Sent: Monday, August 10, 2009 3:21 PM
To: Modi, Kalpen S.; Yosi Sergant; Tranchin, Matthew A.; Kennedy, Joseph; Whitty, Patrick M.; Milakofsky, Benjamin E.; Evans, Elisabeth W.; Wilkins, Elizabeth W.; Anderson, Charlie; Kumaraiah, Divya; McPhillips, Alex; Bassin, Ian; Abraham, Yohannes; Bafford, Elizabeth A.; jwright@doc.gov
Cc: Baia, Ashley E.
Subject: New Orleans Blitz Build Trip

Hi all,

Ashley and I wanted to give a quick update on the NOLA trip. We've both mentioned this in passing to all of you, but most of the details you'll need to consider are below. Peruse, let either of us know if you have any questions, and sign up. Should be a blast!

* the Office of the Federal Coordinator for Gulf Coast Rebuilding (based out of DHS) is pulling together four days of volunteer activities for Federal employees in areas of New Orleans still damaged by Hurricane Katrina. There's more information on the site for each day attached, but they all consist of Habitat for Humanity-esque projects.

* while their trip goes from August 26th – 30th, we'll be joining a bit late. Our plan is to leave the evening of Thursday August 27th (giving everyone the chance to put in a full day here) and returning the afternoon of Sunday August 30th. The cheapest flight leaves from BWI, so if there are enough folks interested in that option, we'll arrange carpools from downtown to the airport, and back to DC again on Sunday.

* flights are around \$185. (There's also the option of heading down Friday morning; flights are around the same price though you may have to get to the airport yourself.)

* we'll be staying at the Hotel Lowes in downtown New Orleans, right near the French Quarter. The DHS folks have suggested this one, and as it seems that most Federal vols will be staying there, they're going to arrange shuttles to and from the build sites each day. (And if we're nice, to a few particularly fun spots each night.)

* the hotel comes out to an average of \$70 per night given the combination of weeknight and weekend rates. (The room will also, and obviously, fit four people. The cost goes down dramatically if you choose this option.)

* on top of all of this, the Friday we're taking off doesn't count as a vacation day. "Gee ladies, how on earth is this possible?!" Our President has wonderfully given all Federal employees a free day to devote to service. And since there are no geographical boundaries, does it get much better than building by day, Bourbon Street by night?

If you're up for it, there are a few things we need to know:

a) that you're going to book flight/hotel

b) when you're planning to fly in / out (so we can arrange carpools, etc.)

c) what you'd like the hotel situ to be (if you're interested in sharing a room / lowering the cost ... or not)

So that's the deal. But you should all come! It's a great cause, and it will be great fun =)

- Abby and Ashley

INTEROFFICE MEMORANDUM

TO: INTERESTED PARTIES
FROM: JANET WOODKA, FEDERAL COORDINATOR, GULF COAST
REBUILDING (GCR)
SUBJECT: VOLUNTEER WITH GCR FOR THE 4TH ANNIVERSARY OF
HURRICANE KATRINA
DATE: 12/3/2009

The Office of the Federal Coordinator for Gulf Coast Rebuilding (GCR) will be physically working to rebuild houses on the Gulf Coast to demonstrate our partnership with the residents during the time frame leading up to the 4th Anniversary of Hurricane Katrina. Each day, from August 26th through August 29th, this office will highlight a different organization that is working to rebuild homes for residents in the greater New Orleans area.

GCR would like to invite any Federal employee, employee's family members, or friends to join us in one or all of these volunteer activities. These volunteer events will help in the rebuilding of a city devastated by Hurricanes Katrina and Rita as well as continuing to participate in President Obama's initiative "United We Serve".

August 26th – Rebuilding Together New Orleans

On August 26th, GCR will work with Rebuilding Together to rehabilitate a private home of a low- income, elderly, female veteran, and homeowner in historic Holy Cross Neighborhood.

Rebuilding Together New Orleans is a local affiliate of a national nonprofit organization. With all work done at no cost to the homeowner and utilizing predominantly volunteer labor, Rebuilding Together allows low-income families in communities across the country to live in warmth, safety, and dignity.

The day will begin at 8:30 am at the site of the home and will end until around 4:00 pm.

August 27th – Habitat for Humanity New Orleans

On August 27th, GCR will work with Habitat for Humanity. We will help construct a home in [REDACTED] which is a part of Habitat for Humanity's rebuilding efforts in the Lower 9th ward. Conceived by [REDACTED] and [REDACTED]

](b)(6)

██████████, the ██████████ will provide local musicians and other qualifying partner families the opportunity to own a home. ██████████ will consist of 72 single-family, Habitat-constructed homes and 10 rental units for the older “music master” of New Orleans. Its centerpiece will be the ██████████ dedicated to the music education and development of homeowners and others who will live nearby.

(b)(6)

The day will start at 7:30 am with training and will proceed to 3:30pm when the day is complete. Habitat may arrange for some of their musicians to provide lunchtime entertainment.

August 28th – ██████████

The ██████████ was started in March 2006 by ██████████ and ██████████ after they volunteered in St Bernard Parish. They began working with the residents of St. Bernard rebuilding and restoring residents homes. They have since expanded into various neighborhoods in Orleans Parish. To date ██████████ has rebuilt over ██████████ houses and ██████████ was CNN’s Hero of the Year in 2008.

(b)(6)

GCR will be helping kickoff the ██████████’s 4 NOLA campaign by participating in their 24-hour build at 4pm on August 28th. The afternoon shift will start the 24- hour build working with their own conceived 1, 2, 3, 4 model: 1 day, 2 houses, 3 shifts, 4 NOLA. The shifts are from 4pm – midnight, midnight – 8am, and 8am- 4pm.

August 29th – Louisiana My Heart My Home Rebuild-A-Thon

In recognition of the resilient spirit of citizens affected by disaster, Louisiana Disaster Recovery Foundation is sponsoring LOUISIANA, MY HEART, MY HOME REBUILD-A-THON, a day of rebuilding in the New Orleans metropolitan area. They will be organizing individuals and teams of at least 10 members to provide one half day of service with nonprofits that serve the grassroots community.

The day’s activities will begin at 7:30am with a rally at Congo Square in Louis Armstrong Park, after which Retired Lieutenant General Russel Honoré will deploy volunteers to take part in various service projects assisting in the recovery process. The day will conclude at 2:30pm with volunteers returning to the park for food, entertainment and award ceremony.

Information for Federal Employees

The President through the initiative “United We Serve” has asked that all federal employees take a day of leave on or around September 11- the designated National Day of Service and Remembrance. GCR will notify the White House of Administration

participants in this project and please remember that participation in this program is voluntary and not in your official capacity.

To see if you qualify for the Federal employee volunteering guidelines please review the attached document. For any further questions or to sign up to participate in any of the events listed above, please contact Timothy Fraser at timothy.fraser@dhs.gov or call 202-325-0189. August 15th will be the deadline to sign up to volunteer for any of the events. Participants are reminded that it is hot in New Orleans in August, and they should prepare accordingly.

We look forward to continuing to serve with you as we rebuild the Gulf Coast. Thank you so much for all that you are doing.

Yosi Sergeant

From: [REDACTED] (b)(6)
Sent: Monday, August 10, 2009 3:34 PM
To: Abernathy, Nell L.; Yosi Sergeant
Subject: Re: thank you
Attachments: image001.gif

Thanks Nell! I think the phone call went really well.

What could be helpful is if you can send me 5-10 action items that I can include in an email that I will be sending out to everyone.

Thanks again (b)(6)

----- Original Message -----

From: Abernathy, Nell L.
To: [REDACTED]; Yosi Sergeant (b)(6)
Sent: Monday, August 10, 2009 3:18 PM
Subject: thank you

Hey Guys,

I just wanted to thank you both for organizing the call. Seems like people are ready to be activated and already filled with great ideas. I'd love to support the efforts however in whatever way our agency can. If we want to do a follow up call I can schedule one WITH a moderator. If you want me to put together a follow up email or compile all the address, we can get someone here to do that. I am particularly excited about the idea of putting together videos. We can certainly feature anything like that (or any other media) on serve.gov. But let me know how else we might be able to support it.

Thanks again,
Nellie

Nellie Abernathy
United We Serve
Corporation for National and Community Service
202-606-6766
Nabernathy@cns.gov

United We Serve

SERVE.GOV

Yosi Sergant

From: [REDACTED] (b)(6)
Sent: Monday, August 10, 2009 4:14 PM
To: Yosi Sergant
Subject: Re: Reminder TODAY - United We Serve Conference Call - 2:00 pm EST / 11:00 am PST

So great. Was so honored to be part of that call. Do you know [REDACTED] at [REDACTED]? [REDACTED] is the program director at [REDACTED] and [REDACTED]. She is a new friend of mine. She is very active in service to the community. Homeless, youth centers etc. Would love to put her intouch with the right person. She is perfect for what you are trying to do. I had to leave the call when the question and answer part began. Who should I follow up with. FYI, you and others have inspired me to be more active in city gov. Since I have seen you last, I am now currently [REDACTED] of the [REDACTED], and I also was asked by the mayor/city council to [REDACTED] [REDACTED] which helps support and program [REDACTED] Love being active in shaping the future of West Hollywood. Thanks Yosi.

Sent from the street.

On Aug 10, 2009, at 8:38 AM, Yosi Sergant <yosi@arts.gov> wrote:

Reminder

Today— Monday August 10th, 2009 at 2:00 pm EST / 11:00 am PST — join the White House and National Endowment for the Arts for a conference call with to discuss the President's United We Serve initiative.

Yosi Sergant

Director

Office of Communications

National Endowment for the Arts

1100 Pennsylvania Avenue NW, Room 614

Washington DC 20506

202-682-5570 office

[REDACTED] cell (b)(6)

yosi@arts.gov

A call has come in to our generation. A call from the top. A call from a house that is White. A call that we must answer. And to answer it, we need you.

Please join [REDACTED] [REDACTED] [REDACTED] [REDACTED] [REDACTED] [REDACTED] and [REDACTED] as we heed the President's call to action this summer -- **United We Serve.**

(b)(6)

United We Serve is President Obama's call to service challenging all Americans to engage in sustained, meaningful community service. With the knowledge that ordinary people can achieve extraordinary things when given the proper tools, President Obama is asking us to come together <<http://www.serve.gov/remarks.asp>> to help lay a new foundation for growth, focusing on core areas of the recovery agenda – health care, energy and environment, safety and security, education, community renewal.

Now is the time for us to answer this call. It is time for us as a group of artists, producers, promoters, organizers, influencers, marketers, tastemakers, leaders or just plain, cool people to join together and work together to promote a more civically engaged America and celebrate how the arts can be used for a positive change! No one knows our communities better than we do. No one can inspire as much as we can. We have a unique role to play in making service accessible and fun for those who are not accustomed to volunteering. We know that engaging all Americans in service means we must expand the idea of service. Already, you are helping us to re-frame the image of volunteerism.

The United We Serve team, in collaboration with the White House Office of Public Engagement and The National Endowment for the Arts is hosting a conference call outlining steps our community can take to spread the message of service and highlight the service work artists already perform in communities nationwide.

Please join us!

Date: Monday, August 10, 2009

Time: 2PM EST / 11AM PST

Call In: [REDACTED]

Passcode: [REDACTED]

] (b)(6)

PLEASE RSVP to [REDACTED] at [REDACTED]

(b)(6)

On the call we will hear from the United We Serve about the initiative and their plans for 9/11, a new National Day of Service and Remembrance, hear from the National Endowment for the Arts about the role artists play in shaping our communities and this initiative and brainstorm. Further, we will hear from others who have successful models of engagement and recruit stories of how arts service can be fun, engaging and youthful. United We Serve initially runs from June 22 through September 11, but it will grow into a sustained, collaborative and focused effort to promote service as a way of life for all Americans.

We hope that you will join us on Monday. Attached you will find a flyer about United We Serve, information about posting stories and an agenda.

AGENDA

I. Intro -

- a. Who's on the call
- b. What UWS is
- c. Why the arts community has a unique role to play

II. Specific asks

- a. Weekly conference call with UWS in lead up to 9/11
- b. Media event on or around 9/11

- c. Employ your media connections
- d. Blog posts before 9/11 on Serve.gov <<http://serve.gov/>>
- e. Next step – follow up with Nellie, think about event, jump on call next week to share

III. Examples of success

- a. Example from caller
- b. NEA wrap-up

IV. Q and A

Monica Ashar

From: [REDACTED] (b)(6)
Sent: Monday, August 10, 2009 4:42 PM
To: Yosi Sergant
Subject: Fw: NEA/Serve.gov call

fyi

----- Original Message -----

From: [REDACTED]
To: [REDACTED]
Cc: [REDACTED]; [REDACTED]; [REDACTED]
Sent: Monday, August 10, 2009 4:31 PM
Subject: Re: NEA/Serve.gov call

Definitely up our alley- would love to discuss further.

forgive the brevity of the response: our email is down today. Will respond more fully once am able to.

Best,

[REDACTED] (b)(6)

Sent from a mobile telephone.

On Aug 10, 2009, at 12:48 PM, [REDACTED] wrote:

Hi guys, hopefully got these emails right from the call, but thinking along the lines of that powerful marketing piece, viral video, live streaming video event or on air segment at [REDACTED] that you all may be planning already, but if there were a central place to perhaps encourage Americans not just at home but working in service in all corners of the world to submit personal video of the service activity either they are planning to perform or video of themselves and/or friends doing it on the day of September 11 would be very moving and could be used to build momentum for Serve.gov. Easy one for a facebook group/event... (b)(6)

Either that or just gathering video from organizations with individual testimonials, we have folks in Africa right now so could give some from there, at any rate, would be in line with the President's answer to Sept 11 destruction, America answering hate with love, war with peace and community, here and around the world.

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED] (b)(6)

Monica Ashar

From: Yosi Sergant
Sent: Monday, August 10, 2009 5:57 PM
To: (b)(6)
Subject: Fw: United We Serve
Attachments: (b)(6)_0709-B.pdf; ATT00007.htm; IMG_0609.jpg; ATT00008.htm; IMG_0612.jpg; ATT00009.htm; IMG_0760.jpg; ATT00010.htm; IMG_0767.jpg; ATT00011.htm; IMG_0521.jpg; ATT00012.htm

Fyi

----- Original Message -----

From: (b)(6) <(b)(6)>
To: (b)(6)
Cc: Yosi Sergant
Sent: Mon Aug 10 16:41:05 2009
Subject: United We Serve

Dear (b)(6),

Nice work organizing such a large conference call! I can't believe this is my government, it is almost toooo exciting to stand. I see you went to (b)(6), so you are no stranger to LA. I was just reading about your documentary "(b)(6)", sounds fantastic and inspired. I love a good doc! (b)(6)

I am going to post on United We Serve website the information about a project I have been growing called (b)(6), but I also wanted to send you a PDF on it and ask you a few questions. (b)(6)

Briefly, I am an artist with a history in collaborative and social sculpture, over the past few years I have started working with children and also with adults and children with developmental disabilities. The goal of my workshops are to instill the power and importance of art making back into the education system and also to empower individuals to become creative thinkers. The work done in the workshops recently inspired me to start a line of educational tools for kids called (b)(6). (b)(6)

I am looking to bring the workshops to more public schools as an after school program or a week long workshop, perhaps you have some suggestions or in roads in these areas? I am also beginning to do teacher training, so I will be able to do more classes in more locations. If there are any interested artists and/or teachers in your budding team/tribe please feel free to pass my information on.

As I am building this project, it has become clear to me that the pieces we make together in the workshop could be produced on a larger scale and sold to Museum stores and higher end design stores (ie a series of silkscreens on textiles etc..). I just love the idea that the work generated by young artists and artist with disabilities could be sold and the funds generated from those sales could go to further implement art programing in public schools etc. An initiative like this will also build awareness of the significant artistic contribution children and artist with developmental disabilities can contribute to the art/life dialogue. If you have some interested partners, it is a great time to make this happen with a budding holiday season upon us, and the lesson of giving back at the forefront!!

Lastly, I have partnered with (b)(6)'s children division, (b)(6) and (b)(6) to do an (b)(6) on September 20th at their new Malibu Store. We are putting together (b)(6)

the invite and I would love to add something about the United We Serve campaign and promote it at the event. Please let me know if this is possible and if so, how to best make it happen.

Art + Kids = Happiness

Thank you for being a creative thinker!!

 (b)(6)

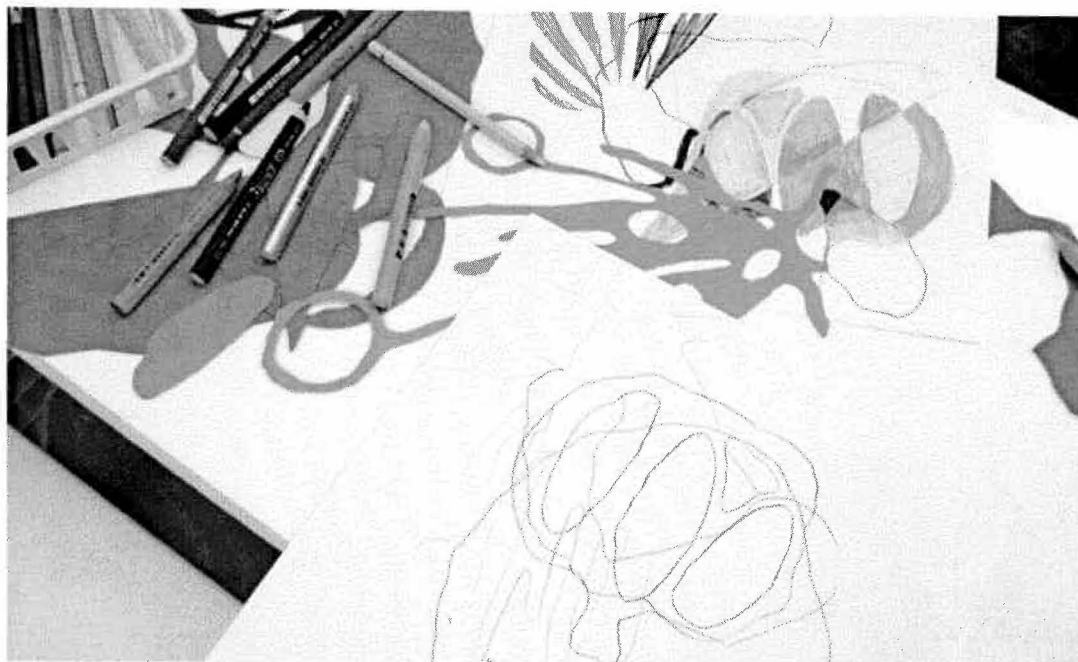


[REDACTED] kids / the art of exchange

(b)(6)

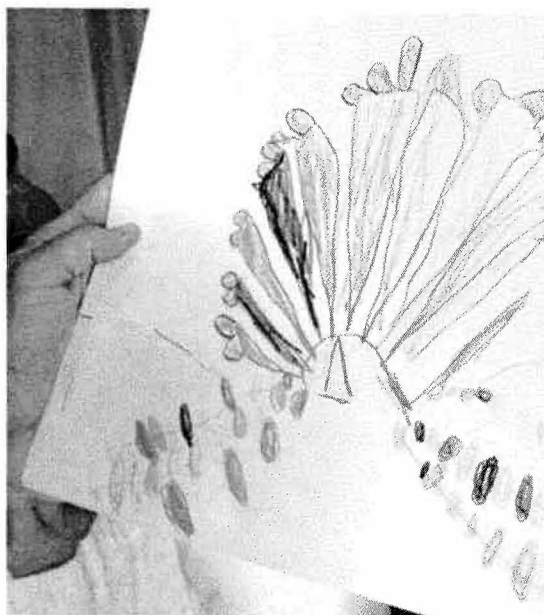


(b)(6) [REDACTED] kids/
the art of exchange



(b)(6) [REDACTED]'S STENCIL WORKSHOP encourages participants to make their own mark by drawing with her nature-inspired stencils. The workshop focuses on the discovery and integration of abstract thinking and promotes the exploration of color, shape and form. Through this process, both children and adults learn to connect with their creativity and excitement for making art.

(b)(6) [REDACTED] To date, [REDACTED] has hosted the Art of Exchange workshops at [REDACTED] [REDACTED] [REDACTED] and at several [REDACTED] area schools.

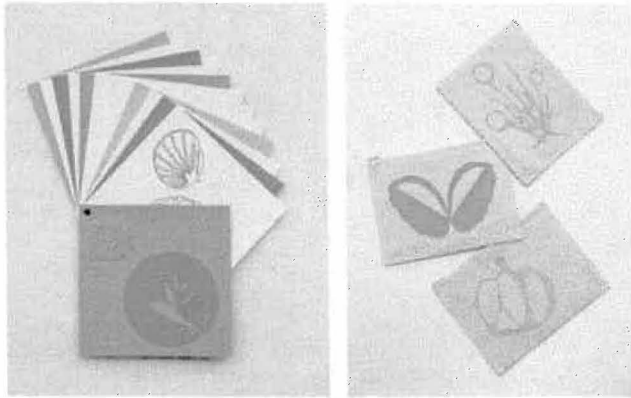


(b)(6)

[REDACTED] (b)(6)

(b)(6)

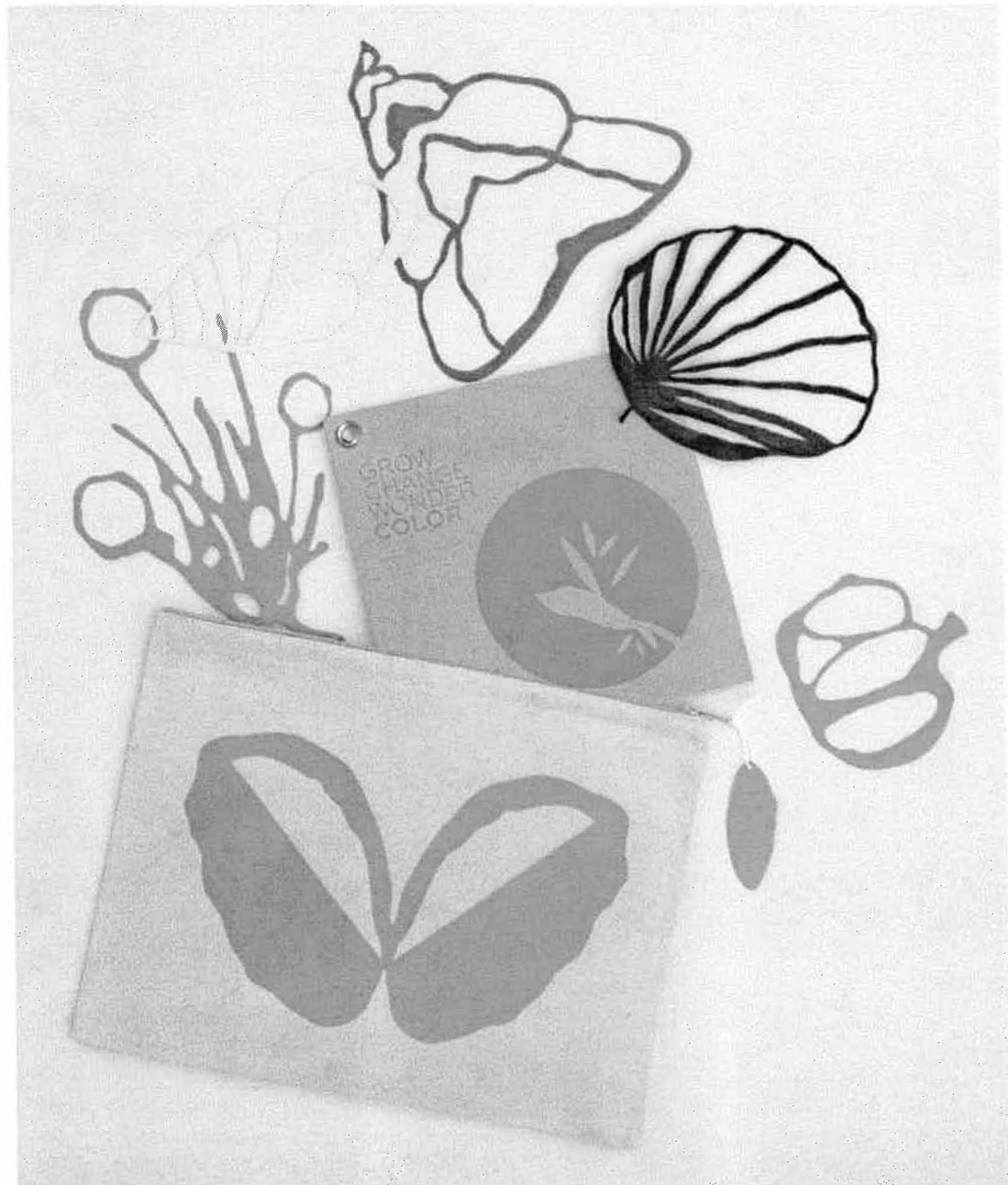
**kids/
the exchange collection**



THE EXCHANGE COLLECTION includes six original, colorful, laser-cut stencils, each made with durable and flexible plastic. The grommet-bound coloring book consists of 12 templates, six fluorescent pages for cutting and crafting, and 100% recycled, letterpressed chipboard covers. Canvas stencil case includes vibrant front and back eco-transferred design. A set of six neon pencils from Germany completes the kit.

(b)(6)

All **kids** products are made in the USA.
Recommended for ages 4 and up.



(b)(6)

(b)(6)

[REDACTED] kids/

[REDACTED]

[REDACTED] S WORK consistently begins with drawing. Inspired by a cross-pollination of symbols, nature, language, early cognitive development and a fascination with precision crafts, such as ikebana and needlepoint, [REDACTED] focuses on how people assimilate, communicate and work within the limitations of language and social systems.

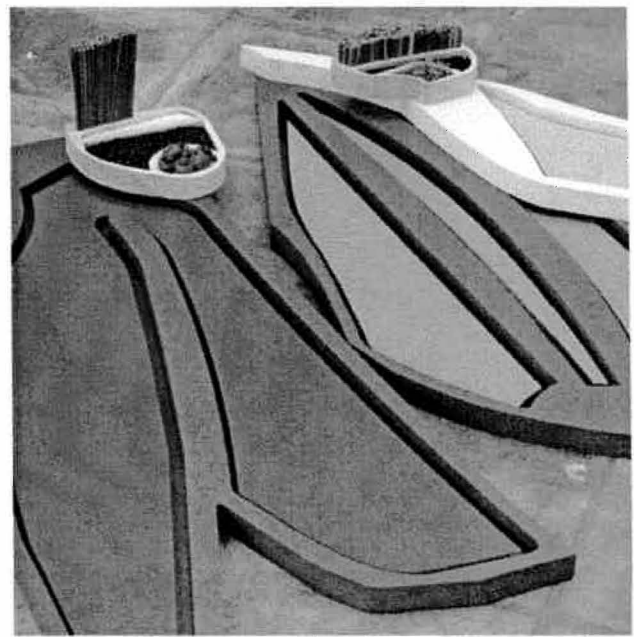
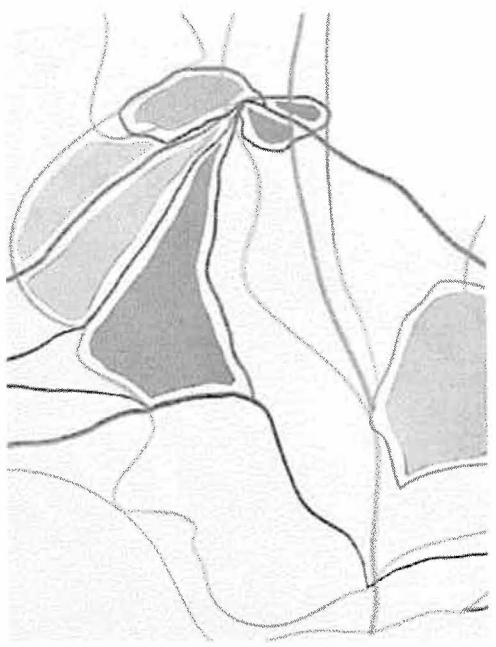
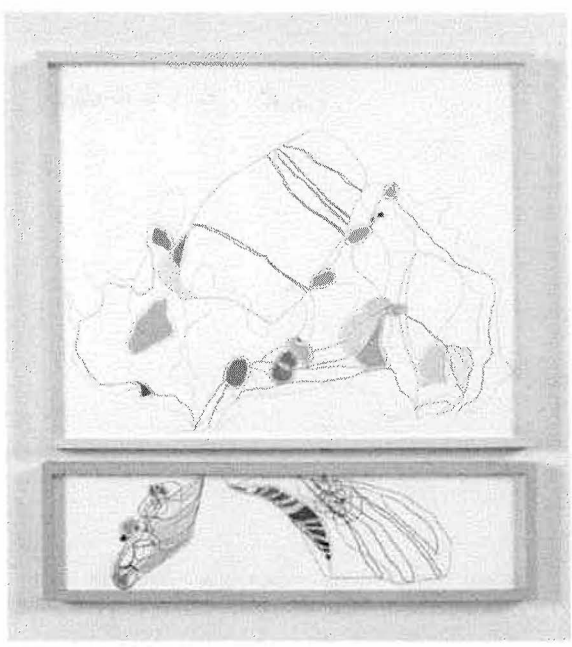
(b)(6)

[REDACTED] has exhibited her artwork at [REDACTED] in [REDACTED] and [REDACTED] in [REDACTED] and has created activated sculptural installations for the [REDACTED] in [REDACTED] the [REDACTED] in [REDACTED] the [REDACTED] in [REDACTED] and [REDACTED]. Her work has appeared in well-known publications such as [REDACTED] [REDACTED] and [REDACTED].

(b)(6)

Her collaborations include projects with [REDACTED] [REDACTED] and [REDACTED]. Most recently [REDACTED] partnered with [REDACTED] [REDACTED] to curate a line of products for [REDACTED]. [REDACTED] lives and works in [REDACTED].

(b)(6)



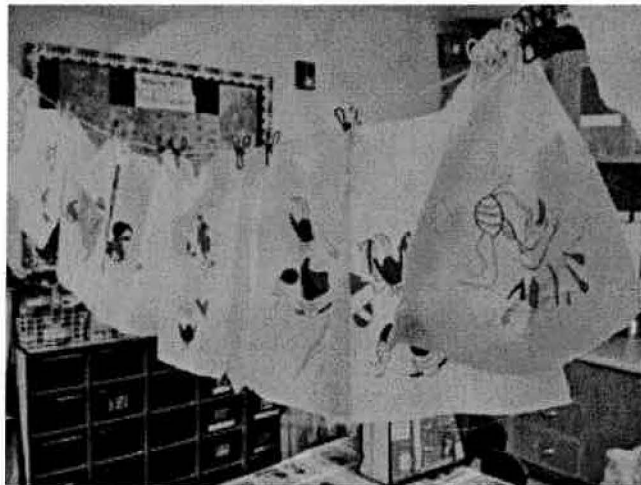
(b)(6)





(b)(6)





Yosi Sergeant

From: Modi, Kalpen S. [REDACTED] (b)(2)
Sent: Monday, August 10, 2009 7:30 PM
To: Yosi Sergeant
Subject: RE: United We Serve Conference Call // Invitation

just seeing this. How was it? Sorry I didn't make it.

Kalpen Modi
Associate Director
White House Office of Public Engagement
[REDACTED] (b)(2)
[REDACTED]

-----Original Message-----

From: Yosi Sergeant [mailto:yosi@arts.gov]
Sent: Saturday, August 08, 2009 9:24 PM
To: Modi, Kalpen S.
Subject: Fw: United We Serve Conference Call // Invitation

This is a going to be a really good group of people. I'd recommend joining it if you have time

----- Original Message -----

From: Yosi Sergeant
To: [REDACTED] <[REDACTED]> (b)(6)
Sent: Sat Aug 08 14:03:42 2009
Subject: Fw: United We Serve Conference Call // Invitation

----- Original Message -----

From: Yosi Sergeant
To: Yosi Sergeant
Sent: Thu Aug 06 18:23:41 2009
Subject: United We Serve Conference Call // Invitation

This Monday, there is a conference call for arts oriented marketers & producers to discuss the President's United We Serve initiative that I thought you might like to participate in.

Yosi Sergeant

Director

Office of Communications

National Endowment for the Arts

1100 Pennsylvania Avenue NW, Room 614
Washington DC 20506

202-682-5570 office (b)(6)
[redacted] cell
yosi@arts.gov <mailto:serganty@arts.endow.gov>

A call has come in to our generation. A call from the top. A call from a house that is White.
A call that we must answer. And to answer it, we need you.

Please join [redacted], [redacted], [redacted], [redacted], [redacted],
[redacted], [redacted] and [redacted] as we heed the President's call to action this
summer -- United We Serve. (b)(6)

United We Serve is President Obama's call to service challenging all Americans to engage in
sustained, meaningful community service. With the knowledge that ordinary people can achieve
extraordinary things when given the proper tools, President Obama is asking us to come
together <<http://www.serve.gov/remarks.asp>> to help lay a new foundation for growth,
focusing on core areas of the recovery agenda - health care, energy and environment, safety
and security, education, community renewal.

Now is the time for us to answer this call. It is time for us as a group of artists,
producers, promoters, organizers, influencers, marketers, tastemakers, leaders or just plain,
cool people to join together and work together to promote a more civically engaged America
and celebrate how the arts can be used for a positive change! No one knows our communities
better than we do. No one can inspire as much as we can. We have a unique role to play in
making service accessible and fun for those who are not accustomed to volunteering. We know
that engaging all Americans in service means we must expand the idea of service. Already, you
are helping us to re-frame the image of volunteerism.

The United We Serve team, in collaboration with the White House Office of Public Engagement
and The National Endowment for the Arts is hosting a conference call outlining steps our
community can take to spread the message of service and highlight the service work artists
already perform in communities nationwide.

Please join us!

Date: Monday, August 10, 2009

Time: 2PM EST / 11AM PST

Call In: 888-324-6998

Passcode: 50912

PLEASE RSVP to [redacted] at [redacted] <mailto:[redacted]> (b)(6)

On the call we will hear from the United We Serve about the initiative and their plans for
9/11, a new National Day of Service and Remembrance, hear from the National Endowment for the
Arts about the role artists play in shaping our communities and this initiative and
brainstorm. Further, we will hear from others who have successful models of engagement and
recruit stories of how arts service can be fun, engaging and youthful. United We Serve
initially runs from June 22 through September 11, but it will grow into a sustained,
collaborative and focused effort to promote service as a way of life for all Americans.

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- e. Next step - follow up with Nellie, think about event, jump on call next week to share

III. Examples of success

- a. Example from caller
- b. NEA wrap-up

IV. Q and A

Monica Ashar

From: [REDACTED]
Sent: Monday, August 10, 2009 11:56 PM
To: [REDACTED]
Cc: Yosi Sergant; Yosi Sergant
Subject: Re: United We Serve Conference Call // Invitation

Hi, [REDACTED], (b)(6)

I was on the call earlier today -- both fascinating and important, but it flew by so fast! I'm still gathering background info, and will finally have time to blog it in a little while.

Question: Can you send me the correct spelling and title for nellie abernathy, director of community outreach (?) for United We Serve, who was on today's call?

I earlier wrote about All4Good here:

[http://www.\[REDACTED\]](http://www.[REDACTED]) (b)(6)

Please do add me to the mailing list -- it's important to get the sense of a cohesive community of participants going to help move this forward.

(b)(6) [REDACTED] is a learning hub & sharing community that brings together top experts in social media, social causes and online philanthropy. We're here to share insights about the tools and best practices that drive the social Web and advance the social good.

best of luck!

[REDACTED]
[REDACTED]
[http://\[REDACTED\]](http://[REDACTED])
[REDACTED] in the San Francisco area

On Sun, Aug 9, 2009 at 7:17 PM, [REDACTED] wrote:

> Team [REDACTED]:
> I thought you all would be interested in this call on Monday for the
> White House's United We Serve Campaign. It's focused on art
> organizations - I wonder if subsequent calls will include other
> initiatives and nonprofit groups?
> Hope all has been well with everyone.
> Best,

[REDACTED] (b)(6)

> [REDACTED]
> [REDACTED]
> skype: [REDACTED] | twitter: [REDACTED] global number: [REDACTED]
> blog: [http://\[REDACTED\]](http://[REDACTED])
> [REDACTED]
> [REDACTED]
> [REDACTED]

> ----- Forwarded message -----
> From: Yosi Sergant <yosi@arts.gov>

> Date: Fri, Aug 7, 2009 at 6:23 AM
> Subject: United We Serve Conference Call // Invitation
> To: Yosi Sergeant <yosi@arts.gov>

>
>
> This Monday, there is a conference call for arts oriented marketers &
> producers to discuss the President's United We Serve initiative that I
> thought you might like to participate in.

>
> Yosi Sergeant
> Director
> Office of Communications
> National Endowment for the Arts
> 1100 Pennsylvania Avenue NW, Room 614
> Washington DC 20506
> 202-682-5570 office
> [REDACTED] cell (b)(6)
> yosi@arts.gov<mailto:serganty@arts.endow.gov>

> A call has come in to our generation. A call from the top. A call from
> a house that is White. A call that we must answer. And to answer it,
> we need you.
> Please join [REDACTED], [REDACTED], [REDACTED], [REDACTED] and [REDACTED] as] (b)(6)
> we heed the President's call to action this summer -- United We Serve.
> United We Serve is President Obama's call to service challenging all
> Americans to engage in sustained, meaningful community service. With
> the knowledge that ordinary people can achieve extraordinary things
> when given the proper tools, President Obama is asking us to come
> together<<http://www.serve.gov/remarks.asp>> to help lay a new
> foundation for growth, focusing on core areas of the recovery agenda -
> health care, energy and environment, safety and security, education, community renewal.
> Now is the time for us to answer this call. It is time for us as a
> group of artists, producers, promoters, organizers, influencers,
> marketers, tastemakers, leaders or just plain, cool people to join
> together and work together to promote a more civically engaged America
> and celebrate how the arts can be used for a positive change! No one
> knows our communities better than we do. No one can inspire as much as
> we can. We have a unique role to play in making service accessible and
> fun for those who are not accustomed to volunteering. We know that
> engaging all Americans in service means we must expand the idea of
> service. Already, you are helping us to re-frame the image of volunteerism.
> The United We Serve team, in collaboration with the White House Office
> of Public Engagement and The National Endowment for the Arts is
> hosting a conference call outlining steps our community can take to
> spread the message of service and highlight the service work artists
> already perform in communities nationwide.
> Please join us!

>
> Date: Monday, August 10, 2009

>
> Time: 2PM EST / 11AM PST

> Call In: [REDACTED]

> Passcode: [REDACTED]] (b)(6)

>
>
> PLEASE RSVP to [REDACTED] at [REDACTED] (b)(6)
> [REDACTED] <mailto:[REDACTED]>
> On the call we will hear from the United We Serve about the initiative
> and their plans for 9/11, a new National Day of Service and
> Remembrance, hear from the National Endowment for the Arts about the
> role artists play in shaping our communities and this initiative and
> brainstorm. Further, we will hear from others who have successful
> models of engagement and recruit stories of how arts service can be
> fun, engaging and youthful. United We Serve initially runs from June
> 22 through September 11, but it will grow into a sustained,
> collaborative and focused effort to promote service as a way of life for all Americans.
> We hope that you will join us on Monday. Attached you will find a
> flyer about United We Serve, information about posting stories and an agenda.

> AGENDA

> I. Intro -

- > a. Who's on the call
- > b. What UWS is
- > c. Why the arts community has a unique role to play

> II. Specific asks

- > a. Weekly conference call with UWS in lead up to 9/11
- > b. Media event on or around 9/11
- > c. Employ your media connections
- > d. Blog posts before 9/11 on Serve.gov<<http://serve.gov/>>
- > e. Next step - follow up with Nellie, think about event, jump on
> call next week to share

> III. Examples of success

- > a. Example from caller
- > b. NEA wrap-up

> IV. Q and A

--
[REDACTED] (b)(6)

[REDACTED] in San Francisco

Twitter: [REDACTED]

~ ~ ~ ~ ~

[REDACTED]
[REDACTED]
[REDACTED]

(b)(6)

Monica Ashar

From: Yosi Sergeant
Sent: Tuesday, August 11, 2009 2:30 PM
To: (b)(6)
Subject: FW: United We Serve // Artists, Influencers, Tastemakers and More...

Fyi...

Yosi Sergeant
Director
Office of Communications
National Endowment for the Arts
1100 Pennsylvania Avenue NW, Room 614
Washington DC 20506
202-682-5570 office
(b)(6) cell (b)(6)
yosi@arts.gov

From: (b)(6) [mailto:(b)(6)]
Sent: Tuesday, August 11, 2009 2:11 PM
To: (b)(6)
Cc: Yosi Sergeant
Subject: Re: United We Serve // Artists, Influencers, Tastemakers and More...

Hey (b)(6),

Whats up man? I totally didn't realize that was you hosting the call. Right on, excellent. The world is getting smaller - Yosi, you, (b)(6), the young crew coming up in democracy...so sick.

I'd love to connect with you and catch up - are you still hosting that (b)(6) in the fall? After we met up last time in the spring, I ended up getting pretty sick for a while (had a crazy surgery on an artery in my esophagus) but I'm all good now. Was a close one.. but I apologize for being out of touch.

So here's my bio per your request:

(b)(6) As (b)(6) at (b)(6) works with an incredibly talented team to produce media and creative campaigns that build grassroots movements, engaging youth with social change and activism both online and offline-helping activists become more effective.

So we're gearing up to launch the new site in the coming weeks, its gonna be great. We are revamping the community/social network, cleaner site branding, building out a pretty thorough blogging system with distribution, an actionable video player (you can donate and take action through) and providing tools for activism such as personal fundraising pages, donation processes ((b)(6) takes 0%), petitions and volunteer database (pulling in and reappropriating the google database into our system). (b)(6)

(b)(6)
3 New (b)(6) Initiatives Directly Related to United We Serve:

- We've launched (b)(6) - which is a very designed, cool, youth portal for volunteering with 15+ DIY ideas and ways to share your story of service. As of now it links back to AllForGood. Check it.

(b)(6)

- Most exciting we just launched [REDACTED] which is a nationwide initiative where kids can sign up/pledge to volunteer, receive volunteer information in their areas and ways to take action, and in turn - they'll be entered to win tickets to the concert of their choice. We've partnered with [REDACTED], Virgin FreeFest, WarpedTour, [REDACTED] & [REDACTED], and many other bands who've generously donated tickets in order to raise awareness around volunteering and the United We Serve initiative. This will be a year round campaign as we get more and more artists interested - the fall roster is building. Also, the next stage of functionality and site design, will incorporate actual volunteering and measurable success so kids actually have to volunteer to win the free tickets. First build the database, engage them with the idea, and then get them hands on... I'd love to get this opportunity out there as I think we can build a huge database of youth looking to get involved (we get their zip code, name and email) and can hit them up for September 11th with targeted opportunities in their area. (b)(6)
- Volunteer Spotlight Videos: Over the next two months, we'll be highlighting 8+ diverse volunteers from around the country. We'll be writing articles and doing video interviews with these individuals whom have been nominated from the organization they work with. These are our stories of service... check out there first two: [REDACTED] of [REDACTED] and [REDACTED] of [REDACTED] (b)(6)

So I think we're doing 3 pretty cool things that can be highlighted and tied in with United We Serve. Anything we can do to help, please let me know. I'd love to push even further. Thanks again for making this campaign happen and organizing such a solid group of people.

Peace.

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

w: [REDACTED]

e: [REDACTED]

ph: [REDACTED]

[http://\[REDACTED\]](http://[REDACTED])

Twitter - [http://twitter.com/\[REDACTED\]](http://twitter.com/[REDACTED])

(b)(6)

On Mon, Aug 10, 2009 at 9:15 PM, [REDACTED] wrote: (b)(6)
Good Evening!

First and foremost, thank you for joining the amazing call that took place this afternoon. I have received feedback from many of you, and I am sensing a renewed excitement and enthusiasm to get involved and participate! For those who were unable to join us, we will be sending out minutes of the phone call in the coming day or two.

As I gather all of the information for the contact sheet, which I will be sending to all of you, I kindly ask that each of you send me a one line bio (please keep it short, as it will go into an excel spreadsheet). Once I have received these one line bios, I will send out an email list with descriptions of everyone who was on the call or wanted to be on the call, but couldn't.

On Wednesday, I will be sending out action items as well as specific ways you can participate in the United We Serve campaign.

Once again, thank you.

Now is the time to make it happen!

Best,

[REDACTED]

[REDACTED]

(b)(6)

Monica Ashar

From: Martin, Philip [PMartin@cns.gov]
Sent: Tuesday, August 11, 2009 4:18 PM
To: Yosi Sergeant
Subject: FW: White House Conference Call: Youth + the United We Serve Campaign
Attachments: united we serve flyer.pdf

FYI -

Phil Martin
Outreach Coordinator, United We Serve
Corporation for National and Community Service
202.606.6657
pmartin@cns.gov
www.serve.gov

From: Monteiro, Darron P. [mailto:[REDACTED]] (b)(2)
Sent: Tuesday, August 11, 2009 1:56 PM
To: Monteiro, Darron P.
Subject: White House Conference Call: Youth + the United We Serve Campaign

Dear White House Partners,

This summer, President Obama and the First Lady unveiled *United We Serve*, a call to service challenging all Americans to help lay a new foundation for growth in this country by engaging in sustained, meaningful community service this summer and beyond.

Please join us for a "Youth and *United We Serve*" conference call, hosted by the White House, TOMORROW, August 12, at 12 PM Eastern Time. Feel free to forward this invitation to your contacts at other major youth-serving or youth-led organizations.

If you will attend, RSVP to pmartin@cns.gov with "Youth Call" in the subject as soon as you can in case we need to expand call capacity.

Date/time: TOMORROW, Wednesday, August 12th, 12 PM Eastern Time

Number: [REDACTED]
Pass code: [REDACTED] (b)(6)

The purpose of *United We Serve* – a project of the White House and the Corporation for National and Community Service – is to engage all Americans in the nation's economic recovery at a time of great challenge and great opportunity. It started on June 22 – when the First Lady launched *United We Serve* at the National Conference on Volunteering and Service – and culminates with September 11, a new National Day of Remembrance and Service. The president and First Lady are challenging people young and old, in communities large and small, to roll up their sleeves and work together to tackle some of the nation's toughest issues: education; health; energy and the environment; community renewal; and safety and security.

The Administration recognizes that young people have been among the leaders of every major social movement, and that they have great potential to solve problems right now, not just far away in the future. *United We Serve* seeks to further engage youth – from elementary school students to twenty-somethings – in meaningful, impactful community projects right now, on September 11, and beyond. We know many of you are already doing this. Some of you are wondering how. I hope you will all join us on this call as we share the most up-to-date information on the

Administration's plans for *United We Serve*; offer some ideas for how youth can connect with the initiative; and ask you to share ideas with one another for how best to engage youth in the President's call to service.

For right now, please:

1. RSVP to pmartin@cns.gov with "Youth Call" in the subject if you can join the call
2. Share this invitation with leaders of one or two organizations you think shouldn't miss this call, whether they're large or small

You'll also find a *United We Serve* flyer for your reference. Feel free to send it around, hang it up, etc.

Thanks for your time. Look forward to speaking with you soon.

In service,
Paul

D. Paul Monteiro
Associate Director | White House Office of Public Engagement

United We Serve

SERVE.GOV

"Economic recovery is as much about what you're doing in your communities as what we're doing in Washington – and it's going to take all of us, working together. I'm calling on all Americans to make volunteering and community service part of your daily life and the life of this nation."

President Barack Obama

The President and First Lady launched United We Serve in partnership with the Corporation for National and Community Service. United We Serve is a nationwide initiative, beginning this summer, to create a sustained, collaborative, and focused effort to meet community needs and make service a way of life for all Americans. The online home of United We Serve is **Serve.gov**.

Confident that ordinary people can achieve extraordinary things when given the proper tools, President Obama has called on Americans to both expand the impact of existing organizations by engaging new volunteers in their work and encourage volunteers to develop their own "do-it-yourself" projects.

PURPOSE

United We Serve will take traditional calls to service further by:

- Putting volunteers on a path to sustained service.
- Asking volunteers to become volunteer organizers by identifying unmet needs in their community, developing their own service projects, and engaging others who are interested in the same issue area.
- Providing easy-to-use tools on **Serve.gov** for volunteers to set outcome-oriented goals and track their community impact.
- Calling upon Americans to form new community partnerships and join together across historical barriers of religion, race, and ethnicity.

FOCUS

United We Serve will empower Americans to participate this summer by:

- Promoting clean energy, energy efficiency, and public land restoration.
- Supporting education and literacy for all Americans.
- Increasing health care access, public health awareness, and prevention.
- Providing community renewal to areas hardest hit by the economic crisis.
- Ensuring our communities are safe from disasters and our veterans and military families are supported.

The summer initiative will culminate on September 11, 2009, a National Day of Service and Remembrance, but United We Serve is ongoing. The National Day of Service and Remembrance will recognize the summer's accomplishments, honor those who died on September 11, 2001 by serving in their memory, and encourage Americans to make an ongoing commitment to service.

Corporation for
**NATIONAL &
COMMUNITY
SERVICE** ★★ ★ ★

If you want to volunteer, here's how you can search for volunteer opportunities.

1. Visit **Serve.gov**.
2. Enter some of the keywords of the kind of volunteer activity that interests you, as well as your city, state, or ZIP code.
3. Click "Find Opportunities Now."
4. You will be directed to the website of All for Good and it will list opportunities in your area that match your interests, along with a map of their location.
5. To ensure you have a quality experience, browse the different opportunities that show up. Visit organizations' websites and call to make a connection. Tell them you are a United We Serve volunteer answering the President's call to service, and look forward to helping them expand their community impact.
6. Tell us your Story of Service. We might feature it on **Serve.gov** this summer.

Register Your Project

Have a service opportunity of your own? Register it here and invite others to join.

Register Now

OR

Find a Volunteer Opportunity

What interests you?

Keywords

(Example: veterans, mentoring, or Habitat)

Where would you like to volunteer?

Location

(City, State, or ZIP Code)

Find Opportunities Now

POWERED BY
All for Good

By clicking this button, you will exit the Serve.gov site and be redirected to the All for Good site where your search results will be displayed.

If you are an organization and want to recruit volunteers, here's how you can post your volunteer opportunities.

1. Visit **Serve.gov**.
2. Click "Register Now."
3. You will be directed to create an account.
4. This account registers you/your organization with **Serve.gov** so that you can post your volunteer opportunities and they will be searchable by visitors to the site. You can also track volunteer sign ups.
5. Make sure your posting includes all the key words that would come to mind when someone is searching for your volunteer opportunity (i.e., if you organize a park trail clean up, include the words "nature," "park," "trail," "environment," etc).
6. Please let us know about your service experience by clicking on "Share Your Story." We will feature stories on **Serve.gov** throughout the summer.

If you don't see a local volunteer opportunity that interests you, Serve.gov offers some toolkits to help you organize your own service projects.

America is made stronger when citizens come together with their friends, family, and neighbors to improve their local communities. We encourage you to visit our Toolkits section to get started.

Monica Ashar

From: Yosi Sergant
Sent: Tuesday, August 11, 2009 7:20 PM
To: [REDACTED] (b)(6)
Subject: RE: Reminder TODAY - United We Serve Conference Call - 2:00 pm EST / 11:00 am PST

I would love to get coffee with you guys when you are out here... who knows, maybe we can stop by the white house!?

Lets speak next week about united we serve... I have an idea for you...

Yosi Sergant
Director
Office of Communications
National Endowment for the Arts
1100 Pennsylvania Avenue NW, Room 614
Washington DC 20506
202-682-5570 office
[REDACTED] cell (b)(6)
yosi@arts.gov

From: [REDACTED] [mailto:[REDACTED]] (b)(6)
Sent: Tuesday, August 11, 2009 12:23 PM
To: Yosi Sergant
Subject: Re: Reminder TODAY - United We Serve Conference Call - 2:00 pm EST / 11:00 am PST

Hello, Yosi!

Thanks so much for inviting us to the United We Serve conference call, it was really exciting to listen in on all those engaged people and hear whats going on. Our wheels are turning about what we can do as old-fashioned printmakers in this new era. Hopefully, you'll be hearing from us.

Again, we'd really like to thank you for giving us the opportunity to make that [REDACTED] (b)(6) and hope it is being enjoyed in its new home. I bring it up because there was a lot of talk about leading by example in the conversation, do you think our example of making a kind of art based on a very positive national unity is buzzworthy for the serve.gov blog? If so, I'll post it on up there!

Additionally, has there been much or any conversation about the role that printmaking played in recovery from the great depression? I suppose that would be tricky without making people think we were in a depression, and as things start to recover, the ship might have already sailed. But we are naturally curious.

Thanks again, hope all's well, and that we hear from you,
Kindly,

[REDACTED] (b)(6)
PS we will be in DC October 2,3 and 4, so keep an eye out if youre around!

--
[REDACTED] & [REDACTED] (b)(6)

[REDACTED]
[REDACTED]
T: [REDACTED]
E: [REDACTED]
[REDACTED]

(b)(6)

Monica Ashar

From: Yosi Sergeant
Sent: Tuesday, August 11, 2009 10:59 PM
To: (b)(6)
Subject: Re: United We Serve Conference Call // Invitation

Huh?

----- Original Message -----

From: (b)(6)
To: Yosi Sergeant
Sent: Tue Aug 11 20:24:40 2009
Subject: RE: United We Serve Conference Call // Invitation

Unless I see you in some meeting or another...J

From: Yosi Sergeant [mailto:yosi@arts.gov]
Sent: Tuesday, August 11, 2009 5:27 PM
To: (b)(6)
Subject: RE: United We Serve Conference Call // Invitation

Friday. :")

Yosi Sergeant

Director

Office of Communications

National Endowment for the Arts

1100 Pennsylvania Avenue NW, Room 614

Washington DC 20506

202-682-5570 office

(b)(6) cell (b)(6)

yosi@arts.gov <<mailto:serganty@arts.endow.gov>>

From: (b)(6) [mailto:(b)(6)]
Sent: Tuesday, August 11, 2009 8:23 PM
To: Yosi Sergeant
Subject: RE: United We Serve Conference Call // Invitation

Thanks for that - good to hear your voice and it will be good to see you this Friday (or thursday)

From: Yosi Sergant [mailto:yosi@arts.gov]
Sent: Thursday, August 06, 2009 2:25 PM
To: [REDACTED]; [REDACTED] (b)(6)
Subject: United We Serve Conference Call // Invitation

[REDACTED] & [REDACTED] (b)(6)

This is a call for arts oriented marketers and producers to discuss United We Serve.

Yosi Sergant

Director

Office of Communications

National Endowment for the Arts

1100 Pennsylvania Avenue NW, Room 614
Washington DC 20506
202-682-5570 office
[REDACTED] cell (b)(6)
yosi@arts.gov <<mailto:serganty@arts.endow.gov>>

A call has come in to our generation. A call from the top. A call from a house that is White. A call that we must answer. And to answer it, we need you.

Please join [REDACTED], [REDACTED], [REDACTED], [REDACTED], [REDACTED], [REDACTED], [REDACTED], and [REDACTED] as we heed the President's call to action this summer -- United We Serve. (b)(6)

United We Serve is President Obama's call to service challenging all Americans to engage in sustained, meaningful community service. With the knowledge that ordinary people can achieve extraordinary things when given the proper tools, President Obama is asking us to come together <<http://www.serve.gov/remarks.asp>> to help lay a new foundation for growth, focusing on core areas of the recovery agenda - health care, energy and environment, safety and security, education, community renewal.

Now is the time for us to answer this call. It is time for us as a group of artists, promoters, organizers, influencers, marketers, tastemakers, leaders or just plain, cool people to join together and work together to promote a more civically engaged America and celebrate how the arts can be used for a positive change! No one knows our communities better than we do. No one can inspire as much as we can. We have a unique role to play in making service accessible and fun for those who are not accustomed to volunteering. We know that

engaging all Americans in service means we must expand the idea of service. Already, you are helping us to re-frame the image of volunteerism.

The United We Serve team, in collaboration with the White House Office of Public Engagement and The National Endowment for the Arts is hosting a conference call outlining steps our community can take to spread the message of service and highlight the service work artists already perform in communities nationwide.

Please join us!

Date: Monday, August 10, 2009

Time: 2PM EST / 11AM PST

Call In: [REDACTED]

Passcode: [REDACTED]

(b)(6)

PLEASE RSVP to [REDACTED] at [REDACTED] <[mailto:\[REDACTED\]](mailto:[REDACTED])>

(b)(6)

On the call we will hear from the United We Serve about the initiative and their plans for 9/11, a new National Day of Service and Remembrance, hear from the National Endowment for the Arts about the role artists play in shaping our communities and this initiative and brainstorm. Further, we will hear from others who have successful models of engagement and recruit stories of how arts service can be fun, engaging and youthful. United We Serve initially runs from June 22 through September 11, but it will grow into a sustained, collaborative and focused effort to promote service as a way of life for all Americans.

We hope that you will join us on Monday. Attached you will find a flyer about United We Serve, information about posting stories and an agenda.

AGENDA

I. Intro -

- a. Who's on the call
- b. What UWS is
- c. Why the arts community has a unique role to play

II. Specific asks

- a. Weekly conference call with UWS in lead up to 9/11
- b. Media event on or around 9/11
- c. Employ your media connections
- d. Blog posts before 9/11 on Serve.gov <<http://serve.gov/>>
- e. Next step - follow up with Nellie, think about event, jump on call next week to share

III. Examples of success

a. Example from caller

b. NEA wrap-up

IV. Q and A

Monica Ashar

From: Elizabeth Stark
Sent: Tuesday, August 11, 2009 9:22 AM
To: Yosi Sergant
Subject: RE: United We Serve Conference Call // Invitation

You are available the afternoon of the 20th, the 21st between 12-2, and all day the 24th.

-----Original Message-----

From: Yosi Sergant
Sent: Monday, August 10, 2009 6:59 PM
To: Elizabeth Stark
Subject: FW: United We Serve Conference Call // Invitation

Yosi Sergant
Director
Office of Communications
National Endowment for the Arts
1100 Pennsylvania Avenue NW, Room 614
Washington DC 20506
202-682-5570 office
[REDACTED] cell (b)(6)
yosi@arts.gov

-----Original Message-----

From: [REDACTED] [mailto:[REDACTED]] On Behalf Of [REDACTED]
Sent: Monday, August 10, 2009 6:34 PM
To: Abernathy, Nell L.
Cc: Yosi Sergant; [REDACTED]
Subject: Re: United We Serve Conference Call // Invitation

(b)(6)

How does the 20th, 21st or 24th look for you all? I'm attending a wedding on the 22nd and 23rd in Annapolis but will likely be flying in and out of DC. Let me know what your schedules are like as soon as you can as I need to book my flight (forgot to last week!)

thanks!

- [REDACTED] (b)(6)

On Mon, Aug 10, 2009 at 1:25 PM, Abernathy, Nell L.<NAbernathy@cns.gov> wrote:

> Love vegan food and geniuses. Count me in.
>
> Nellie Abernathy
> United We Serve
> Corporation for National and Community Service
> 202-606-6766
> Nabernathy@cns.gov
>
>
>
> -----Original Message-----

> From: Yosi Sergeant [mailto:yosi@arts.gov]
> Sent: Monday, August 10, 2009 2:55 PM
> To: [REDACTED] (b)(6)
> Cc: Abernathy, Nell L.; [REDACTED]
> Subject: RE: United We Serve Conference Call // Invitation

> Woot Woot. Let's eat Vegan and talk dotcom!

> Nell- [REDACTED] is genius. (b)(6)

> Yosi Sergeant
> Director
> Office of Communications
> National Endowment for the Arts
> 1100 Pennsylvania Avenue NW, Room 614
> Washington DC 20506
> 202-682-5570 office
> [REDACTED] cell (b)(6)
> yosi@arts.gov

> -----Original Message-----

> From: [REDACTED] [mailto:[REDACTED]] On Behalf Of [REDACTED] (b)(6)
> Sent: Monday, August 10, 2009 2:51 PM
> To: Yosi Sergeant; [REDACTED]
> Subject: Re: United We Serve Conference Call // Invitation

> Hey folks!

> Thanks for including me today. Didn't get a chance to throw in this on
> the call but when talking about the web stuff and things people can
> include on their sites but obviously I have a ton of ideas on this and
> would love to talk more about it.

> I'm going to be passing through DC at the end of this month, around
> the 22nd - right now I have an extremely short trip planned but if you
> think it would be worth it I could easily add on a day or two to that
> trip to meet with you guys in person while I'm there. Let me know what
> you think.

> [REDACTED] (b)(6)

> On Thu, Aug 6, 2009 at 3:26 PM, [REDACTED] <[REDACTED]> wrote: (b)(6)
>> Would love to join, please consider this my RSVP

>> Thanks!

>> [REDACTED] (b)(6)

>> On Thu, Aug 6, 2009 at 3:23 PM, Yosi Sergeant<yosi@arts.gov> wrote:
>>> This Monday, there is a conference call for arts oriented marketers &
>>> producers to discuss the President's United We Serve initiative that
> I
>>> thought you might like to participate in.
>>>

>>>
>>>
>>> Yosi Sergant
>>>
>>> Director
>>>
>>> Office of Communications
>>>
>>> National Endowment for the Arts
>>>
>>> 1100 Pennsylvania Avenue NW, Room 614
>>> Washington DC 20506
>>> 202-682-5570 office
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>>> yosi@arts.gov
>>>
>>> _____
>>>
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>>>
>>> Please join [REDACTED], [REDACTED], [REDACTED],
> [REDACTED],
>>> [REDACTED], [REDACTED], [REDACTED] and [REDACTED] as we] (b)(6)
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>>>
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>>> Please join us!
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>>> Date: Monday, August 10, 2009
>>>
>>> Time: 2PM EST / 11AM PST
>>>
>>> Call In: [REDACTED] (b)(6)
>>>
>>> Passcode: [REDACTED]
>>>
>>>
>>>
>>> PLEASE RSVP to [REDACTED] at [REDACTED] (b)(6)
>>>
>>> On the call we will hear from the United We Serve about the
> initiative and
>>> their plans for 9/11, a new National Day of Service and Remembrance,
> hear
>>> from the National Endowment for the Arts about the role artists play
> in
>>> shaping our communities and this initiative and brainstorm. Further,
> we
>>> will hear from others who have successful models of engagement and
> recruit
>>> stories of how arts service can be fun, engaging and youthful. United
> We
>>> Serve initially runs from June 22 through September 11, but it will
> grow
>>> into a sustained, collaborative and focused effort to promote service
> as a
>>> way of life for all Americans.
>>>
>>> We hope that you will join us on Monday. Attached you will find a
> flyer
>>> about United We Serve, information about posting stories and an
> agenda.
>>>
>>> AGENDA
>>>
>>> I. Intro -
>>>
>>> a. Who's on the call
>>>
>>> b. What UWS is

>>>
>>> c. Why the arts community has a unique role to play
>>>
>>> II. Specific asks
>>>
>>> a. Weekly conference call with UWS in lead up to 9/11
>>>
>>> b. Media event on or around 9/11
>>>
>>> c. Employ your media connections
>>>
>>> d. Blog posts before 9/11 on Serve.gov
>>>
>>> e. Next step - follow up with Nellie, think about event, jump on
> call
>>> next week to share
>>>
>>> III. Examples of success
>>>
>>> a. Example from caller
>>>
>>> b. NEA wrap-up
>>>
>>> IV. Q and A
>>>
>>>
>>>
>>>
>>
>>
>>
>> --
>> [REDACTED]
>> http://www.[REDACTED].com - homepage
>> http://www.[REDACTED].com - get local
>> Unless agreed upon, assume everything in this e-mail might be blogged.
>> Sent from Marina Del Rey, CA, United States
>>
>
>
>
> --
> [REDACTED]
> http://www.[REDACTED].com - homepage
> http://www.[REDACTED].com - get local
> Unless agreed upon, assume everything in this e-mail might be blogged.
> Sent from Marina Del Rey, CA, United States
>
>
>
>

](b)(6)

](b)(6)

](b)(6)

(b)(6)

http://www.██████████.com - get local

Unless agreed upon, assume everything in this e-mail might be blogged.

Monica Ashar

From: Yosi Sergant
Sent: Wednesday, August 12, 2009 11:38 AM
To: Bill O'Brien
Subject: FW: 9/11 language for promoting serve.artsusa.org; Arts video for serve.gov to be timed with website launch?

I've been out of this loop. Just catching up...

Yosi Sergant
Director
Office of Communications
National Endowment for the Arts
1100 Pennsylvania Avenue NW, Room 614
Washington DC 20506
202-682-5570 office
[REDACTED] cell (b)(6)
yosi@arts.gov

From: [REDACTED] [mailto:[REDACTED]]
Sent: Wednesday, August 12, 2009 11:35 AM
To: Martin, Philip; [REDACTED] Yosi Sergant
Cc: [REDACTED]
Subject: RE: 9/11 language for promoting serve.artsusa.org; Arts video for serve.gov to be timed with website launch?

Hi Phil –

I have connected with our tech folks and it's possible for us to create a page where they go and RSVP by entering their First, Last Name, Organization, and Email on a first come, first served basis. When they RSVP they will be directed to a thank you/confirmation page. I suggest that this is when we give them the call-in information.

Please let me know when you have these details, as well as when you expect to get Kalpen's letter. We were hoping to send out this email to our list of 6,500 by Monday if possible.

Any questions or concerns, let me know.

Thanks, [REDACTED]

[REDACTED]
[REDACTED]
Americans for the Arts
1000 Vermont Avenue, [REDACTED]th Floor
Washington, DC 20005
[REDACTED] Ext. [REDACTED]
[REDACTED]
www.americansforthearts.org

Americans for the Arts is the nation's leading nonprofit organization for advancing the arts in America. With more than 45 years of service, it is dedicated to representing and serving local communities and creating opportunities for every American to participate in and appreciate all forms of the arts.

From: Martin, Philip [mailto:PMartin@cns.gov]
Sent: Monday, August 10, 2009 6:37 PM

To: [REDACTED]; [REDACTED]; Yosi Sergeant (b)(6)
Subject: RE: 9/11 language for promoting serve.artsusa.org; Arts video for serve.gov to be timed with website launch?

Only reason time would change is if new NEA chair can attend but only at different time. Yosi is checking on that. We'll confirm w/ you after hearing back.

I should have some 9/11 language this week. Will send to you when I get it.

I learned that it's okay to direct people to a link that you manage where people will enter their info – was it name, title, organization, email address, phone number? That way we can send the call-in information to the first X number people who RSVP. [REDACTED] let me know if that's still on your end to create/manage that.

Thanks, (b)(6)

Phil

Phil Martin
Outreach Coordinator, United We Serve
Corporation for National and Community Service
202.606.6657
pmartin@cns.gov
www.serve.gov

From: [REDACTED] [mailto:[REDACTED]] (b)(6)
Sent: Monday, August 10, 2009 6:08 PM
To: Martin, Philip; [REDACTED]; Yosi Sergeant
Subject: RE: 9/11 language for promoting serve.artsusa.org; Arts video for serve.gov to be timed with website launch?

Hi All –

Phil – we'd like to see some of the 9/11 language in our press materials for the upcoming site. Please forward on when you get a chance, preferably by the end of this week so I may give to our [REDACTED]. Also, any update on the conference call? Are we still set for Aug 27 at 3:00pm or has the time changed? Let me know ASAP if you can. (b)(6)

Yosi – if your shop is interested and able, please let me know how we may be of assistance with this arts feature.

Best,

[REDACTED]
[REDACTED]
[REDACTED]
Americans for the Arts
1000 Vermont Avenue, [REDACTED]th Floor
Washington, DC 20005
[REDACTED] Ext. [REDACTED]
[REDACTED]
www.americansforthearts.org

(b)(6)

Americans for the Arts is the nation's leading nonprofit organization for advancing the arts in America. With more than 45 years of service, it is dedicated to representing and serving local communities and creating opportunities for every American to participate in and appreciate all forms of the arts.

From: Martin, Philip [mailto:PMartin@cns.gov]
Sent: Monday, August 10, 2009 12:57 PM
To: [REDACTED]; Yosi Sergeant (b)(6)

Cc: [REDACTED] (b)(6)

Subject: 9/11 language for promoting serve.artsusa.org; Arts video for serve.gov to be timed with website launch?

[REDACTED]/Yosi, (b)(6)

We'll definitely have some 9/11-specific United We Serve language that we can give you in case it makes sense to weave into press releases, email blasts, etc., as you unveil/promote serve.artsusa.org to the universe. Let me know when you need that and I'll get it from our public affairs folks.

Also, I should've thought of this before. Next week isn't a particular issue week, so it's very likely we could feature a short arts-related video on our site that a.) shows example of awesome arts-related community project that fits w/ at least one of the big-5 issue areas, b.) includes call to action from NEA Chair or someone else, c.) includes screen shot of serve.artsusa.org as hub for artists and arts organizations participating in United We Serve. Simplest version is probably short speech.

Yosi, is this something NEA would want to put together in partnership w/ Americans for the Arts? Here's Secretary Chu's video for energy week.

<http://www.serve.gov/index.asp>

This probably took very little time to do – talking points written, clip filmed. You guys could do the same. Or something more fun/interactive would probably take a little more time...

Let me know if you're interested in doing this and I can talk to the public affairs people about trying to reserve space on the homepage for an Arts feature to be timed with the release of the new Americans for the Arts website.

Phil

Phil Martin
Outreach Coordinator, United We Serve
Corporation for National and Community Service
202.606.6657
pmartin@cns.gov
www.serve.gov

From: [REDACTED] [mailto:[REDACTED]] (b)(6)
Sent: Friday, August 07, 2009 10:19 PM
To: Martin, Philip; Yosi Sergant
Cc: [REDACTED] (b)(6)
Subject: Arts Idea Kit for United We Serve (b)(6)

Remember when the two of you matched up [REDACTED] of Learning Worlds Institute and I at Americans for the Arts Annual convention to discuss collaborating on an Idea Kit for the arts and the United We Serve campaign? Well, thank you because we now have a final draft of the kit (see attached). I still say "draft" because we are going to post it on our blog when we launch the new serve.artsusa.org site on August 20th, which means that the both of you still have some time to look through it to see if you would make any changes.

Thanks, [REDACTED] (b)(6)

P.S. – please be sure to also send any comments to [REDACTED] (b)(6) (cc:d above) who will overseeing this project while I'm in [REDACTED] (b)(6)

=====

[REDACTED] (b)(6)

[REDACTED]

1000 Vermont Avenue, NW
6th Floor

Washington, DC 20005

T: [REDACTED] ext. [REDACTED]

F: [REDACTED]

E: [REDACTED]

W: www.AmericansForTheArts.org

(b)(6)

Monica Ashar

From: Anita Decker
Sent: Wednesday, August 12, 2009 2:45 PM
To: Yosi Sergeant
Subject: RE: United We Serve

-----Original Message-----

From: Yosi Sergeant
Sent: Wednesday, August 12, 2009 2:40 PM
To: Anita Decker
Subject: Re: United We Serve

----- Original Message -----

From: Anita Decker
To: Yosi Sergeant
Sent: Wed Aug 12 14:20:20 2009
Subject: RE: United We Serve

From: Yosi Sergeant
Sent: Wednesday, August 12, 2009 1:28 PM
To: Anita Decker
Subject: United We Serve

I will add this to our PR calendar requests, but I want to throw something on your radar:

It's my understanding that all the Secretary's will be doing service projects on Sept. 11th as part of United We Serve.

I think quite a few Congress people too.

Yosi Sergeant

Director

Office of Communications

National Endowment for the Arts

1100 Pennsylvania Avenue NW, Room 614

Washington DC 20506

202-682-5570 office

[REDACTED] cell (b)(6)

yosi@arts.gov <<mailto:serganty@arts.endow.gov>>

Yosi Sergeant

From: (b)(6) [REDACTED]
Sent: Wednesday, August 12, 2009 3:33 PM
To: ;
Cc: Yosi Sergeant; Abernathy, Nell L.
Subject: United We Serve // Actions Items // Contact List // Next Steps...
Attachments: United We Serve Email List.xlsx

Attachment withheld
under (b)(6)

Hello United We Serve Familia!

Over the past few days, I have heard from many of you...and the conversations, emails, facebook messages and tweets have all been really, really exciting. The energy that was created from just that one phone call on Monday has led to a wave of ideas, thoughts, suggestions and so much more on how we can participate in the United We Serve campaign (www.serve.gov). As per a suggestion on the call, below is a list of action items that might be helpful to inspire an idea on how you can participate in the campaign (however, if there are other ideas that you have, I am sure they are just as good as anything suggested below or even better!). Also, please find attached a contact list for those who were on the call.

Here are the folks from the administration who joined us:

Yosi Sergeant, Director of Communications, National Endowment For The Arts yosi@arts.gov

Nellie Abernathy, Outreach Director, United We Serve Nabernathy@cns.gov

Buffy Wicks, White House Office Of Public Engagement

Look forward to speaking to you all again on our next call on Monday. Please feel to contact me at anytime at my email or at [REDACTED] -- If I made any mistakes in your information, please let me know.

(b)(6)
I am inspired by all the extraordinary commitment to service by this amazing group of people!

Best,

[REDACTED] (b)(6)

- 1) **Serve in your community.** You are probably already working to improve health care or green a neighborhood. Reach out to friends, colleagues and fans to serve with you. Ask five to pledge to serve with you. **Ex)** Organize groups of students to clean up abandoned lots and create installations with the collected debris.
- 2) **Create or identify a unique service event to highlight and use your media network to draw attention to the impactful work.** Small service activities can have a huge impact if you lend them your megaphone. **Ex)** If you are a painter spend an afternoon volunteering with a local afterschool program and promote pictures/video on your blog.
- 3) **Help tell the story of service.** **Ex)** If you are a film maker, make a short video re-framing service as accessible and push it out through your online networks.
- 4) **Organize your professional network to serve.** **Ex)** If you are a graphic designer tap into your professional network and organize other designers to create a series of United We Serve posters that can be featured in print, through social media and on serve.gov. **Ex)** If you are a DJ, tap into your

professional network and organize other DJs to promote Serve.gov or a specific local opportunity on the radio or at a club.

- 5) **Promote United We Serve to your fan base.** As a taste-maker you have influence over a network of people who follow your movements through blogs, or twitter, or local events. Use these opportunities to promote service. **Ex)** Work with the United We Serve team to get a list of service events occurring in your community and devote space on your website to covering the activity each day from now until September 11th.
- 6) **Help the resource-strapped United We Serve team navigate on line media.** Design attractive and efficient web tools or widgets to help spread the word.
- 7) **Begin planning a post-September 11th project to announce on 9/11.** Honor the National Day of Service and Remembrance by pledging to use your skills to serve. **Ex)** Unveil a film series at a local venue that will promote a service message.
- 8) **Share your story.** Jump on a follow up conference call next Monday at 2pm EST (888-324-6998, passcode: 50912) and tell us what you're doing to answer the President's call. Or email [REDACTED] and share your story.

(b)(6)

Monica Ashar

From: Yosi Sergant
Sent: Wednesday, August 12, 2009 3:39 PM
To: Bill O'Brien
Subject: Fw: 9/11 language for promoting serve.artsusa.org; Arts video for serve.gov to be timed with website launch?

----- Original Message -----

From: Martin, Philip <PMartin@cns.gov>
To: [REDACTED] <[REDACTED]>; [REDACTED] <[REDACTED]>; Yosi Sergant
Cc: [REDACTED] <[REDACTED]>
Sent: Wed Aug 12 15:37:29 2009
Subject: RE: 9/11 language for promoting serve.artsusa.org; Arts video for serve.gov to be timed with website launch?

(b)(6) [REDACTED], thanks for looking into RSVP process. Let's talk live about that. Also, totally hear you about timing. We're waiting to hear whether Rocco Landesman will be able to join, and I'm waiting to hear back from our tech people who are looking into whether/how we can broadcast the call over the internet and/or create a file that we could post on website afterwards since [REDACTED] said that if both Kalpen Modi and Rocco Landesman are on the call we'll have overwhelming interest. I'll be at my desk most of the rest of the day - give me a ring when you can.

Thanks,

Phil

Phil Martin

Outreach Coordinator, United We Serve

Corporation for National and Community Service

202.606.6657

pmartin@cns.gov

www.serve.gov

From: [REDACTED] [mailto:[REDACTED]]
Sent: Wednesday, August 12, 2009 11:35 AM
To: Martin, Philip; [REDACTED]; Yosi Sergant
Cc: [REDACTED]
Subject: RE: 9/11 language for promoting serve.artsusa.org; Arts video for serve.gov to be timed with website launch?

Hi Phil -

I have connected with our tech folks and it's possible for us to create a page where they go and RSVP by entering their First, Last Name, Organization, and Email on a first come, first served basis. When they RSVP they will be directed to a thank you/confirmation page. I suggest that this is when we give them the call-in information.

Please let me know when you have these details, as well as when you expect to get Kalpen's letter. We were hoping to send out this email to our list of 6,500 by Monday if possible.

Any questions or concerns, let me know.

Thanks, [REDACTED]

[REDACTED]
[REDACTED]
Americans for the Arts

1000 Vermont Avenue, [REDACTED]th Floor

Washington, DC 20005

[REDACTED] Ext. [REDACTED]
[REDACTED]

(b)(6)

www.americansforthearts.org

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From: Martin, Philip [mailto:PMartin@cns.gov]

Sent: Monday, August 10, 2009 6:37 PM

To: [REDACTED]; [REDACTED]; Yosi Sergeant

Subject: RE: 9/11 language for promoting serve.artsusa.org; Arts video for serve.gov to be timed with website launch?

(b)(6)

Only reason time would change is if new NEA chair can attend but only at different time. Yosi is checking on that. We'll confirm w/ you after hearing back.

I should have some 9/11 language this week. Will send to you when I get it.

I learned that it's okay to direct people to a link that you manage where people will enter their info - was it name, title, organization, email address, phone number? That way we can send the call-in information to the first X number people who RSVP. [REDACTED], let me know if that's still on your end to create/manage that.

(b)(6)

Thanks,

Phil

Phil Martin

Outreach Coordinator, United We Serve

Corporation for National and Community Service

202.606.6657

pmartin@cns.gov

www.serve.gov

From: [REDACTED] [mailto:[REDACTED]]
Sent: Monday, August 10, 2009 6:08 PM
To: Martin, Philip; [REDACTED]; Yosi Sergant
Subject: RE: 9/11 language for promoting serve.artsusa.org; Arts video for serve.gov to be timed with website launch?

] (b)(6)

Hi All -

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(b)(6)

Yosi - if your shop is interested and able, please let me know how we may be of assistance with this arts feature.

Best,

[REDACTED] (b)(6)

[REDACTED]

[REDACTED]

Americans for the Arts

1000 Vermont Avenue, [REDACTED]th Floor

Washington, DC 20005

[REDACTED] Ext. [REDACTED]

[REDACTED]

] (b)(6)

] (b)(6)

www.americansforthearts.org

Americans for the Arts is the nation's leading nonprofit organization for advancing the arts in America. With more than 45 years of service, it is dedicated to representing and serving local communities and creating opportunities for every American to participate in and appreciate all forms of the arts.

From: Martin, Philip [mailto:PMartin@cns.gov]

Sent: Monday, August 10, 2009 12:57 PM

To: [REDACTED]; Yosi Sergant] (b)(6)

Cc: [REDACTED]

Subject: 9/11 language for promoting serve.artsusa.org; Arts video for serve.gov to be timed with website launch?

[REDACTED]/[REDACTED]/Yosi, (b)(6)

We'll definitely have some 9/11-specific United We Serve language that we can give you in case it makes sense to weave into press releases, email blasts, etc., as you unveil/promote serve.artsusa.org to the universe. Let me know when you need that and I'll get it from our public affairs folks.

Also, I should've thought of this before. Next week isn't a particular issue week, so it's very likely we could feature a short arts-related video on our site that a.) shows example of awesome arts-related community project that fits w/ at least one of the big-5 issue areas, b.) includes call to action from NEA Chair or someone else, c.) includes screen shot of serve.artsusa.org as hub for artists and arts organizations participating in United We Serve. Simplest version is probably short speech.

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<http://www.serve.gov/index.asp>

This probably took very little time to do - talking points written, clip filmed. You guys could do the same. Or something more fun/interactive would probably take a little more time..

Let me know if you're interested in doing this and I can talk to the public affairs people about trying to reserve space on the homepage for an Arts feature to be timed with the release of the new Americans for the Arts website.

Phil

Phil Martin

Outreach Coordinator, United We Serve

Corporation for National and Community Service

202.606.6657

pmartin@cns.gov

www.serve.gov

From: [REDACTED] [mailto:[REDACTED]]
Sent: Friday, August 07, 2009 10:19 PM
To: Martin, Philip; Yosi Sergant
Cc: [REDACTED]
Subject: Arts Idea Kit for United We Serve

(b)(6)

(b)(6)

Remember when the two of you matched up [REDACTED] of Learning Worlds Institute and I at Americans for the Arts Annual convention to discuss collaborating on an Idea Kit for the arts

and the United We Serve campaign? Well, thank you because we now have a final draft of the kit (see attached). I still say "draft" because we are going to post it on our blog when we launch the new serve.artsusa.org site on August 20th, which means that the both of you still have some time to look through it to see if you would make any changes.

Thanks, [REDACTED] (b)(6)

P.S. - please be sure to also send any comments to [REDACTED] (cc:d above) who will overseeing this project while I'm in [REDACTED]

(b)(6)

=====

[REDACTED]
[REDACTED]
[REDACTED]

1000 Vermont Avenue, NW

6th Floor

Washington, DC 20005

T: [REDACTED] ext. [REDACTED]

F: [REDACTED]

E: [REDACTED]

W: www.AmericansForTheArts.org

(b)(6)

Monica Ashar

From: Yosi Sergeant
Sent: Wednesday, August 12, 2009 8:24 PM
To: (b)(6)
Subject: Re: FW: United We Serve // Actions Items // Contact List // Next Steps...

Ask him...
Send an email
Ask him if you should send it as a way to encourage...

----- Original Message -----

From: (b)(6) <(b)(6)>
To: Yosi Sergeant
Sent: Wed Aug 12 20:21:15 2009
Subject: Re: FW: United We Serve // Actions Items // Contact List // Next Steps...

yea, i sent (b)(6) all that shit..
unitedweserve.us

(b)(6)
and some stories of service...

its all good stuff...and he just wrote back and wants to schedule a call with me and nellie for friday.
do u think i should send out a blast to the entire list with what we've done, or do u think i should wait until the call.

On Wed, Aug 12, 2009 at 5:09 PM, Yosi Sergeant <yosi@arts.gov> wrote:

I think you should show them what it means to step up and take action. you guys made something that made uws hot... Get it to them and suggest they promote that or come up with projects or whatever...

I'd focus on the (b)(6)

----- Original Message -----

From: (b)(6) <(b)(6)>
To: Yosi Sergeant
Sent: Wed Aug 12 20:00:19 2009
Subject: Re: FW: United We Serve // Actions Items // Contact List // Next Steps...

(b)(6)
i sent an email to (b)(6) and you with all the links and explanation of what we're doing...

you think i should just blast the entire list to show them the different sites and projects?

thanks

On Wed, Aug 12, 2009 at 3:55 PM, Yosi Sergeant <yosi@arts.gov> wrote:

You might think of sending an email to the pages you set up.

Yosi Sergant

Director

Office of Communications

National Endowment for the Arts

1100 Pennsylvania Avenue NW, Room 614

Washington DC 20506

202-682-5570 office

[REDACTED] cell (b)(6)

yosi@arts.gov <mailto:serganty@arts.endow.gov>

From: [REDACTED] [mailto:[REDACTED]] (b)(6)
Sent: Wednesday, August 12, 2009 6:53 PM
To: Yosi Sergant
Subject: FW: United We Serve // Actions Items // Contact List // Next Steps...

Hi Yosi!

Thanks for a great call. Have updates whenever you have time. If you have a free minute while in this trip, would be great to see you. If not, next time for sure.

My very best - [REDACTED] (b)(6)

PS- The below still seems a bit obtuse and not as vital and relatable as it could be. It has no links to any net based materials that can be posted or used as examples, etc.

From: [REDACTED] [mailto:[REDACTED]] (b)(6)

Sent: Wednesday, August 12, 2009 3:33 PM
To: Undisclosed-Recipient;;
Cc: Yosi Sergeant; Abernathy, Nell L.
Subject: United We Serve // Actions Items // Contact List // Next Steps...

Hello United We Serve Familia!

Over the past few days, I have heard from many of you...and the conversations, emails, facebook messages and tweets have all been really, really exciting. The energy that was created from just that one phone call on Monday has led to a wave of ideas, thoughts, suggestions and so much more on how we can participate in the United We Serve campaign (www.serve.gov). As per a suggestion on the call, below is a list of action items that might be helpful to inspire an idea on how you can participate in the campaign (however, if there are other ideas that you have, I am sure they are just as good as anything suggested below or even better!). Also, please find attached a contact list for those who were on the call.

Here are the folks from the administration who joined us:

Yosi Sergeant, Director of Communications, National Endowment For The Arts
yosi@arts.gov <<mailto:yosi@arts.gov>>

Nellie Abernathy, Outreach Director, United We Serve Nabernathy@cns.gov
<<mailto:Nabernathy@cns.gov>>

Buffy Wicks, White House Office Of Public Engagement

Look forward to speaking to you all again on our next call on Monday.
Please feel to contact me at anytime at my email or at [REDACTED] -- If I made any mistakes in your information, please let me know.

(b)(6)

I am inspired by all the extraordinary commitment to service by this amazing group of people!

Best,

[REDACTED] (b)(6)

1) Serve in your community. You are probably already working to improve health care or green a neighborhood. Reach out to friends, colleagues and fans to serve with you. Ask five to pledge to serve with you. Ex) Organize groups of students to clean up abandoned lots and create installations with the collected debris.

2) Create or identify a unique service event to highlight and use your media network to draw attention to the impactful work. Small service activities can have a huge impact if you lend them your megaphone. Ex) If you are a painter spend an afternoon volunteering with a local afterschool program and promote pictures/video on your blog.

3) Help tell the story of service. Ex) If you are a film maker, make a short video re-framing service as accessible and push it out through your online networks.

4) Organize your professional network to serve. Ex) If you are a graphic designer tap into your professional network and organize other designers to create a series of United We Serve posters that can be featured in print, through social media and on serve.gov. Ex) If you are a DJ, tap into your professional network and organize other DJs to promote Serve.gov or a specific local opportunity on the radio or at a club.

5) Promote United We Serve to your fan base. As a taste-maker you have influence over a network of people who follow your movements through blogs, or twitter, or local events. Use these opportunities to promote service. Ex) Work with the United We Serve team to get a list of service events occurring in your community and devote space on your website to covering the activity each day from now until September 11th.

6) Help the resource-strapped United We Serve team navigate on line media. Design attractive and efficient web tools or widgets to help spread the word.

7) Begin planning a post-September 11th project to announce on 9/11. Honor the National Day of Service and Remembrance by pledging to use your skills to serve. Ex) Unveil a film series at a local venue that will promote a service message.

8) Share your story. Jump on a follow up conference call next Monday at 2pm EST (888-324-6998, passcode: 50912) and tell us what you're doing to answer the President's call. Or email [REDACTED] and share your story.

(b)(6)

Monica Ashar

From: Elizabeth Stark
Sent: Thursday, August 13, 2009 1:29 PM
To: Yosi Sergeant
Subject: FW: United We Serve call aug 18th

Is this something Phil handles?

-----Original Message-----

From: [REDACTED] [mailto:[REDACTED]]
Sent: Thursday, August 13, 2009 1:08 PM
To: Elizabeth Stark
Cc: [REDACTED], [REDACTED]
Subject: Fwd: United We Serve call aug 18th

(b)(6)

>

Hello Liz

12 noon, works best, on the 18th
how do we go about securing the conference call # and pass code?

please advise,

[REDACTED] (b)(6)

Monica Ashar

From: Elizabeth Stark
Sent: Thursday, August 13, 2009 9:37 AM
To: Yosi Sergant
Subject: VM messages

Phil from United We Serve-202-606-6657: Called to see if you had spoken with Rocco about joining the conference call on Thursday, the 27th

(b)(6) from Americans for the Arts- (b)(6) Called to follow up on the email he sent about AFTA's statement on the arts and healthcare. If we draft our own statement, we can use their language.

Monica Ashar

From: [REDACTED]
Sent: Saturday, August 15, 2009 1:04 AM
To: [REDACTED]
Cc: Yosi Sergant; nabernathy@cns.gov
Subject: REMINDER: UNITED WE SERVE CONFERENCE CALL MONDAY 2PM EST

Hello!

I am sorry to send this reminder to you all so late, but my computer crashed, so it has taken a moment for me to get back to business.

We will be having a conference call on Monday to follow up on last week's conversation:

Monday, August 17th
2PM EST/11AM PST

[REDACTED]
passcode: [REDACTED]

please RSVP to [REDACTED]

AGENDA

1. Discuss ways to participate in the United We Serve campaign 2. Discuss individual and group project ideas 3. Next steps -- sharing our projects with each other

Here is a list of action items that might help you think of a way to get involved.

1) Serve in your community. You are probably already working to improve health care or green a neighborhood. Reach out to friends, colleagues and fans to serve with you. Ask five to pledge to serve with you. Ex) Organize groups of students to clean up abandoned lots and create installations with the collected debris.

2) Create or identify a unique service event to highlight and use your media network to draw attention to the impactful work. Small service activities can have a huge impact if you lend them your megaphone. Ex) If you are a painter spend an afternoon volunteering with a local afterschool program and promote pictures/video on your blog.

3) Help tell the story of service. Ex) If you are a film maker, make a short video re-framing service as accessible and push it out through your online networks.

4) Organize your professional network to serve. Ex) If you are a graphic designer tap into your professional network and organize other designers to create a series of United We Serve posters that can be featured in print, through social media and on serve.gov. Ex) If you are a DJ, tap into your professional network and organize other DJs to promote Serve.gov or a specific local opportunity on the radio or at a club.

5) Promote United We Serve to your fan base. As a taste-maker you have influence over a network of people who follow your movements through blogs, or twitter, or local events. Use these opportunities to promote service. Ex) Work with the United We Serve team to get a list of service events occurring in your community and devote space on your website to covering the activity each day from now until September 11th.

6) Help the resource-strapped United We Serve team navigate on line media. Design attractive and efficient web tools or widgets to help spread the word.

7) Begin planning a post-September 11th project to announce on 9/11.
Honor the National Day of Service and Remembrance by pledging to use your skills to serve.
Ex) Unveil a film series at a local venue that will promote a service message.

THANK YOU!!!!

 (b)(6)

Monica Ashar

From: Yosi Sergeant
Sent: Monday, August 17, 2009 12:43 PM
To: 'PMartin@cns.gov'
Cc: Elizabeth Stark
Subject: Fw: Fwd: United We Serve call aug 18th

Philly call

----- Original Message -----

From: [REDACTED] <[REDACTED]>
To: Elizabeth Stark
Cc: Yosi Sergeant; [REDACTED] <[REDACTED]>; [REDACTED]
<[REDACTED]>
Sent: Mon Aug 17 12:40:21 2009
Subject: Fwd: United We Serve call aug 18th

(b)(6)

Hi Liz,

any word on the conference call number ?

[REDACTED] (b)(6)

Begin forwarded message:

From: [REDACTED] <[REDACTED]>
Date: August 13, 2009 1:08:24 PM EDT
To: Elizabeth Stark <starke@arts.gov>
Cc: [REDACTED] <[REDACTED]>, [REDACTED]
Subject: Fwd: United We Serve call aug 18th

(b)(6)

Hello Liz

12 noon, works best, on the 18th
how do we go about securing the conference call # and pass code?

please advise,

[REDACTED] (b)(6)

Monica Ashar

From: Yosi Sergeant
Sent: Tuesday, August 18, 2009 10:55 AM
To: [REDACTED] (b)(6)
Cc: Elizabeth Stark
Subject: FW: United We Serve Conference Call

Yosi Sergeant
Director
Office of Communications
National Endowment for the Arts
1100 Pennsylvania Avenue NW, Room 614
Washington DC 20506
202-682-5570 office
[REDACTED] cell (b)(6)
yosi@arts.gov

-----Original Message-----

From: Martin, Philip [mailto:PMartin@cns.gov]
Sent: Tuesday, August 18, 2009 9:43 AM
To: Abernathy, Nell L.; Yosi Sergeant
Cc: Elizabeth Stark
Subject: RE: United We Serve Conference Call

Call-in info:

TODAY, Tuesday, August 18, 2009, NOON Eastern Time Phone number: [REDACTED] Participant
pass code: [REDACTED] Call leader pass code: [REDACTED] (b)(6)

Format is all lines muted except conference call leaders (Nellie, Yosi, others?), then moderated Q/A. There are 40 lines reserved but they can handle more if more show up.

Yosi, Nellie will be on call on our end. Please connect w/ her before the call to map out how it will go.

Thanks,
Phil

Phil Martin
Outreach Coordinator, United We Serve
Corporation for National and Community Service
202.606.6657
pmartin@cns.gov
www.serve.gov

Monica Ashar

From: Abernathy, Nell L. [NAbernathy@cns.gov]
Sent: Tuesday, August 18, 2009 11:01 AM
To: Yosi Sergeant
Subject: RE: United We Serve Conference Call

Call cell [REDACTED] (b)(6)

Nellie Abernathy
United We Serve
Corporation for National and Community Service
202-606-6766
Nabernathy@cns.gov

-----Original Message-----

From: Yosi Sergeant [mailto:yosi@arts.gov]
Sent: Tuesday, August 18, 2009 10:56 AM
To: Martin, Philip; Abernathy, Nell L.
Cc: Elizabeth Stark
Subject: RE: United We Serve Conference Call

Cool. I will call Nell shortly.

Yosi Sergeant
Director
Office of Communications
National Endowment for the Arts
1100 Pennsylvania Avenue NW, Room 614
Washington DC 20506
202-682-5570 office
[REDACTED] cell (b)(6)
yosi@arts.gov

-----Original Message-----

From: Martin, Philip [mailto:PMartin@cns.gov]
Sent: Tuesday, August 18, 2009 9:43 AM
To: Abernathy, Nell L.; Yosi Sergeant
Cc: Elizabeth Stark
Subject: RE: United We Serve Conference Call

Call-in info:

TODAY, Tuesday, August 18, 2009, NOON Eastern Time Phone number: [REDACTED] Participant
pass code: [REDACTED] Call leader pass code: [REDACTED] (b)(2)

Format is all lines muted except conference call leaders (Nellie, Yosi, others?), then moderated Q/A. There are 40 lines reserved but they can handle more if more show up.

Yosi, Nellie will be on call on our end. Please connect w/ her before the call to map out how it will go.

Thanks,

Phil

Phil Martin
Outreach Coordinator, United We Serve
Corporation for National and Community Service
202.606.6657
pmartin@cns.gov
www.serve.gov

-----Original Message-----

From: Abernathy, Nell L.
Sent: Tuesday, August 18, 2009 9:35 AM
To: 'Yosi Sergeant'; Martin, Philip
Cc: Elizabeth Stark; Zoberman, Eric M.
Subject: RE: United We Serve Conference Call

What is this call? I'm happy to lead or set up - just let us know what you need? Are you the lead Yosi?

Nellie Abernathy
United We Serve
Corporation for National and Community Service
202-606-6766
Nabernathy@cns.gov

-----Original Message-----

From: Yosi Sergeant [mailto:yosi@arts.gov]
Sent: Tuesday, August 18, 2009 9:00 AM
To: Martin, Philip
Cc: Elizabeth Stark; Abernathy, Nell L.; Zoberman, Eric M.
Subject: Re: United We Serve Conference Call

We may have been. I just got off a plane and my eyes aren't yet focused yet...

----- Original Message -----

From: Martin, Philip <PMartin@cns.gov>
To: Yosi Sergeant
Cc: Elizabeth Stark; Abernathy, Nell L. <NAbernathy@cns.gov>; Zoberman, Eric M. <EZoberman@cns.gov>
Sent: Tue Aug 18 08:55:09 2009
Subject: RE: United We Serve Conference Call

I thought you and Nellie were working on this call - we might've had our signals crossed here.

Eric, would you please let the phone people know we need a call-in number for NOON TODAY and ask them to hustle so we can get the number out to people ASAP? 35 lines should do it. Standard format - lines muted, then Q/A. Conference leaders: Yosi Sergeant, Nellie Abernathy. Maybe others.

Thanks,
Phil

-----Original Message-----

From: Yosi Sergeant [mailto:yosi@arts.gov]

Sent: Tue 8/18/2009 8:45 AM
To: Martin, Philip
Cc: Elizabeth Stark
Subject: Fw: Fwd: United We Serve Conference Call

Do we have a number yet? This is the philly producers call

----- Original Message -----

From: [REDACTED] <[REDACTED]>

To: Elizabeth Stark

Cc: Yosi Sergeant; [REDACTED]; [REDACTED] (b)(6)

Sent: Tue Aug 18 08:13:03 2009

Subject: Fwd: United We Serve Conference Call

Hey Guys,

Still no word on that number, getting worried,

[REDACTED] (b)(6)

Begin forwarded message:

From: [REDACTED] <[REDACTED]>

Date: August 18, 2009 8:08:59 AM EDT

To: [REDACTED] <[REDACTED]>

Cc: [REDACTED] <[REDACTED]>

Subject: Re: United We Serve Conference Call (b)(6)

Hi [REDACTED], (b)(6)

Do you have the number for today.

[REDACTED] (b)(6)

On Aug 13, 2009, at 2:27 PM, [REDACTED] wrote: (b)(6)

Dear [REDACTED], (b)(6)

Thank you so much for responding to our call for service! We have confirmed the aforementioned conference call for Tuesday August 18, 2009 at 12 PM.

As a quick reminder, United We Serve is President Obama's call to service challenging all Americans to engage in sustained, meaningful community service. The President is asking us to come together to help lay a new foundation for growth by focusing on core areas of the recovery agenda- health care, energy and environment, safety and security, education, and community renewal.

It is our hope that through this conference call we can discuss the ways in which the arts can impact the Philadelphia region, as well as establishing an arts network throughout the country. Let us know if you will be able to make it. If you are able, we will be sending the conference number shortly.

Sincerely,

[REDACTED] (b)(6)
[REDACTED]

Intern, Marketing

[REDACTED] (b)(6)
[REDACTED]
[REDACTED]
[REDACTED] p [REDACTED].f
myspace.com/[REDACTED]

Become a fan at our new FacebookR page:

[http://www.facebook.com/pages/\[REDACTED\]](http://www.facebook.com/pages/[REDACTED])

Stay in the loop by signing up for our free biweekly newsletter at
www.[REDACTED] <[http://www.\[REDACTED\]](http://www.[REDACTED])>

(b)(6)

Monica Ashar

From: Yosi Sergeant
Sent: Tuesday, August 18, 2009 11:09 AM
To: Abernathy, Nell L.
Subject: FW: Call info - United We Serve - Philly - Today at Noon

fyi

Yosi Sergeant
Director
Office of Communications
National Endowment for the Arts
1100 Pennsylvania Avenue NW, Room 614
Washington DC 20506
202-682-5570 office
[REDACTED] cell (b)(6)
yosi@arts.gov

From: [REDACTED] [mailto:[REDACTED]]
Sent: Tuesday, August 18, 2009 11:06 AM
To: Yosi Sergeant
Cc: [REDACTED]; [REDACTED]
Subject: Call info - United We Serve - Philly - Today at Noon

(b)(6)

Dear Colleagues,

Thank you for taking the time to join President Obama's call to service.
Today's conference call is the first step in our collective movement to engage the Philadelphia creative community.
Below you will find some of our immediate goals and examples how you may be able to use your influences to shine light on the United We Serve message.
Today's call will be moderated by Yosi Sergeant from the National Endowment for the Arts.

Speak soon,

[REDACTED] (b)(6)

Call-in info:

TODAY, Tuesday, August 18, 2009, NOON Eastern Time
Phone number: [REDACTED]
Participant pass code: [REDACTED]
Call leader pass code: [REDACTED] (b)(6)

Format is all lines muted except conference call leaders (Nellie, Yosi, others?), then moderated Q/A.

- 1) **Serve in your community.** You are probably already working to improve health care or green a neighborhood. Reach out to friends, colleagues and fans to serve with you. Ask five to pledge to serve with you. **Ex)** Organize groups of students to clean up abandoned lots and create installations with the collected debris.
- 2) **Create or identify a unique service event to highlight and use your media network to draw attention to the impactful work.** Small service activities can have a huge impact if you lend them your megaphone. **Ex)** If you are a painter spend an afternoon volunteering with a local afterschool program and promote pictures/video on your blog.
- 3) **Help tell the story of service.** **Ex)** If you are a film maker, make a short video re-framing service as accessible and push it out through your online networks.
- 4) **Organize your professional network to serve.** **Ex)** If you are a graphic designer tap into your professional network and organize other designers to create a series of United We Serve posters that can be featured in print, through social media and on serve.gov. **Ex)** If you are a DJ, tap into your professional network and organize other DJs to promote Serve.gov or a specific local opportunity on the radio or at a club.
- 5) **Promote United We Serve to your fan base.** As a taste-maker you have influence over a network of people who follow your movements through blogs, or twitter, or local events. Use these opportunities to promote service. **Ex)** Work with the United We Serve team to get a list of service events occurring in your community and devote space on your website to covering the activity each day from now until September 11th.
- 6) **Help the resource-strapped United We Serve team navigate on line media.** Design attractive and efficient web tools or widgets to help spread the word.
- 7) **Begin planning a post-September 11th project to announce on 9/11.** Honor the National Day of Service and Remembrance by pledging to use your skills to serve. **Ex)** Unveil a film series at a local venue that will promote a service message.

Monica Ashar

From: Elizabeth Stark
Sent: Tuesday, August 18, 2009 11:16 AM
To: Yosi Sergant
Subject: Talking Points for United We Serve
Attachments: Talking Points forUnited We Serve-8-10-09.docx

Follow Up Flag: Follow up
Flag Status: Flagged

Talking Points for United We Serve

The National Endowment for the Arts is proud to participate in the White House's United We Serve initiative and partner with the White House, the Corporation for National and Community Service, and the arts community.

We celebrate the creativity, commitment, and generosity with which arts organizations regularly serve the public and we are encouraging the arts community to seize this opportunity and become a part of a nationwide effort that has the capacity to energize and unite both our communities and our nation as a whole.

We would like your participation in building awareness and momentum around this initiative. This is an ongoing effort to build support for the arts community and we recognize the role of the independent producers, marketers, and publicists, whose work in the arts is vital to its success.

Here are some ideas for getting started:

1. Post your volunteer opportunities

Managed by the Corporation for National and Community Service, the United We Serve website, <http://www.serve.gov> provides a hub for organizations to register their service projects and where the public will seek out local volunteer opportunities. Please consider registering your organization's volunteer events—both new and existing—on serve.gov. This high-visibility online volunteer clearinghouse can help you build new connections, collaborations, and cooperation between your organizations and the communities in which you work, play, and raise your families.

2. Apply your talents to community projects

Serve.gov can also be a valuable resource for artists looking to share and utilize their creative talents through volunteer opportunities. Artists can both contribute their skills to an existing volunteer project—such as donating graphic design or photography skills to promote or capture a volunteer event—or use their skills to develop a new volunteer project. For instance, artists can develop community murals and theater troupes can perform and teach at local senior centers.

3. Document successes to inspire others to act

As projects take place, we encourage you to document your activities through photos and video and submit them to serve.gov, where select photos and video will be displayed. This record will celebrate your artistic contributions and the real-time impact of the arts on local communities.

We invite you to participate in this call to action, and show the country the positive effects the arts can have on the strength and vitality of a community.

Monica Ashar

From: Yosi Sergant
Sent: Tuesday, August 18, 2009 11:18 AM
To: (b)(6); NAbernathy@cns.gov
Subject: RE: Call info - United We Serve - Philly - Today at Noon

This was planned before our call. Yes, this is a Philly call.

Yosi Sergant
Director
Office of Communications
National Endowment for the Arts
1100 Pennsylvania Avenue NW, Room 614
Washington DC 20506
202-682-5570 office
(b)(6) cell (b)(6)
yosi@arts.gov

From: (b)(6) [mailto:(b)(6)] (b)(6)
Sent: Tuesday, August 18, 2009 11:14 AM
To: Yosi Sergant; NAbernathy@cns.gov
Subject: Fw: Call info - United We Serve - Philly - Today at Noon

Are you all doing a seperate call with the Philly folks today?

All good, just want to be kept in the loop, as we had discussed on the call yesterday to regionalize our larger group, and didn't know it was already happening.

Thanks!

(b)(6)

----- Original Message -----

From: (b)(6)
To: Yosi Sergant
Cc: (b)(6); (b)(6)] (b)(6)
Sent: Tuesday, August 18, 2009 11:06 AM
Subject: Call info - United We Serve - Philly - Today at Noon

Dear Colleagues,

Thank you for taking the time to join President Obama's call to service.
Today's conference call is the first step in our collective movement to engage the Philadelphia creative community.

Below you will find some of our immediate goals and examples how you may be able to use your influences to shine light on the United We Serve message.
Today's call will be moderated by Yosi Sergant from the National Endowment for the Arts.

Speak soon,

(b)(6)

Call-in info:

TODAY, Tuesday, August 18, 2009, NOON Eastern Time

Phone number: [REDACTED]

Participant pass code: [REDACTED]

Call leader pass code: [REDACTED]

(b)(6)

Format is all lines muted except conference call leaders (Nellie, Yosi, others?), then moderated Q/A.

- 1) **Serve in your community.** You are probably already working to improve health care or green a neighborhood. Reach out to friends, colleagues and fans to serve with you. Ask five to pledge to serve with you. **Ex)** Organize groups of students to clean up abandoned lots and create installations with the collected debris.
- 2) **Create or identify a unique service event to highlight and use your media network to draw attention to the impactful work.** Small service activities can have a huge impact if you lend them your megaphone. **Ex)** If you are a painter spend an afternoon volunteering with a local afterschool program and promote pictures/video on your blog.
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- 7) **Begin planning a post-September 11th project to announce on 9/11.** Honor the National Day of Service and Remembrance by pledging to use your skills to serve. **Ex)** Unveil a film series at a local venue that will promote a service message.

Monica Ashar

From: Yosi Sergeant
Sent: Tuesday, August 18, 2009 11:18 AM
To: (b)(6); NAbernathy@cns.gov
Subject: RE: Call info - United We Serve - Philly - Today at Noon

How was yesterday's call. I was on travel.

Yosi Sergeant
Director
Office of Communications
National Endowment for the Arts
1100 Pennsylvania Avenue NW, Room 614
Washington DC 20506
202-682-5570 office
(b)(6) cell (b)(6)
yosi@arts.gov

From: (b)(6) [mailto:(b)(6)] (b)(6)
Sent: Tuesday, August 18, 2009 11:14 AM
To: Yosi Sergeant; NAbernathy@cns.gov
Subject: Fw: Call info - United We Serve - Philly - Today at Noon

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All good, just want to be kept in the loop, as we had discussed on the call yesterday to regionalize our larger group, and didn't know it was already happening.

Thanks!

----- Original Message -----

From: (b)(6)
To: Yosi Sergeant
Cc: (b)(6); (b)(6)] (b)(6)
Sent: Tuesday, August 18, 2009 11:06 AM
Subject: Call info - United We Serve - Philly - Today at Noon

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Speak soon,

(b)(6)

Call-in info:

TODAY, Tuesday, August 18, 2009, NOON Eastern Time

Phone number: [REDACTED]
Participant pass code: [REDACTED]
Call leader pass code: [REDACTED] } (b)(6)

Format is all lines muted except conference call leaders (Nellie, Yosi, others?), then moderated Q/A.

- 1) **Serve in your community.** You are probably already working to improve health care or green a neighborhood. Reach out to friends, colleagues and fans to serve with you. Ask five to pledge to serve with you. **Ex)** Organize groups of students to clean up abandoned lots and create installations with the collected debris.
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From: [REDACTED]
Sent: Tuesday, August 18, 2009 12:47 PM
To: Abernathy, Nell L.
Cc: Yosi Sergant; [REDACTED]; [REDACTED]
Subject: Philly team.

(b)(6)

[illegible]

Nellie Abernathy
United We Serve
Corporation for National and Community Service
202-606-6766
Nabernathy@cns.gov
<image001.gif>

From: Yosi Sergeant [<mailto:yosi@arts.gov>]
Sent: Tuesday, August 18, 2009 12:05 PM
To: Abernathy, Nell L.; [REDACTED] (b)(6)
Subject: im on hold!

Yosi Sergant
Director
Office of Communications
National Endowment for the Arts
1100 Pennsylvania Avenue NW, Room 614
Washington DC 20506
202-682-5570 office
[REDACTED] cell (b)(6)
yosi@arts.gov

Monica Ashar

From: Yosi Sergant
Sent: Wednesday, August 19, 2009 12:37 PM
To: Elizabeth Stark
Subject: Fw: Sept 11 event in LA + WM idea
Attachments: image001.gif

----- Original Message -----

From: Abernathy, Nell L. <NAbernathy@cns.gov>

To: [REDACTED] <[REDACTED]>; [REDACTED] <[REDACTED]> (b)(6)

Cc: Yosi Sergant

Sent: Wed Aug 19 12:06:30 2009

Subject: RE: Sept 11 event in LA + WM idea

[REDACTED] (b)(6)

This is a really exciting opportunity. We'd love to pull some folks in to make this event the first/best example of what we can do together around back to school volunteering etc. Would you be free to jump on a call today with some of the other folks from the group? Maybe [REDACTED] from [REDACTED], [REDACTED] from [REDACTED] and a few folks Yosi has in mind. (b)(6)

Also, I'd love to invite an LA based education non-profit - donors choose and greendot both have offices out there.

Are you guys free at 5pm EST?

Nellie Abernathy

United We Serve

Corporation for National and Community Service

202-606-6766

NAbernathy@cns.gov

From: [REDACTED] [mailto:[REDACTED]] (b)(6)

Sent: Tuesday, August 18, 2009 7:58 PM

To: [REDACTED]

Cc: Yosi Sergant; Abernathy, Nell L.

Subject: Sept 11 event in LA + WM idea

Hello good people, great to be a part of this movement.

I have an opening at the [REDACTED] [http://\[REDACTED\]](http://[REDACTED]) where we just did [REDACTED] on the 4th of August [http://\[REDACTED\]](http://[REDACTED]) (b)(6)

Would like to brainstorm and throw a party!

We don't have to pay for the venue, I have been doing events with them since 2000

Also, I am putting together something for [REDACTED] - (b)(6)
maybe we can discuss this as well?

thanks in advance :)

[REDACTED]
[REDACTED]
[REDACTED]
[http://\[REDACTED\]](http://[REDACTED])

New >> [REDACTED]

Next >> [REDACTED] Overseas >> [REDACTED]

[REDACTED] - 6 Year Anniversary Site Relaunch!

[REDACTED] x. [REDACTED]

[REDACTED] (toll free)

[REDACTED] fax
[REDACTED]
[REDACTED]
[REDACTED]

Subscribe: [http://\[REDACTED\]/subscribe](http://[REDACTED]/subscribe)

Twitter: [http://twitter.com/\[REDACTED\]](http://twitter.com/[REDACTED]) | [http://twitter.com/\[REDACTED\]](http://twitter.com/[REDACTED])

Myspace: [http://myspace.com/\[REDACTED\]](http://myspace.com/[REDACTED]) | [http://myspace.com/\[REDACTED\]](http://myspace.com/[REDACTED])

Facebook: [http://www.facebook.com/\[REDACTED\]](http://www.facebook.com/[REDACTED])

Facebook Group: [http://www.facebook.com/\[REDACTED\]](http://www.facebook.com/[REDACTED])

LinkedIn: [http://www.linkedin.com/in/\[REDACTED\]](http://www.linkedin.com/in/[REDACTED])

Imeem: [http://\[REDACTED\]](http://[REDACTED]) (b)(6)

Monica Ashar

From: Abernathy, Nell L. [NAbernathy@cns.gov]
Sent: Wednesday, August 19, 2009 1:50 PM
To: (b)(6)
Cc: Yosi Sergeant
Subject: RE: Sept 11 event in LA + WM idea

Call (b)(6)
Great!

Nellie Abernathy
United We Serve
Corporation for National and Community Service
202-606-6766
Nabernathy@cns.gov

United We Serve

SERVE.GOV

From: (b)(6) [mailto:(b)(6)]
Sent: Wednesday, August 19, 2009 12:16 PM
To: Abernathy, Nell L.; (b)(6)
Cc: Yosi Sergeant
Subject: Re: Sept 11 event in LA + WM idea

I am available at that time

----- Original Message -----

From: Abernathy, Nell L.
To: (b)(6); (b)(6)
Cc: Yosi Sergeant
Sent: Wednesday, August 19, 2009 12:06 PM
Subject: RE: Sept 11 event in LA + WM idea

(b)(6)
This is a really exciting opportunity. We'd love to pull some folks in to make this event the first/best example of what we can do together around back to school volunteering etc. Would you be free to jump on a call today with some of the other folks from the group? Maybe (b)(6) from (b)(6), (b)(6) from (b)(6) and a few folks Yosi has in mind. Also, I'd love to invite an LA based education non-profit – donors choose and greendot both have offices out there. (b)(6)

Are you guys free at 5pm EST?

Nellie Abernathy
United We Serve
Corporation for National and Community Service
202-606-6766
Nabernathy@cns.gov

United We Serve

SERVE.GOV

From: (b)(6) [mailto:(b)(6)]
Sent: Tuesday, August 18, 2009 7:58 PM
To: (b)(6)

Cc: Yosi Sergant; Abernathy, Nell L.
Subject: Sept 11 event in LA + WM idea

Hello good people, great to be a part of this movement.

I have an opening at the [REDACTED] [http://\[REDACTED\]](http://[REDACTED]) where we just did [REDACTED] on the 4th of August
[http://\[REDACTED\]](http://[REDACTED])

(b)(6)

Would like to brainstorm and throw a party!

We don't have to pay for the venue, I have been doing events with them since 2000

(b)(6)

Also, I am putting together something for [REDACTED] – maybe we can discuss this as well?

thanks in advance :)

[REDACTED]
[REDACTED]
[REDACTED]
[http://\[REDACTED\]](http://[REDACTED])
[REDACTED]
[REDACTED]
New >>
Next >>
Overseas >>
[REDACTED] – 6 Year Anniversary Site Relaunch!

(b)(6)

[REDACTED] x.
[REDACTED] x. (toll free)
[REDACTED] fax
[REDACTED]
[REDACTED]

(b)(6)

Subscribe: [http://\[REDACTED\]/subscribe](http://[REDACTED]/subscribe)
Twitter: [http://twitter.com/\[REDACTED\]](http://twitter.com/[REDACTED]) | [http://twitter.com/\[REDACTED\]](http://twitter.com/[REDACTED])
Myspace: [http://myspace.com/\[REDACTED\]](http://myspace.com/[REDACTED]) | [http://myspace.com/\[REDACTED\]](http://myspace.com/[REDACTED])
Facebook: [http://www.facebook.com/\[REDACTED\]](http://www.facebook.com/[REDACTED])
Facebook Group: [http://www.facebook.com/\[REDACTED\]](http://www.facebook.com/[REDACTED])
LinkedIn: [http://www.linkedin.com/in/\[REDACTED\]](http://www.linkedin.com/in/[REDACTED])
Imeem: [http://\[REDACTED\]](http://[REDACTED])

(b)(6)

Monica Ashar

From: [REDACTED]
Sent: Wednesday, August 19, 2009 2:22 PM
To: Abernathy, Nell L.; [REDACTED]
Cc: [REDACTED], Yosi Sergeant
Subject: Re: Sept 4th United We Serve LA event

(b)(6)

Absolutely, Nell- Talk at 2.

Best

(b)(6)

■ ■ ■ ■

o: [REDACTED]
m: [REDACTED]
e: [REDACTED]
Skype/AIM: [REDACTED]

(b)(6)

USA

- + DirecTV [REDACTED]
- + Comcast Nationwide [REDACTED]
- + Dish Network [REDACTED]
- + Time Warner Nationwide – check your local listings
- + AT&T U-verse [REDACTED]

UK & IRELAND

- + Sky [REDACTED]
- + Virgin Media [REDACTED]

ITALY

- + Sky Italia [REDACTED]

On 8/19/09 10:55 AM, "Abernathy, Nell L." <NAbernathy@cns.gov> wrote:

Hey [REDACTED] and [REDACTED],

We're working with [REDACTED] at [REDACTED] to produce a big United We Serve event in LA on Sept 4th. It seems like you guys are the ideal folks to partner on this – in terms of promoting the event, supplying content, etc. Are you available to brainstorm today at 2pm PST?

We can jump on my conference call line

[REDACTED] (b)(2)

(b)(6)

Let me know if that works. Thanks for the enthusiasm!

Nellie Abernathy
United We Serve
Corporation for National and Community Service
202-606-6766
Nabernathy@cns.gov

United We Serve

SERVE.GOV

Monica Ashar

From: Yosi Sergeant
Sent: Wednesday, August 19, 2009 3:58 PM
To: [REDACTED]
Cc: [REDACTED]; Abernathy, Nell L. (b)(6)
Subject: RE: Sept 11 event in LA + WM idea

Glad you can join-

[REDACTED] (b)(6)

Yosi Sergeant
Director
Office of Communications
National Endowment for the Arts
1100 Pennsylvania Avenue NW, Room 614
Washington DC 20506
202-682-5570 office
[REDACTED] cell (b)(6)
yosi@arts.gov

From: [REDACTED] [mailto:[REDACTED]] (b)(6)
Sent: Wednesday, August 19, 2009 3:56 PM
To: Yosi Sergeant
Subject: Re: Sept 11 event in LA + WM idea

Yes.
Please send call in info.

Thnx,
[REDACTED] (b)(6)

Sent via BlackBerry by AT&T

From: Yosi Sergeant
Date: Wed, 19 Aug 2009 15:22:07 -0400
To: [REDACTED] (b)(6)
Subject: FW: Sept 11 event in LA + WM idea
Can you join this call?

Yosi Sergeant
Director
Office of Communications
National Endowment for the Arts
1100 Pennsylvania Avenue NW, Room 614
Washington DC 20506
202-682-5570 office
[REDACTED] cell (b)(6)
yosi@arts.gov

From: Abernathy, Nell L. [mailto:NAbernathy@cns.gov]
Sent: Wednesday, August 19, 2009 12:07 PM
To: [REDACTED] (b)(6)
Cc: Yosi Sergeant
Subject: RE: Sept 11 event in LA + WM idea

[REDACTED] (b)(6)
This is a really exciting opportunity. We'd love to pull some folks in to make this event the first/best example of what we can do together around back to school volunteering etc. Would you be free to jump on a call today with some of the other folks from the group? Maybe [REDACTED] from [REDACTED] [REDACTED] from [REDACTED] and a few folks Yosi has in mind. (b)(6)
Also, I'd love to invite an LA based education non-profit – donors choose and greendot both have offices out there.

Are you guys free at 5pm EST?

Nellie Abernathy
United We Serve
Corporation for National and Community Service
202-606-6766
Nabernathy@cns.gov

United We Serve

SERVE.GOV

From: [REDACTED] [mailto:[REDACTED]]
Sent: Tuesday, August 18, 2009 7:58 PM
To: [REDACTED]
Cc: Yosi Sergeant; Abernathy, Nell L.
Subject: Sept 11 event in LA + WM idea

] (b)(6)

Hello good people, great to be a part of this movement.

I have an opening at the [REDACTED] [http://\[REDACTED\]](http://[REDACTED]) where we just did [REDACTED] on the 4th of August
[http://\[REDACTED\]](http://[REDACTED])

] (b)(6)

Would like to brainstorm and throw a party!

We don't have to pay for the venue, I have been doing events with them since 2000

(b)(6)

Also, I am putting together something for [REDACTED] – maybe we can discuss this as well?

thanks in advance :)

[REDACTED]
[REDACTED]
[http://\[REDACTED\]](http://[REDACTED])

] (b)(6)

New >>

Next >>

Overseas >>

– 6 Year Anniversary Site Relaunch!

[REDACTED] x. [REDACTED] (toll free)
[REDACTED] fax [REDACTED]
[REDACTED]
[REDACTED]
(b)(6)

Subscribe: [http://\[REDACTED\].subscribe](http://[REDACTED].subscribe)
Twitter: [http://twitter.com/\[REDACTED\]](http://twitter.com/[REDACTED]) | [http://twitter.com/\[REDACTED\]](http://twitter.com/[REDACTED])
Myspace: [http://myspace.com/\[REDACTED\]](http://myspace.com/[REDACTED]) | [http://myspace.com/\[REDACTED\]](http://myspace.com/[REDACTED])
Facebook: [http://www.facebook.com/\[REDACTED\]](http://www.facebook.com/[REDACTED])
Facebook Group: [http://www.facebook.com/\[REDACTED\]](http://www.facebook.com/[REDACTED])
LinkedIn: [http://www.linkedin.com/in/\[REDACTED\]](http://www.linkedin.com/in/[REDACTED])
Imeem: [http://\[REDACTED\]](http://[REDACTED])
(b)(6)

Sent: Wednesday, August 19, 2009 12:25 PM

To: Yosi Sergant

Subject: FW: Sept 11 event in LA + WM idea

(b)(6)

Also – do you want to get a non-profit on the line. Thinking we either raise money for donors choose or greendot. Both

U. S. 147. 3

From: [redacted] [mailto:[redacted]] (b)(6)
Sent: Wednesday, August 19, 2009 12:21 PM
To: Abernathy, Nell L.; [redacted]
Cc: Yosi Sergant
Subject: Re: Sept 11 event in LA + WM idea

5p est works for me, let me know what # to call in to :)

[redacted]
[redacted]
[http://\[redacted\]](http://[redacted])
[redacted]
[http://\[redacted\]](http://[redacted])
[redacted] x. [redacted]
[redacted] (b)(6) x [redacted] (toll free)
[redacted] fax
[redacted]
[redacted]
[redacted]
[http://google.com/profiles/\[redacted\]](http://google.com/profiles/[redacted])

Sent via BlackBerry from T-Mobile

From: "Abernathy, Nell L."
Date: Wed, 19 Aug 2009 12:06:30 -0400
To: [redacted] <[redacted]>; [redacted] <[redacted]> (b)(6)
Subject: RE: Sept 11 event in LA + WM idea

(b)(6)
This is a really exciting opportunity. We'd love to pull some folks in to make this event the first/best example of what we can do together around back to school volunteering etc. Would you be free to jump on a call today with some of the other folks from the group? Maybe [redacted] from [redacted] [redacted] from [redacted] and a few folks Yosi has in mind. (b)(6)
Also, I'd love to invite an LA based education non-profit – donors choose and greendot both have offices out there.

Are you guys free at 5pm EST?

Nellie Abernathy
United We Serve
Corporation for National and Community Service
202-606-6766
Nabernathy@cns.gov

United We Serve
SERVE.GOV

From: [redacted] [mailto:[redacted]] (b)(6)
Sent: Tuesday, August 18, 2009 7:58 PM
To: [redacted]

Cc: Yosi Sergant; Abernathy, Nell L.
Subject: Sept 11 event in LA + WM idea

Hello good people, great to be a part of this movement.

I have an opening at the [REDACTED] [http://\[REDACTED\]](http://[REDACTED]) where we just did [REDACTED] on the 4th of August
[http://\[REDACTED\]](http://[REDACTED]) (b)(6)

Would like to brainstorm and throw a party!

We don't have to pay for the venue, I have been doing events with them since 2000

Also, I am putting together something for [REDACTED] - maybe we can discuss this as well? (b)(6)

thanks in advance :)

[REDACTED]
[REDACTED]
[http://\[REDACTED\]](http://[REDACTED])

[REDACTED]
New >> [REDACTED]

Next >> [REDACTED]

Overseas >> [REDACTED]

[REDACTED] - 6 Year Anniversary Site Relaunch!

[REDACTED] x. [REDACTED]

[REDACTED] x. [REDACTED] (toll free)

[REDACTED] fax

Subscribe: [http://\[REDACTED\]](http://[REDACTED]) subscribe

Twitter: [http://twitter.com/\[REDACTED\]](http://twitter.com/[REDACTED]) [http://twitter.com/\[REDACTED\]](http://twitter.com/[REDACTED])

Myspace: [http://myspace.com/\[REDACTED\]](http://myspace.com/[REDACTED]) [http://myspace.com/\[REDACTED\]](http://myspace.com/[REDACTED])

Facebook: [http://www.facebook.com/\[REDACTED\]](http://www.facebook.com/[REDACTED])

Facebook Group: [http://www.facebook.com/\[REDACTED\]](http://www.facebook.com/[REDACTED])

LinkedIn: [http://www.linkedin.com/in/\[REDACTED\]](http://www.linkedin.com/in/[REDACTED])

Imeem: [http://\[REDACTED\]](http://[REDACTED]) (b)(6)

Monica Ashar

From: Yosi Sergeant
Sent: (b)(6) Wednesday, August 19, 2009 5:04 PM
To: [REDACTED]
Subject: RE: Sept 4th United We Serve LA event

On now.

Yosi Sergeant
Director
Office of Communications
National Endowment for the Arts
1100 Pennsylvania Avenue NW, Room 614
Washington DC 20506
202-682-5570 office
[REDACTED] cell (b)(6)
yosi@arts.gov

From: [REDACTED] [mailto:[REDACTED]] (b)(6)
Sent: Wednesday, August 19, 2009 4:47 PM
To: Yosi Sergeant
Subject: Re: Sept 4th United We Serve LA event

Will you be on the call?

On 8/19/09 1:37 PM, "Yosi Sergeant" <yosi@arts.gov> wrote:

Conf call in 30 minutes.

[REDACTED] (b)(2)

Yosi Sergeant
Director
Office of Communications
National Endowment for the Arts
1100 Pennsylvania Avenue NW, Room 614
Washington DC 20506
202-682-5570 office
[REDACTED] cell (b)(6)
yosi@arts.gov <<mailto:serganty@arts.endow.gov>>

From: [REDACTED] [mailto:[REDACTED]] (b)(6)
Sent: Wednesday, August 19, 2009 4:16 PM
To: Yosi Sergeant
Subject: Re: Sept 4th United We Serve LA event

Of course. How can I be down?

Thx,

[REDACTED]

[REDACTED]

Cell - [REDACTED]
AIM - [REDACTED]

[http://www.\[REDACTED\]](http://www.[REDACTED])
[http://www.\[REDACTED\]](http://www.[REDACTED])
[http://www.\[REDACTED\]](http://www.[REDACTED])
[http://www.\[REDACTED\]](http://www.[REDACTED])

(b)(6)

On 8/19/09 12:59 PM, "Yosi Sergeant" <yosi@arts.gov> wrote:

> Wanna help?
>
> Yosi Sergeant
> Director
> Office of Communications
> National Endowment for the Arts
> 1100 Pennsylvania Avenue NW, Room 614
> Washington DC 20506
> 202-682-5570 office
> [REDACTED] cell (b)(6)
> yosi@arts.gov<<mailto:serganty@arts.gov>>@arts.endow.gov
>
> From: Abernathy, Nell L. [<mailto:NAbernathy@cns.gov>]
> Sent: Wednesday, August 19, 2009 1:55 PM
> To: [REDACTED]; [REDACTED]] (b)(6)
> Cc: [REDACTED]; Yosi Sergeant
> Subject: Sept 4th United We Serve LA event
>
> Hey [REDACTED] and [REDACTED]
> We're working with [REDACTED] at [REDACTED] to produce a big United We Serve] (b)(6)
> event in LA on Sept 4th. It seems like you guys are the ideal folks to
> partner on this - in terms of promoting the event, supplying content, etc.
> Are you available to brainstorm today at 2pm PST?
> We can jump on my conference call line
> [REDACTED]. (b)(2)
>
> Let me know if that works. Thanks for the enthusiasm!

>
> Nellie Abernathy
> United We Serve
> Corporation for National and Community Service
> 202-606-6766
> Nabernathy@cns.gov
> [cid:image001.gif@01CA20D4.B34687E0]
>

[REDACTED]

[REDACTED]

[REDACTED]

(b)(6)

Cell - [REDACTED]

AIM - [REDACTED]

[http://www.\[REDACTED\]](http://www.[REDACTED])

[http://www.\[REDACTED\]](http://www.[REDACTED])

[http://www.\[REDACTED\]](http://www.[REDACTED])

Monica Ashar

From: Yosi Sergant
Sent: (b)(6) Wednesday, August 19, 2009 6:19 PM
To: [REDACTED]
Subject: RE: Sept 11 event in LA + WM idea

Call [REDACTED] at [REDACTED] .. hes involved. Not me. (b)(6)

Yosi Sergant
Director
Office of Communications
National Endowment for the Arts
1100 Pennsylvania Avenue NW, Room 614
Washington DC 20506
202-682-5570 office
[REDACTED] cell (b)(6)
yosi@arts.gov

From: [REDACTED] [mailto:[REDACTED]] (b)(6)
Sent: Wednesday, August 19, 2009 5:57 PM
To: Yosi Sergant
Subject: Re: Sept 11 event in LA + WM idea

Hey Yosi,

Sounds interesting.

I just got this email, as I am out of the office today.

I left a voice mail, but I'll call you tomorrow too.

Best, [REDACTED]

[REDACTED]

[REDACTED]

O: [REDACTED]

M: [REDACTED]

E: [REDACTED] (b)(6)

[http://\[REDACTED\]](http://[REDACTED])
[http://twitter.com/\[REDACTED\]](http://twitter.com/[REDACTED])
[http://facebook.com/\[REDACTED\]](http://facebook.com/[REDACTED])
[http://myspace.com/\[REDACTED\]](http://myspace.com/[REDACTED])

On Aug 19, 2009, at 7:03 AM, Yosi Sergant wrote:

Call me to discuss

Yosi Sergant
Director
Office of Communications
National Endowment for the Arts
1100 Pennsylvania Avenue NW, Room 614
Washington DC 20506
202-682-5570 office
[REDACTED] cell (b)(6)
yosi@arts.gov<mailto:serganty@arts.endow.gov>

From: [REDACTED] [mailto:[REDACTED]] (b)(6)
Sent: Tuesday, August 18, 2009 7:58 PM
To: [REDACTED]
Cc: Yosi Sergant; Abernathy, Nell L.
Subject: Sept 11 event in LA + WM idea

Hello good people, great to be a part of this movement.

I have an opening at the [REDACTED] [http://\[REDACTED\]](http://[REDACTED]) where we just did [REDACTED] on the 4th of August [http://\[REDACTED\]](http://[REDACTED]) (b)(6)

Would like to brainstorm and throw a party!

We don't have to pay for the venue, I have been doing events with them since 2000

Also, I am putting together something for [REDACTED] (b)(6) - maybe we can discuss this as well?

thanks in advance :)

[REDACTED]
[REDACTED]
[REDACTED]
[http://\[REDACTED\]](http://[REDACTED])

[REDACTED]
[REDACTED]
New >> [REDACTED]

Next >> [REDACTED]

Overseas >> [REDACTED]

[REDACTED] - 6 Year Anniversary Site Relaunch! (b)(6)

[REDACTED] x. [REDACTED]

[REDACTED] x. [REDACTED] (toll free)

[REDACTED] fax
[REDACTED]
[REDACTED]
[REDACTED]

Subscribe: [http://\[REDACTED\]/subscribe](http://[REDACTED]/subscribe)

Twitter: [http://twitter.com/\[REDACTED\]](http://twitter.com/[REDACTED]) | [http://twitter.com/\[REDACTED\]](http://twitter.com/[REDACTED])
Myspace: [http://myspace.com/\[REDACTED\]](http://myspace.com/[REDACTED]) | [http://myspace.com/\[REDACTED\]](http://myspace.com/[REDACTED])
Facebook: [http://www.facebook.com/\[REDACTED\]](http://www.facebook.com/[REDACTED])
Facebook Group: [http://www.facebook.com/\[REDACTED\]](http://www.facebook.com/[REDACTED])
LinkedIn: [http://www.linkedin.com/in/\[REDACTED\]](http://www.linkedin.com/in/[REDACTED])
Imeem: [http://\[REDACTED\]](http://[REDACTED])

(b)(6)

Monica Ashar

From: Yosi Sergant
Sent: Wednesday, August 19, 2009 6:29 PM
To: Abernathy, Nell L.
Subject: RE: contact for call

Yeah. They need to think not of the event as the goal, but the messaging from the event as the goal.

Only 800 go... but the email reach of the people on that call can reach 400,000 or more easy. That's why I pushed for the video vote thing... even if 200 people show, the message is bigger.

Yosi Sergant
Director
Office of Communications
National Endowment for the Arts
1100 Pennsylvania Avenue NW, Room 614
Washington DC 20506
202-682-5570 office
[REDACTED] cell (b)(6)
yosi@arts.gov

From: Abernathy, Nell L. [<mailto:NAbernathy@cns.gov>]
Sent: Wednesday, August 19, 2009 6:26 PM
To: Yosi Sergant
Subject: RE: contact for call

Awesome! Did you think it went well?

Nellie Abernathy
United We Serve
Corporation for National and Community Service
202-606-6766
Nabernathy@cns.gov

United We Serve
SERVE.GOV

From: Yosi Sergant [<mailto:yosi@arts.gov>]
Sent: Wednesday, August 19, 2009 6:26 PM
To: Abernathy, Nell L.
Subject: RE: contact for call

[REDACTED] (b)(6) – reach out to talent, marketing support
[REDACTED] – reach out to 7th letter (artists)

Yosi Sergant
Director
Office of Communications
National Endowment for the Arts
1100 Pennsylvania Avenue NW, Room 614

Washington DC 20506

202-682-5570 office

[REDACTED] cell (b)(6)

yosi@arts.gov

From: Abernathy, Nell L. [mailto:NAbernathy@cns.gov]

Sent: Wednesday, August 19, 2009 5:55 PM

To: Yosi Sergeant

Subject: contact for call

Who else was on the call?

[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

[REDACTED] ? – where is he from and what did he agree to do? Reach out to talent?

[REDACTED] from [REDACTED] (?)

] (b)(6)

Nellie Abernathy

United We Serve

Corporation for National and Community Service

202-606-6766

Nabernathy@cns.gov

United We Serve

SERVE.GOV

Monica Ashar

From: [REDACTED] (b)(6)
Sent: Thursday, August 20, 2009 10:29 AM
To: PMartin@cns.gov
Cc: Yosi Sergeant
Subject: Example - National Service and Orchestras
Attachments: FallenHerosColorLogo.jpg; Fallen Heroes Description.doc;
StarSpangledBanner([REDACTED]).jpg (b)(6)

Hello Phil:

In response to your request for photos that illustrate service stories, I'm attaching a photo and logo related to an effort that will be launched next Monday, August 24th, by the Philadelphia Orchestra, in support of the families of fallen police officers, for next week's United We Serve safety and security week.

The project has been submitted through the portal on serve.gov, and a narrative description is also attached here. Please feel welcome to be in touch with any questions, or to contact [REDACTED] at the Philadelphia Orchestra. His information follows here:

[REDACTED]
The Philadelphia Orchestra
p [REDACTED]
[REDACTED] (b)(6)

Best wishes,
[REDACTED] (b)(6)

[REDACTED]
League of American Orchestras
910 17 Street, NW, Suite [REDACTED], Washington DC 20006
t [REDACTED] f [REDACTED]
[REDACTED]
americanorchestras.org (b)(6)



Standing at an Economic Crossroads?
Visit americanorchestras.org for directions.

From: [REDACTED] (b)(6)
Sent: Thursday, July 23, 2009 10:23 AM
To: PMartin@cns.gov
Cc: [REDACTED] yosi@arts.gov (b)(6)
Subject: National Service and Orchestras

Hello Phil:

Thank you for your encouragement and support of arts involvement in the United We Serve effort! [REDACTED] who [REDACTED] of the League of American Orchestras, has shared your recent message calling for examples of arts-related programs in action. (b)(6)

Below is a message we sent to the orchestra community yesterday, encouraging folks to register their service-related projects on the serve.gov site. We have also sent a separate targeted communication seeking photos and videos, and will pass the best examples along to you.

In the meantime, following is a link to information about the "Orchestras Feeding America" national food drive effort that took place this past spring. While it preceded the start date of United We Serve, I'm passing it along in case it is helpful background about orchestra participation in community service.

General Information: http://www.americanorchestras.org/utilities/orchestras_feeding_america.html

Summary of Activity: http://www.americanorchestras.org/images/stories/food_drive/OFA_release_March_30.pdf


(b)(6) provided a lovely quote in support of the launch of the project in February:
http://www.americanorchestras.org/images/stories/press_releases/National_Food_Drive_release.pdf

I will stay in touch with examples of upcoming orchestra activity.

Best wishes,

Sent by: League of American Orchestras
[Reply to the sender](#)

[Forward to a Friend](#) 



Engaging · Sustaining · Transforming

Advocacy Alert

July 22, 2009

[United We Serve](#)

[Service in Summer and Beyond](#)

[Share Your Stories!](#)

- [Join the League](#)
- [Support the League](#)
- [Download Best Defense: A Guide for Orchestra Advocates](#)

ADVOCACY ALERTS are a free service provided by the League of American Orchestras. Additional benefits are available to individuals who are League Personal Members and Donors. If you are not currently a Personal Member or Donor, we encourage you to Join the League or become a donor.

United We Serve

July 22, 2009, Washington, D.C. - Take note of a new opportunity for your orchestra to join the national effort to improve our nation's communities through volunteer service. The federal United We Serve initiative strives to strengthen American communities by mobilizing volunteerism in a coordinated national activity throughout this summer. Following passage of the Edward M. Kennedy Serve America Act earlier this year, the Corporation for National and Community Service

is hosting Serve.gov, a comprehensive website for finding and posting volunteer opportunities in your community.

Service in Summer and Beyond

Orchestras active in projects in service to their communities can join the United We Serve campaign by registering their projects and sharing information about the impact of their efforts. While the following themed weeks have been identified, projects outside of these areas of focus are always welcome in the United We Serve registry:

- July 27 Education
- Aug 03 Energy & Environment
- Aug 10 Health
- Aug 24 Safety & Security
- Aug 31 Interfaith Service
- Sep 11 National Day of Remembrance and Service

Although United We Serve is currently designated as 81 days of service running through September 11, 2009, plans are underway for the initiative to become an ongoing, collaborative promotion of service initiatives throughout the country.

Share Your Stories!

If your orchestra currently participates in volunteer service, please share your stories! By doing so, you can help increase public awareness of the power of the arts and its value in local communities. If your orchestra participates in a food drive effort, volunteers to mentor students, or engages in other ways with your community, the Serve.gov site wants to hear about it!

By posting your story and reading about other efforts, you may find new opportunities to collaborate, share resources to amplify your efforts, and create partnerships among other nonprofits, educational institutions, and individuals who are passionate about the power of music.

Share Your Stories of Service Today

To SUBSCRIBE or UNSUBSCRIBE from this list, or to CHANGE your e-mail address, please send your name, title, orchestra or organization name, mailing address and e-mail address to subscription@americanorchestras.org and put "ADVOCACY ALERTS " in the subject line.

Please direct any related questions to [REDACTED] or [REDACTED]

The League of American Orchestras is a member of the [Performing Arts Alliance](http://PerformingArtsAlliance.org), a coalition of national performing arts service organizations dedicated to advocating for national policies that recognize, enhance, and foster the contributions the performing arts make to America.

The League of American Orchestras, 33 West 60th Street, Fifth Floor, New York, NY 10023-7905

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SUMMER OF SERVICE INITIATIVE:

THE PHILADELPHIA ORCHESTRA FALLEN HEROES TRIBUTE CONCERT SEPTEMBER 20, 2009

The Philadelphia Orchestra, in conjunction with Police Commissioner Ramsey and the Fraternal Order of Police (FOP) is organizing a very special, community-wide police tribute concert on September 20, 2009, at the Mann Center for the Performing Arts in Fairmount Park. Proceeds from this concert will benefit the Fraternal Order of Police Survivor's Fund.

As you may be aware, this Fund has been very active due to the recent losses suffered by our Philadelphia Police Department. The Fund collects and distributes donations to assist the families of police officers who have fallen in the line of duty. To honor the fund and the people which it so generously helps, The Philadelphia Orchestra will perform a free concert for the community, with all proceeds from the concert benefitting the FOP Survivors' Fund.

We are currently soliciting corporate and civic leaders in the Philadelphia area to join the concert's **Leadership Council**. These individuals, along with the companies and organizations that they represent, can help to ensure the success of the concert through their financial commitments, in-kind contributions, and other support. The **Leadership Council** will be publicly acknowledged when their donations are used as part of the **City-Wide Challenge Grant**, which will be announced on August 24 at 1:00 pm with Mayor Nutter and Commissioner Ramsey at a special press conference.

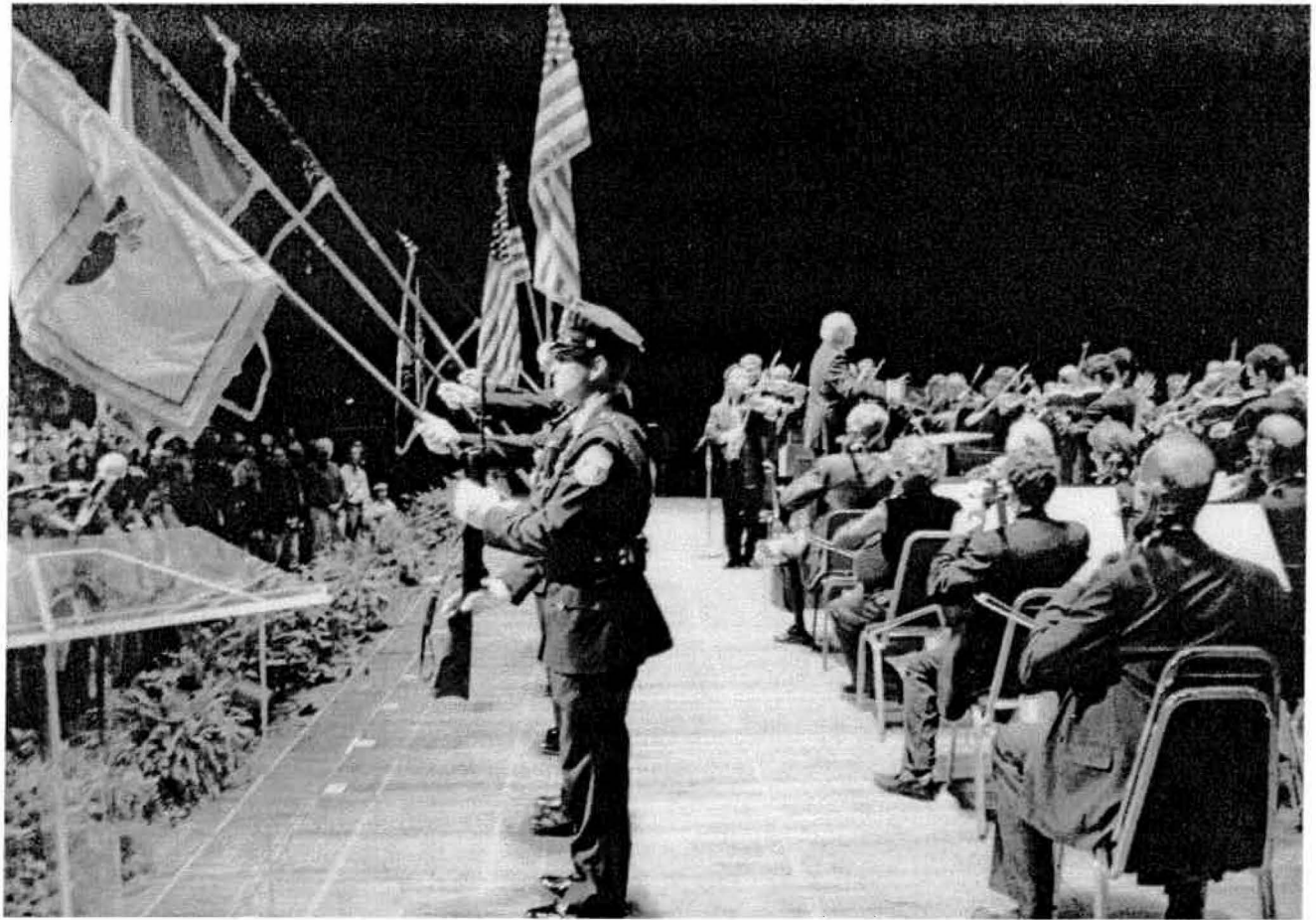
There are 300 to 400 volunteers involved in the project.

It is our goal to raise a total of \$350,000 for the Survivor's Fund.

We would like to secure at least half of those funds through the **Leadership Council** by the time of the press conference, when we'll announce the concert and its purpose. This will enable us to leverage those funds as a challenge the rest of the community to help meet the remaining goal by the date of the concert.

For more information, or to confirm your participation in this worthwhile event, please contact [REDACTED] at [REDACTED] or at [REDACTED].

(b)(6)



Monica Ashar

From: Yosi Sergant
Sent: Thursday, August 20, 2009 11:49 AM
To: Anita Decker; Katie Marie Zouhary
Subject: FW: security info and other info for our meeting
Attachments: WHbriefingresponse.pdf; Bios.doc

Attachment withheld
under (b)(6)

FYI

Yosi Sergant
Director
Office of Communications
National Endowment for the Arts
1100 Pennsylvania Avenue NW, Room 614
Washington DC 20506
202-682-5570 office
[REDACTED] cell (b)(6)
yosi@arts.gov

From: [REDACTED] (b)(6)
Sent: Thursday, August 20, 2009 11:50 AM
To: Tranchin, Matthew A.; Modi, Kalpen S.
Cc: Yosi Sergant; [REDACTED] (b)(6)
Subject: security info and other info for our meeting

Dear Kalpen and Matt,

We are very much looking forward to our meeting on Tuesday, August 25 at 4pm. Attached is the security information for the five people we would like to attend the meeting: [REDACTED], [REDACTED], [REDACTED], [REDACTED], and [REDACTED] (b)(6). Our information was also included on the security list I sent in last Friday for the 25 people attending the White House tour. I have also attached our bios to this email.

Please let us know the location for our meeting and how early we should arrive to get through security. (Do you have a location for the larger group attending the tour as well? Or is there someone else I should contact about that?)

We look forward to hearing from you about what you're working on, excited about, and the opportunities that lie ahead. We will be happy to share with you what we are working on with our colleagues and networks and what has happened since the briefing. We are particularly eager to talk about where arts and culture can intersect with other policy areas and the administration's agenda for change, how we can work with you in this area, and other ways in which we might support your efforts.

For your reference, I have attached two one-page documents here: the background piece for our May 12 briefing, and our response after the briefing.

The May 12 briefing had a tremendous impact on those of us working to connect art and social justice. We are so pleased to have an opportunity to talk with you about how we can continue to collaborate to advance this powerful work.

All best, [REDACTED] (b)(6)
[REDACTED]



Pratt Center
for Community Development



StateVoices



To our White House hosts,

We deeply appreciate the extraordinary opportunity to begin a conversation with you at the May 12 briefing on art, community, social justice, national recovery. Your validation of the integral role of arts and culture in community and social change was inspiring and catalytic. Directly after the briefing we met in working groups of artists and organizers to strategize about healthcare and immigration reform, national recovery, green jobs, cultural policy, and integrating artists and other innovators in the work of all federal agencies. A report is now being disseminated broadly through the considerable networks of the briefing participants.

We are now writing as the organizers of the briefing, to continue the conversation. We want to consider with you how we can best channel the enthusiasm and creative ideas the briefing generated into effective strategies on behalf of the Administration and our communities. Specifically we would like to follow up on three of the through-lines of the briefing: 1) the integration of arts and culture in all issue and policy areas, 2) the Summer of Service, and 3) creative approaches to community engagement.

1. Integration of Arts and Culture in other issue and policy areas

We were pleased to hear your recognition of the arts as essential to national and community recovery, social change, sustainability, and innovation. Be it healthcare reform, urban affairs, international relations, or education, we agree that the arts can play a critical role in catalyzing broad public support for a forward-looking national agenda. We also agree that supporting a national culture of inclusion and dialogue is essential as several speakers explained, from making the White House “the people’s house” to supporting community-building everywhere. We would like to discuss how we could help you bring artists and creative organizers to federal policy tables, as you suggested. How might we facilitate smaller conversations with members of the arts and culture community and people working in particular areas such as green jobs, education reform, cultural and media policy, and community development?

2. The Summer of Service

We would like to discuss ways that the Summer of Service can engage, benefit from, and draw attention to excellent community-based work—like that of SPARC mural project, cited during the briefing—that link compelling art, social change, employment (both for artists and low-income residents) and service. We would also like to discuss ways to sustain this service that recognize artists as workers, drawing on the lessons of WPA arts recovery programs, CETA (Comprehensive Employment Training Act) and other innovative programs.

3. Creative Approaches to Community Engagement

It was exciting to attend the briefing the day that the Office of Public Liaison became the Office of Public Engagement, reflecting the core value of two-way community engagement. Our group of artists and creative organizers offers a wide range of artful approaches to building community, engaging people who do not typically feel included in the political process, helping polarized groups listen to one another with empathy, and bringing joy to the process of community change. This on-the-ground expertise can function as a creative think tank as you develop your programs.

Just as we are inspired by your encouragement, we are also well aware of how much you have to do, how high expectations are, and how much you are multi-tasking! Our wish is to help you best engage the formidable power that is represented by briefing participants and their networks. We look forward to hearing from you, to learning how we might be of service and how we might best continue the conversation. We have attached a summary of the strategy workgroups that met following the briefing.

██████████, ██████████, ██████████, ██████████ June 3, 2009 (b)(6)

Monica Ashar

From: [REDACTED] (b)(6)
Sent: Thursday, August 20, 2009 11:50 AM
To: Tranchin, Matthew A.; Modi, Kalpen S.
Cc: Yosi Sergeant; [REDACTED] (b)(6)
Subject: security info and other info for our meeting
Attachments: WHbriefingresponse.pdf; ATT00004.htm; Securityinfo.xls; ATT00005.htm; Bios.doc; ATT00006.htm

attachment
withheld
under (b)(6)

attachment
withheld under
(b)(6)

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Please let us know the location for our meeting and how early we should arrive to get through security. (Do you have a location for the larger group attending the tour as well? Or is there someone else I should contact about that?)

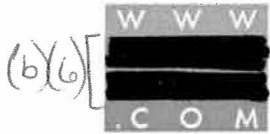
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All best, [REDACTED] (b)(6)

[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED] (b)(6)



Pratt Center
for Community Development



StateVoices



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(b)(6) [REDACTED]

June 3, 2009

Monica Ashar

From: Yosi Sergeant
Sent: Thursday, August 20, 2009 3:51 PM
To: Abernathy, Nell L.
Subject: FW: The Might United Update

Cool

Yosi Sergeant
Director
Office of Communications
National Endowment for the Arts
1100 Pennsylvania Avenue NW, Room 614
Washington DC 20506
202-682-5570 office
[REDACTED] cell (b)(6)
yosi@arts.gov

From: [REDACTED] [mailto:[REDACTED]]
Sent: Thursday, August 20, 2009 3:19 PM
To: [REDACTED]
Cc: Yosi Sergeant; [REDACTED]
Subject: Re: The Might United Update

[REDACTED], (b)(6)

I hope you are well. I am a part of these weekly calls representing [REDACTED]. Thanks for this opportunity. We are exited about the potential.

I mentioned your call to action regarding this campaign to [REDACTED] and he is willing to contribute to the branding of the initiative.

It would be great to get you in front of [REDACTED] so that you can tell him more about the vision. You are in NYC, right? We could have you come down to [REDACTED]'s office on [REDACTED] and [REDACTED] to check out the place.

Let me know if you are free next week. Do you have a creative brief that I can send to [REDACTED] beforehand?

Best,

[REDACTED]
[REDACTED]
[REDACTED]
(t) [REDACTED]] (b)(6)

Become a fan of [REDACTED] on Facebook: [www.facebook.com/\[REDACTED\]](http://www.facebook.com/[REDACTED])
Follow us on Twitter: [twitter.com/\[REDACTED\]](http://twitter.com/[REDACTED])] (b)(6)

"[REDACTED]" <[REDACTED]>

To "[REDACTED]" <[REDACTED]> (b)(6)
cc "Yosi Sergeant" <yosi@arts.gov>, <NAbernathy@cns.gov>

08/19/09 03:58 PM

Subject The Might United Update

Good Wednesday to you all!!!

So, I have given our little group a name: **The Mighty United**

I have created a twitter page: [http://www.twitter.com/\[REDACTED\]](http://www.twitter.com/[REDACTED]) and facebook group: [REDACTED]

(b)(6)

PLEASE join both, as those will be the tools that we will use to communicate with each other, so we can limit the use of emails. As I am not a tech person, I thought it was important, after some much appreciated input, to create these simple tools for us to use. If you all think we need to do something more, please let me know.

PLEASE send me your twitter name and your facebook page address.

The phone call on Monday went AMAZING. We discussed mostly ideas for projects that various folks were thinking about or already doing. Here are some ideas from **THE SCRAPBOOK** (our virtual place for sharing):

[REDACTED]: Works with [REDACTED], organization in that works with LA youth who create projects to help children in Africa
[REDACTED]: Working with buildings that have fallen victim to the post-undustrial collapse in Braddock, PA to create arts based community resource center

[REDACTED]: [REDACTED] will promote up until 9/11 with bumpers, etc. [REDACTED] is also hosting a film night in [REDACTED] that has the theme of service.

[REDACTED]: Willing to work with some of the artists that his company manages as well as other artists to create a mini-tour of music to support UWS

[REDACTED]: Introduced [REDACTED] from [REDACTED] and they have an idea to create a program where young people can get credits for volunteering and then get free tickets to private shows at [REDACTED]

[REDACTED]: Working with students in Lincoln, NE to create graphic designed posters about issues

[REDACTED]: Has gotten [REDACTED] in [REDACTED] for free to throw a party for United We Serve

[REDACTED]: [REDACTED] is doing A LOT around service, including a partnership with [REDACTED] and a new site www.unitedweserve.us

Additional Notes

1. Regionalize Group (East, Mid-West, South, West)
2. There is room for more people in the group. We specifically should reach out to people in the mid-West and South. If you have someone you would like to invite, please email them and cc me on the email. And I will include them as we move forward

IF YOU ARE WORKING ON A PROJECT OR HAVE AN IDEA, PLEASE LET ME KNOW VIA EMAIL OR PHONE CALL. NO PROJECT IS TOO SMALL. WE ARE TRYING TO CREATE AS MANY PROJECTS AS WE CAN...

If you are in need of any tools from United We Serve, i.e. logos, widgets, etc. -- please feel to visit: <http://serve.gov/link.asp>

Any questions, comments, suggestions, concerns, please hit me up.

Thanks!

[REDACTED]

[REDACTED]

(b)(6)

Monica Ashar

From: Yosi Sergeant
Sent: Thursday, August 20, 2009 4:09 PM
To: [REDACTED]; Nell L. Abernathy
Cc: [REDACTED]; [REDACTED]; [REDACTED]
Subject: RE: United We Serve -my personal plan and update.

] (b)(6)

Very powerful on right on point. Definitely let the crew know about it!

Yosi Sergeant
Director
Office of Communications
National Endowment for the Arts
1100 Pennsylvania Avenue NW, Room 614
Washington DC 20506
202-682-5570 office
[REDACTED] cell
yosi@arts.gov

(b)(6)

From: [REDACTED] [mailto:[REDACTED]]
Sent: Thursday, August 20, 2009 3:56 PM
To: Yosi Sergeant; Nell L. Abernathy
Cc: [REDACTED]; Elizabeth Stark; [REDACTED]; [REDACTED]
Subject: United We Serve -my personal plan and update.

] (b)(6)

Hello Yosi Nellie, [REDACTED]

(b)(6)

Below is a brief synopsis of how I plan to personally contribute to the UWS initiative, I'm sending out a call to action to my colleagues with a concentration on Photographers, Videographers, Visual artist and Musicians to assist me w. compiling content to bring awareness to individuals and organizations that embody the spirit of service. In addition my team and I are planning a face to face thank tank day with the members of the Philadelphia call group in order to come up with a collective plan of action for the short and long term.

let me know your thoughts,

best wishes,

[REDACTED]

(b)(6)

Vignettes for United We Serve

The primary initiative of United We Serve is to "expand the impact of existing organizations by engaging new volunteers in their work and encourage volunteers to develop their own "do-it-yourself" projects". In order to contribute to this initiative, video vignettes highlighting individuals and organizations that


are making positive impacts in the Philadelphia region will be composed and distributed to various viral media outlets. Every day starting on September 1st and ending on the September 11th National Day of Service and Remembrance, an individual or organization will be highlighted. Each subject will be asked a series of three over-arching questions: 1) Why do you volunteer? 2) How has service brought about change in your life and the community? 3) How can someone get involved in your service project? This series will bring to light those that are agents of change in the Philadelphia area and inspire others to do the same in the region and throughout the country.

Monica Ashar

From: Yosi Sergant
Sent: Thursday, August 20, 2009 5:33 PM
To: [REDACTED] (b)(6)
Subject: FW: The White House Invites You to a Special United We Serve | Arts and Humanities Conference Call

Yosi Sergant
Director
Office of Communications
National Endowment for the Arts
1100 Pennsylvania Avenue NW, Room 614
Washington DC 20506
202-682-5570 office
[REDACTED] cell (b)(6)
yosi@arts.gov

From: Americans for the Arts [mailto:Do_Not_Reply@artsusa.org]
Sent: Thursday, August 20, 2009 5:24 PM
To: Yosi Sergant
Subject: The White House Invites You to a Special United We Serve | Arts and Humanities Conference Call

Forward to a Friend 



On the Web: <http://serve.artsusa.org> By E-mail: advocacy@artsusa.org

Americans for the Arts is pleased to be able to extend the following invitation from the White House to all our member local, state, and regional arts agencies, community-based arts organizations, and national partners. Below is a letter from Kalpen Modi, Associate Director for the White House Office of Public Engagement.

Dear White House Partners,

This summer, President Obama and the First Lady unveiled United We Serve, a call to service challenging all Americans to help lay a new foundation for growth in this country by engaging in sustained, meaningful community service this summer and beyond.

Please join us for a United We Serve | Arts and Humanities conference call, hosted by the Corporation for National and Community Service in cooperation with the White House Office of Public Engagement:

Thursday, August 27, 3:00 p.m. (EST).

R.S.V.P.: We will be able to accommodate the first 500 people who go to www.AmericansForTheArts.org/serve/rsvp/index.asp and sign up to join the call.

I'll be facilitating the call. We'll also have key representatives from:

- Corporation for National and Community Service
- National Endowment for the Arts
- National Endowment for the Humanities
- Americans for the Arts
- State Humanities Councils

The purpose of United We Serve—a project of the White House and the Corporation for National and Community Service—is to engage all Americans in the nation's economic recovery at a time of great challenge and great opportunity. It started on June 22—when the First Lady launched United We Serve at the National Conference on Volunteering and Service—and culminates with September 11, a new National Day of Remembrance and Service. The president and First Lady are challenging people young and old, in communities large and small, to roll up their sleeves and work together to tackle some of the nation's toughest issues: education; health; energy and the environment; community renewal; and safety and security.

The Administration knows that the arts and humanities are and must continue to be actively engaged in strengthening communities across the country. United We Serve seeks to encourage and recognize that work this summer, on September 11, and beyond. Whether you are an individual artist or a professor, a major national network of organizations, or somewhere in between, I hope you will join us on this call as we share the most up-to-date information on the Administration's plans for United We Serve; offer some ideas for how you can connect with the initiative; and ask you to share ideas with one another for how best to engage the arts and humanities communities in the President's call to service. (For example, Americans for the Arts is launching serve.artsusa.org.)

See these [two documents](#), and [don't forget to R.S.V.P.](#) Thanks for your time. I look forward to speaking with you soon.

In service,

Kalpen Modi
Associate Director | White House Office of Public Engagement

Other Exciting News:

Tomorrow, Americans for the Arts launches a new web portal dedicated to promoting community service opportunities for arts groups, arts volunteers, and artists nationwide. The website at serve.artsusa.org is a place for volunteers in the arts to easily share stories and upload photos and videos related to their volunteer experiences. Featured stories will be showcased on this website and pro-actively shared with the White House, the Corporation for National and Community Service, national and local media, and many blogs and social media websites.

We also encourage you to visit the site to sign a petition in support of President Obama's proposed Artists Corps. During the campaign, he called for the creation of an "Artists Corps" of young artists trained to work in low-income schools and communities. The strengthening of partnerships between national service initiatives and the arts can help to address un-met community needs in America, bringing the arts and humanities to places in need of creativity and innovation the most.



Washington, DC Office

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Washington, DC 20005
T 202.371.2830 | F 202.371.0424

New York City Office

One East 53rd Street
New York, NY 10022
T 212.223.2787 | F 212.980.4857

Visit Us Online:

www.AmericansForTheArts.org
info@artsusa.org
[Unsubscribe here](#)

Monica Ashar

From: Elizabeth Stark
Sent: Friday, August 21, 2009 5:15 PM
To: Yosi Sergant
Subject: FW: United We Serve

From: [REDACTED] [mailto:[REDACTED]] (b)(6)
Sent: Friday, August 21, 2009 5:05 PM
To: Elizabeth Stark
Subject: Re: United We Serve

[REDACTED] (b)(6)

Sent from my iPhone

On Aug 21, 2009, at 5:55 AM, Elizabeth Stark <starke@arts.gov> wrote:

Hi [REDACTED], (b)(6)

I'm glad 5 p.m. (EDT) works for you. I'll have Yosi call you then- he has a conference call right before that may run a few minutes over. What's the best number for him to use?

Thanks!

Liz

Liz Stark

Communications Office

National Endowment for the Arts

starke@arts.gov

202-682-5744 (p)

202-682-5611 (f)

1100 Pennsylvania Ave. NW

Washington, DC 20506

From: [REDACTED] [mailto:[REDACTED]] (b)(6)
Sent: Friday, August 21, 2009 5:10 AM
To: Elizabeth Stark
Subject: Re: United We Serve

Hi Elizabeth!

Hope this email finds you well. I could do 5pm EDT which will be 2pm my time. Let me know what method of communication we should use - me calling in or you all calling me?

I am a short Acela ride away from DC when I am east coast based. Anytime works!

[REDACTED] (b)(6)

On Aug 20, 2009, at 9:18 AM, Elizabeth Stark wrote:

Hi [REDACTED] (b)(6)

Yes, Friday will work. Yosi is available at either 11 a.m. or 5 p.m. (EDT). Which of those times works best for you?

Do you plan to be in DC anytime soon? If so, let me know and I'd be happy to find a time for you to visit us here at the NEA.

Best,

Liz

Liz Stark

Communications Office

National Endowment for the Arts

starke@arts.gov

202-682-5744 (p)

202-682-5611 (f)

1100 Pennsylvania Ave. NW

Washington, DC 20506

From: [REDACTED] [mailto:[REDACTED]]
Sent: Wednesday, August 19, 2009 11:29 PM
To: Elizabeth Stark
Subject: Re: United We Serve

(b)(6)

Hi Elizabeth-

Thanks so much for taking the time to reach out. I meant to respond to Yosi's email sooner than this, please accept my apologies.

I am in the middle of a flight as I type this to you, headed out to the west coast. Does Yosi have any time on Friday at all? If not, I can do my best to make Thursday work.

Also, a visit to you all in DC might be best in order to sit down and get things going so I can properly learn about what you all have going on.

Thanks for your continued efforting in connecting us, I am very appreciative.

Please let me know if there is anything I can be doing for you on my end!

Do good things,

██████ (b)(6)

On Aug 19, 2009, at 10:04 AM, Elizabeth Stark wrote:

Hi ██████, (b)(6)

I wanted to follow up with you about scheduling a meeting with Yosi. Please let me know your availability and we can find a time from there.

Regards,

Liz Stark

Communications Office

National Endowment for the Arts

starke@arts.gov

202-682-5744 (p)

202-682-5611 (f)

1100 Pennsylvania Ave. NW

Washington, DC 20506

From: Elizabeth Stark
Sent: Monday, August 17, 2009 9:12 AM
To: '[REDACTED]'; Yosi Sergant (b)(6)
Subject: RE: United We Serve

Hello [REDACTED], (b)(6)

Are you available to speak with Yosi on Wednesday (the 19th) at 4 p.m. (EDT)? Yosi is also available the same time on the 20th, if that works better for you.

Regards,

Liz Stark

Communications Office

National Endowment for the Arts

starke@arts.gov

202-682-5744 (p)

202-682-5611 (f)

1100 Pennsylvania Ave. NW

Washington, DC 20506

From: [REDACTED] [mailto:[REDACTED]] (b)(6)
Sent: Friday, August 14, 2009 9:04 PM
To: Yosi Sergant
Cc: Elizabeth Stark
Subject: Re: United We Serve

Hi Yosi -

I am sorry that we have had trouble connecting. Is there a way we could revisit this conversation the week of 8/17?

Thanks so much!

[REDACTED] (b)(6)

On Jun 25, 2009, at 6:11 PM, Yosi Sergant wrote:

My assistant Liz will set up a time for us to speak.

Yosi Sergant

Director

Office of Communications

National Endowment for the Arts

1100 Pennsylvania Avenue NW, Room 614

Washington DC 20506

202-682-5570 office

[REDACTED] cell (b)(6)

yosi@arts.gov

From: [REDACTED] [mailto:[REDACTED]] (b)(6)
Sent: Thursday, June 25, 2009 5:43 PM

To: Yosi Sergeant
Subject: Re: United We Serve

Yosi-

Thanks so much for taking the time to communicate today via email. Please let me know our next step in touching base. Hope you are well!

[REDACTED] (b)(6)

Sent from my iPhone

On Jun 25, 2009, at 5:33 PM, Yosi Sergeant <yosi@arts.gov> wrote:

[REDACTED] (b)(6)

My name is Yosi Sergeant and I am the Obama Administration's appointment to the role of Communications Director at the National Endowment for the Arts. I am spearheading the outreach for the Arts community on behalf of the NEA and the administration for the summer service initiative.

The White House team informed me that [REDACTED] (b)(6) were interested in supporting the administration's efforts. I'd love to discuss this further with you.

Yosi Sergeant

Director

Office of Communications

National Endowment for the Arts

1100 Pennsylvania Avenue NW, Room 614

Washington DC 20506

202-682-5570 office

[REDACTED] cell (b)(6)

yosi@arts.gov

Monica Ashar

From: Yosi Sergeant
Sent: (b)(6) Monday, August 24, 2009 10:02 AM
To: [REDACTED]
Subject: RE: United We Serve Conference Call // Invitation

Come by my office!

Yosi Sergeant
Director
Office of Communications
National Endowment for the Arts
1100 Pennsylvania Avenue NW, Room 614
Washington DC 20506
202-682-5570 office
[REDACTED] cell (b)(6)
yosi@arts.gov

-----Original Message-----

From: [REDACTED] [mailto:[REDACTED]] On Behalf Of [REDACTED] (b)(6)
Sent: Monday, August 24, 2009 10:00 AM
To: Abernathy, Nell L.
Cc: Yosi Sergeant; [REDACTED] (b)(6)
Subject: Re: United We Serve Conference Call // Invitation

Hi Folks-

I'm in DC today and kept my schedule open in hopes of getting together. I'm at [REDACTED] (b)(6)

Let me know if there's any plans to hook up. I fly back to LA tomorrow morning. Talk soon!

- [REDACTED] (b)(6)

On Mon, Aug 17, 2009 at 3:14 PM, Abernathy, Nell L.<NAbernathy@cns.gov> wrote:

> 24th works for me! Yosi?
>
> Nellie Abernathy
> United We Serve
> Corporation for National and Community Service
> 202-606-6766
> Nabernathy@cns.gov
>
>
>

> -----Original Message-----

> **From:** [REDACTED] [mailto:[REDACTED]] On Behalf Of [REDACTED] (b)(6)
> [REDACTED]
> **Sent:** Friday, August 14, 2009 12:59 PM
> **To:** Abernathy, Nell L.
> **Cc:** Yosi Sergeant; [REDACTED] (b)(6)
> **Subject:** Re: United We Serve Conference Call // Invitation

> Hi Folks-

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> Need to confirm if this is happening or not and buy my tickets today.
> I'm flying into DC on the 21st in the evening, will be at a wedding
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> On Mon, Aug 10, 2009 at 3:34 PM, [REDACTED] <[REDACTED]> wrote:

>> How does the 20th, 21st or 24th look for you all? I'm attending a
>> wedding on the 22nd and 23rd in Annapolis but will likely be flying
>> in and out of DC. Let me know what your schedules are like as soon as
>> you can as I need to book my flight (forgot to last week!)

>>
>> thanks!

>> - [REDACTED] (b)(6)
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>> On Mon, Aug 10, 2009 at 1:25 PM, Abernathy, Nell L. <NAbernathy@cns.gov> wrote:
>>> Love vegan food and geniuses. Count me in.

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>>> Nellie Abernathy
>>> United We Serve
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>>> Nabernathy@cns.gov

>>>
>>>
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>>> -----Original Message-----

>>> From: Yosi Sergeant [mailto:yosi@arts.gov]

>>> Sent: Monday, August 10, 2009 2:55 PM

>>> To: [REDACTED]

>>> Cc: Abernathy, Nell L.; [REDACTED] (b)(6)

>>> Subject: RE: United We Serve Conference Call // Invitation

>>>

>>> Woot Woot. Let's eat Vegan and talk dotcom!

>>>

>>> Nell- [REDACTED] is genius. (b)(6)

>>>

>>>

>>> Yosi Sergeant

>>> Director

>>> Office of Communications

>>> National Endowment for the Arts

>>> 1100 Pennsylvania Avenue NW, Room 614 Washington DC 20506

>>> 202-682-5570 office

>>> [REDACTED] cell (b)(6)

>>> yosi@arts.gov

>>>

>>>

>>> -----Original Message-----

>>> From: [REDACTED] [mailto:[REDACTED]] On Behalf

>>> Of [REDACTED] (b)(6)

>>> Sent: Monday, August 10, 2009 2:51 PM

>>> To: Yosi Sergeant; [REDACTED]

>>> Subject: Re: United We Serve Conference Call // Invitation

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>>> Hey folks!
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>>> Thanks for including me today. Didn't get a chance to throw in this
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>>> can include on their sites but obviously I have a ton of ideas on
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>>> the 22nd - right now I have an extremely short trip planned but if
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>>> that trip to meet with you guys in person while I'm there. Let me
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>>> On Thu, Aug 6, 2009 at 3:26 PM, [REDACTED] <[REDACTED]> wrote: (b)(6)
>>>> Would love to join, please consider this my RSVP
>>>>
>>>> Thanks!
>>>> - [REDACTED] (b)(6)
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>>>>> _____
>>>>>
>>>>> A call has come in to our generation. A call from the top. A call
>>> from a
>>>>> house that is White. A call that we must answer. And to answer
>>>>> it,
>>> we need
>>>>> you.
>>>>>
>>>>> Please join [REDACTED], [REDACTED], [REDACTED],
>>> [REDACTED],
>>>>> [REDACTED], [REDACTED], [REDACTED] and [REDACTED] as we
>>> heed the] (b)(6)

>>>>> President's call to action this summer -- United We Serve.
>>>>>
>>>>> United We Serve is President Obama's call to service challenging
>>>>> all Americans to engage in sustained, meaningful community
>>>>> service. With
>>> the
>>>>> knowledge that ordinary people can achieve extraordinary things
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>>>>> the proper tools, President Obama is asking us to come together to
>>> help lay
>>>>> a new foundation for growth, focusing on core areas of the
>>>>> recovery
>>> agenda -
>>>>> health care, energy and environment, safety and security,
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>>>>> Now is the time for us to answer this call. It is time for us as a
>>> group of
>>>>> artists, producers, promoters, organizers, influencers, marketers,
>>>>> tastemakers, leaders or just plain, cool people to join together
>>>>> and
>>> work
>>>>> together to promote a more civically engaged America and celebrate
>>> how the
>>>>> arts can be used for a positive change! No one knows our
>>>>> communities
>>> better
>>>>> than we do. No one can inspire as much as we can. We have a unique
>>> role to
>>>>> play in making service accessible and fun for those who are not
>>> accustomed
>>>>> to volunteering. We know that engaging all Americans in service
>>>>> means
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>>>>> must expand the idea of service. Already, you are helping us to
>>> re-frame the
>>>>> image of volunteerism.
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>>>>> The United We Serve team, in collaboration with the White House
>>> Office of
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>>>>> hosting
>>> a
>>>>> conference call outlining steps our community can take to spread
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>>> message
>>>>> of service and highlight the service work artists already perform
>>>>> in communities nationwide.
>>>>>
>>>>> Please join us!
>>>>>
>>>>> Date: Monday, August 10, 2009
>>>>>
>>>>> Time: 2PM EST / 11AM PST
>>>>>
>>>>> Call In: [REDACTED] (b)(6)

>>>>>
>>>>> Passcode: [REDACTED] (b)(6)
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>>>>>
>>>>>
>>>>> PLEASE RSVP to [REDACTED] at [REDACTED] (b)(6)
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>>>>> On the call we will hear from the United We Serve about the
>>> initiative and
>>>>> their plans for 9/11, a new National Day of Service and
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>>> hear
>>>>> from the National Endowment for the Arts about the role artists
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>>>>> shaping our communities and this initiative and brainstorm.
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>>>>> stories of how arts service can be fun, engaging and youthful.
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>>>>> will
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>>>>> AGENDA
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>>>>> I. Intro -
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>>>>> a. Who's on the call
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Monica Ashar

From: Yosi Sergeant
Sent: Monday, August 24, 2009 10:04 AM
To: (b)(6); Abernathy, Nell L.
Subject: RE: United We Serve Conference Call // Invitation

I'm down. I'm a little bit tied to my office today. Can we do Indian food from my badass food court?

Yosi Sergeant
Director
Office of Communications
National Endowment for the Arts
1100 Pennsylvania Avenue NW, Room 614
Washington DC 20506
202-682-5570 office
(b)(6) cell
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>>>> Passcode: [REDACTED]
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Monica Ashar

From: Yosi Sergeant
Sent: Monday, August 24, 2009 10:04 AM
To: Abernathy, Nell L.
Subject: RE: United We Serve Conference Call // Invitation

You can skip this. He's a pal. I can handle.

:)

You good?

Yosi Sergeant
Director
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National Endowment for the Arts
1100 Pennsylvania Avenue NW, Room 614
Washington DC 20506
202-682-5570 office
[REDACTED] cell (b)(6)
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Sent: Monday, August 24, 2009 10:02 AM
To: Yosi Sergeant
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Thoughts?

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United We Serve
Corporation for National and Community Service
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>>> I'm going to be passing through DC at the end of this month, around
>>> the 22nd - right now I have an extremely short trip planned but if
>>> you think it would be worth it I could easily add on a day or two to
>>> that trip to meet with you guys in person while I'm there. Let me
>>> know what you think.
>>>
>>> - [REDACTED] (b)(6)
>>>
>>> On Thu, Aug 6, 2009 at 3:26 PM, [REDACTED] wrote: (b)(6)
>>>> Would love to join, please consider this my RSVP
>>>>
>>>> Thanks!
>>>> [REDACTED] (b)(6)
>>>>
>>>> On Thu, Aug 6, 2009 at 3:23 PM, Yosi Sergeant<yosi@arts.gov> wrote:
>>>>> This Monday, there is a conference call for arts oriented
>>>>> marketers & producers to discuss the President's United We Serve
>>>>> initiative that
>>>> I
>>>>> thought you might like to participate in.
>>>>>
>>>>>
>>>>>
>>>>> Yosi Sergeant
>>>>>
>>>>> Director
>>>>>
>>>>> Office of Communications
>>>>>
>>>>> National Endowment for the Arts

>>>>>
>>>>> 1100 Pennsylvania Avenue NW, Room 614 Washington DC 20506
>>>>> 202-682-5570 office
>>>>> [REDACTED] cell (b)(6)
>>>>> yosi@arts.gov
>>>>>
>>>>> _____
>>>>>
>>>>> A call has come in to our generation. A call from the top. A call
>>> from a
>>>>> house that is White. A call that we must answer. And to answer
>>>>> it,
>>> we need
>>>>> you.
>>>>>
>>>>> Please join [REDACTED], [REDACTED], [REDACTED],
>>> [REDACTED],
>>>>> [REDACTED], [REDACTED], [REDACTED] and [REDACTED] as we
>>> heed the
>>>>> President's call to action this summer -- United We Serve.
>>>>>
>>>>> United We Serve is President Obama's call to service challenging
>>>>> all Americans to engage in sustained, meaningful community
>>>>> service. With
>>> the
>>>>> knowledge that ordinary people can achieve extraordinary things
>>>>> when
>>> given
>>>>> the proper tools, President Obama is asking us to come together to
>>> help lay
>>>>> a new foundation for growth, focusing on core areas of the
>>>>> recovery
>>> agenda -
>>>>> health care, energy and environment, safety and security,
>>>>> education, community renewal.
>>>>>
>>>>> Now is the time for us to answer this call. It is time for us as a
>>> group of
>>>>> artists, producers, promoters, organizers, influencers, marketers,
>>>>> tastemakers, leaders or just plain, cool people to join together
>>>>> and
>>> work
>>>>> together to promote a more civically engaged America and celebrate
>>> how the
>>>>> arts can be used for a positive change! No one knows our
>>>>> communities
>>> better
>>>>> than we do. No one can inspire as much as we can. We have a unique
>>> role to
>>>>> play in making service accessible and fun for those who are not
>>> accustomed
>>>>> to volunteering. We know that engaging all Americans in service
>>>>> means
>>> we
>>>>> must expand the idea of service. Already, you are helping us to
>>> re-frame the
>>>>> image of volunteerism.

(b)(6)

>>>>>
>>>>> The United We Serve team, in collaboration with the White House
>>> Office of
>>>>> Public Engagement and The National Endowment for the Arts is
>>>>> hosting
>>> a
>>>>> conference call outlining steps our community can take to spread
>>>>> the
>>> message
>>>>> of service and highlight the service work artists already perform
>>>>> in communities nationwide.
>>>>>
>>>>> Please join us!
>>>>>
>>>>> Date: Monday, August 10, 2009
>>>>>
>>>>> Time: 2PM EST / 11AM PST
>>>>>
>>>>> Call In: [REDACTED] (b)(6)
>>>>>
>>>>> Passcode: [REDACTED]
>>>>>
>>>>>
>>>>>
>>>>> PLEASE RSVP to [REDACTED] at [REDACTED] (b)(6)
>>>>>
>>>>> On the call we will hear from the United We Serve about the
>>> initiative and
>>>>> their plans for 9/11, a new National Day of Service and
>>>>> Remembrance,
>>> hear
>>>>> from the National Endowment for the Arts about the role artists
>>>>> play
>>> in
>>>>> shaping our communities and this initiative and brainstorm.
>>>>> Further,
>>> we
>>>>> will hear from others who have successful models of engagement and
>>> recruit
>>>>> stories of how arts service can be fun, engaging and youthful.
>>>>> United
>>> We
>>>>> Serve initially runs from June 22 through September 11, but it
>>>>> will
>>> grow
>>>>> into a sustained, collaborative and focused effort to promote
>>>>> service
>>> as a
>>>>> way of life for all Americans.
>>>>>
>>>>> We hope that you will join us on Monday. Attached you will find a
>>> flyer
>>>>> about United We Serve, information about posting stories and an
>>> agenda.
>>>>>
>>>>> AGENDA
>>>>>

>>>>> I. Intro -
>>>>>
>>>>> a. Who's on the call
>>>>>
>>>>> b. What UWS is
>>>>>
>>>>> c. Why the arts community has a unique role to play
>>>>>
>>>>> II. Specific asks
>>>>>
>>>>> a. Weekly conference call with UWS in lead up to 9/11
>>>>>
>>>>> b. Media event on or around 9/11
>>>>>
>>>>> c. Employ your media connections
>>>>>
>>>>> d. Blog posts before 9/11 on Serve.gov
>>>>>
>>>>> e. Next step - follow up with Nellie, think about event, jump
>>>>> on
>>> call
>>>>> next week to share
>>>>>
>>>>> III. Examples of success
>>>>>
>>>>> a. Example from caller
>>>>>
>>>>> b. NEA wrap-up
>>>>>
>>>>> IV. Q and A
>>>>>
>>>>>
>>>>>
>>>>>
>>>>>
>>>>>
>>>>>
>>>>>
>>>>>
>>>>>
>>>>>
>>>>> --
>>>>> [REDACTED]
>>>>> http://www.[REDACTED].com - homebase http://www.[REDACTED].com - get
>>>>> local Unless agreed upon, assume everything in this e-mail might be
>>>>> blogged.
>>>>> Sent from Marina Del Rey, CA, United States
>>>>>
>>>>>
>>>>>
>>>>>
>>>>>
>>>>> --
>>>>> [REDACTED]
>>>>> http://www.[REDACTED].com - homebase http://www.[REDACTED].com - get
>>>>> local Unless agreed upon, assume everything in this e-mail might be
>>>>> blogged.
>>>>> Sent from Marina Del Rey, CA, United States
>>>>>
>>>>>
>>>>>
>>>>>
>>>>>

] (b)(6)

] (b)(6)

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>>
>> --
>> [REDACTED]
>> http://www.[REDACTED].com - homebase
>> http://www.[REDACTED].com - get local
>> Unless agreed upon, assume everything in this e-mail might be blogged.

(b)(6)

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> --
> [REDACTED]
> http://www.[REDACTED].com - homebase
> http://www.[REDACTED].com - get local
> Unless agreed upon, assume everything in this e-mail might be blogged.
> Sent from Marina Del Rey, CA, United States

(b)(6)

--
[REDACTED]
http://www.[REDACTED].com - homebase
http://www.[REDACTED].com - get local
Unless agreed upon, assume everything in this e-mail might be blogged.

(b)(6)

Monica Ashar

From: Martin, Philip [PMartin@cns.gov]
Sent: Monday, August 24, 2009 11:50 AM
To: Elizabeth Stark; Yosi Sergeant
Subject: RE: United We Serve and 9/11 National Day of Service and Remembrance

That's perfect, thanks – I'll be at 202.606.6657.
Phil

Phil Martin
Outreach Coordinator, United We Serve
Corporation for National and Community Service
202.606.6657
pmartin@cns.gov
www.serve.gov

From: Elizabeth Stark [mailto:starke@arts.gov]
Sent: Monday, August 24, 2009 11:49 AM
To: Martin, Philip; Yosi Sergeant
Subject: RE: United We Serve and 9/11 National Day of Service and Remembrance

Hi Phil,

How about 4:30 p.m. today? Should Yosi call you?

Thanks,
Liz

Liz Stark
Communications Office
National Endowment for the Arts

starke@arts.gov
202-682-5744 (p)
202-682-5611 (f)
1100 Pennsylvania Ave. NW
Washington, DC 20506

From: Martin, Philip [mailto:PMartin@cns.gov]
Sent: Monday, August 24, 2009 11:46 AM
To: Yosi Sergeant
Cc: Elizabeth Stark
Subject: FW: United We Serve and 9/11 National Day of Service and Remembrance

Yosi, I'm talking to Jeremy Bernard today at 3 pm about the Thursday call and the email below. Can we check in on the phone sometime after? Tomorrow is fine if that's better.

Thanks,
Phil

Phil Martin
Outreach Coordinator, United We Serve
Corporation for National and Community Service
202.606.6657
pmartin@cns.gov
www.serve.gov

From: Kelly, John
Sent: Wednesday, August 19, 2009 12:31 PM
To: Kelly, John
Cc: Kudo, Naoko G.; Robinson, Kelley J.; Walker, Diana W.; Martin, Philip; Wong, Frederick
Subject: United We Serve and 9/11 National Day of Service and Remembrance

Dear Federal Agency Partners,

As we approach the end of the summer phase of *United We Serve* and recommit to service as a nation, the Corporation for National and Community Service wants to share some ways in which your agency can participate in the September 11th National Day of Service and Remembrance.

For the last several months you and your agency colleagues have helped to promote service as a way of life for all Americans. With your help we have built a website featuring over 250,000 service opportunities, collected thousands of stories of service from people from all walks of life, highlighted examples of impact-oriented service activities in communities across the country, and developed exciting new partnerships.

In April, President Obama signed the Edward M. Kennedy Serve America Act which, for the first time, officially recognizes September 11th as a National Day of Service and Remembrance. This 9/11 the President and the Corporation for National and Community Service will recognize the summer's successes and ask all Americans to recommit to serving their communities throughout the year. We encourage you to continue to support *United We Serve* by engaging your employees, grantees, and partners in service on that day.

Your agency can support *United We Serve* and observe the National Day of Service and Remembrance by:

- 1) Scheduling your Secretary or Director to participate in a high profile service event in the DC area or somewhere else in the country.
- 2) Organizing an agency-specific service project for the day of September 11th.
- 3) Emailing agency employees and asking them to serve their own communities on September 11th, or pledge to serve this fall and throughout the coming year.
- 4) Asking your grantees and partners to post their September 11th volunteer opportunities on Serve.gov.
- 5) Attracting media attention by publishing an op-ed penned by the Secretary, incorporating *United We Serve* talking points in your Secretary or Director's remarks, or highlighting your agency's service activities in another way.

In honor of the National Day of Service and Remembrance, the Corporation for National and Community Service will be supporting service activities in all fifty states and highlighting events nationwide. With the combined efforts of non-profit organizations, non-traditional service partners, businesses, and federal agencies, we are working together to reignite the spirit of unity and service that inspired Americans in the days after the September 11th, 2001 tragedy.

If the Corporation for National and Community Service can support your agency's September 11th plans or *United We Serve* efforts, please contact John Kelly, Strategic Advisor for Faith-Based and Neighborhood Partnerships, at jkelly@cns.gov.

Thank you again for your continued participation in *United We Serve*.

Sincerely,

-The United We Serve Team

Monica Ashar

From: Martin, Philip [PMartin@cns.gov]
Sent: Monday, August 24, 2009 3:11 PM
To: Abernathy, Nell L.; Yosi Sergeant
Subject: feedback

Check out blog post below after your Philly call last week! Way to go!

Phil Martin
Outreach Coordinator, United We Serve
Corporation for National and Community Service
202.606.6657
pmartin@cns.gov
www.serve.gov

From: SAA COM LISTSERV [mailto:SAACOM-L@CULTUREMAIL.ORG] On Behalf Of [REDACTED] (b)(6)
Sent: Monday, August 24, 2009 11:28 AM
To: SAACOM-L@CULTUREMAIL.ORG
Subject: How Can Artists Inspire Service in Community?

Hi -

After sending my email to SAA PIOs last week about the culminating event of the United We Serve campaign (attached), I came across this blog by an artist/marketer who has some good, simple suggestions about how arts groups can take advantage of this opportunity to tell their stories:

http://beth.typepad.com/beths_blog/2009/08/guest-post-by-rebecca-krause-how-can-artists-inspire-service-in-community.html

(The image is a detail from "Tiles for America," a memorial to the victims and heroes of 9/11/01 - click on the image credit to learn more about it.)

[REDACTED]
[REDACTED]
National Assembly of State Arts Agencies (b)(6)
[REDACTED] x [REDACTED]
[REDACTED]
www.nasaa-arts.org

National Assembly of
State Arts Agencies
KNOWLEDGE ★ REPRESENTATION ★ COMMUNITY

Monica Ashar

From: [REDACTED]
Sent: Monday, August 24, 2009 3:14 PM
To: PMartin@cns.gov
Cc: [REDACTED]; Yosi Sergeant; Elizabeth Stark
Subject: Re: Thurs call arts only

(b)(6)

Hey Phil,

I know the Institute of Museum and Library Services (a federal agency) has embraced UWS, so they would be a great replacement.

By the way, have you checked out our site at serve.artsusa.org?

- [REDACTED] (b)(6)

[REDACTED] (b)(6)
1000 Vermont Avenue, NW
6th Floor
Washington, DC 20005

T: [REDACTED] ext. [REDACTED]
F: [REDACTED]
E: [REDACTED]
W: www.AmericansForTheArts.org

(b)(6)

-----Original Message-----

From: Martin, Philip <PMartin@cns.gov>
To: Yosi Sergeant <yosi@arts.gov>; [REDACTED]; [REDACTED]
CC: Elizabeth Stark <starke@arts.gov>
Sent: Mon Aug 24 15:07:42 2009
Subject: Thurs call arts only

(b)(6)

Yosi, [REDACTED], and [REDACTED] (b)(6)

Just got off the phone w/ NEH – right now they're feeling like it's actually not best for them to be on the Thurs call after all. I guess initially they wanted to be part of it but now are feeling under prepared with Jim Leach just jumping on board and NEH, unlike NEA/Yosi, not really engaging in UWS thus far this summer. I'm jumping on a call w/ Jim Leach and some other key humanities folks Wednesday. Since there's some chance they'll decide to get on the call after all, let's not send any further emails to people at this time, updated or otherwise, until after that call happens. That okay? If they stick with current thinking and don't participate in the call we can just have Kal tell people right up front that we've changed the format in case people want to jump off, which I think will be fine. Just wanted to keep you in the loop.

Phil

Phil Martin

Outreach Coordinator, United We Serve

Corporation for National and Community Service

202.606.6657

pmartin@cns.gov

www.serve.gov

Monica Ashar

From: Martin, Philip [PMartin@cns.gov]
Sent: Monday, August 24, 2009 7:22 PM
To: Yosi Sergant
Subject: FW: AFTA's talking points for conference call

Yosi, looks like AFTA is focusing mostly on documenting/celebrating, so I do think it'd be helpful if you talk a bit about examples of how to get engaged. I'll send the list from [REDACTED] as soon as I get it.
Phil

(b)(6)

Phil Martin
Outreach Coordinator, United We Serve
Corporation for National and Community Service
202.606.6657
pmartin@cns.gov
www.serve.gov

From: [REDACTED] [mailto:[REDACTED]]
Sent: Monday, August 24, 2009 7:06 PM
To: Martin, Philip; Yosi Sergant
Cc: [REDACTED]
Subject: AFTA's talking points for conference call

(b)(6)

Hi Phil and Yosi,

Here's a draft of our talking points. Let me know what you think. Thanks, [REDACTED]

(b)(6)

[REDACTED] (b)(6)

- I want to thank the White House, the Corporation for National and Community Service, and the National Endowment for the Arts for proactively encouraging the arts community in this national White House initiative.
- So glad that several hundred of Americans for the Arts member arts councils and partner organizations could be on today's call.
- Back in June, I sent an email to thousands of our members and partners across the country to participate in President Obama's United We Serve campaign because we know that the arts can make change happen in people's lives and in our communities.

- We know that artists, activists, and arts organizations have a long history of volunteerism in their communities and this campaign is an opportunity to officially link your volunteer projects to a major White House initiative.
- Americans for the Arts is also playing its part with the recent launch of a brand new website serve.artsusa.org to centrally collect many of these arts stories along with their photographic and video documentation. This has never been done before and we now need everyone's help to spread the word to all artists and arts organizations to post their arts volunteer stories to our blog and upload visuals about the experience.
- Americans for the Arts will be featuring arts volunteer stories on this website on a regular basis. We will also widely promote these arts volunteerism stories to the media, policy leaders, social media networks, and the broader arts community.
- For example currently featured on the website is a wonderful New Orleans project:
 - (b)(6) [Renowned artist [REDACTED] and arts activist [REDACTED] volunteered their time to initiate an art movement to prevent lead contamination in New Orleans. The Fundred Dollar Bill Project has children from both New Orleans and all around the country drawing and coloring on specially designed \$100 bills. [REDACTED] and [REDACTED] hope the project will alert people of the dangers of chemical lead and how it can drastically change a child's life, not only in New Orleans, but in other industrial cities in the United States. The project aims to collect over \$300 million worth of these dollar bills and exchange it for the same amount in government funding. Adults can volunteer their time and produce their own \$100 bills at the project's headquarters in New Orleans, which has been converted to resemble a bank vault.
- We've also partnered with the Learning Worlds Institute to create a "United We Serve: Arts Idea Kit" that is now featured on the website and is filled with simple ideas of creating volunteer opportunities in the arts.
- Why is it important to participate?
 - It's an opportunity for the arts community to shine by showcasing its deep roots in meaningful community engagement through the arts.
 - It's an opportunity for you to provide *national* recognition to *local* volunteer efforts.

- It's an opportunity for the arts and humanities to create meaningful volunteer activities for members in your community to participate in a National Day of Service and Remembrance on 9/11 and throughout the year.
- Now I'd like to ask Americans for the Arts [REDACTED] [REDACTED] to discuss specific points about our new serve.artsusa.org website

(b)(6)

(b)(6)

- Thanks [REDACTED] I wanted to take a moment to walk folks through specific steps that we're asking people to take on our new serve.artsusa.org site. All of this information can also be found in the About section of this site.

(b)(6)

1. Document your volunteer/service project by sharing your story in two locations:
 - serve.gov so that it's officially recorded with the White House and the Corporation for National and Community Service
 - serve.artsusa.org so that Americans for the Arts can centrally collect photographs, videos, and stories of all arts-related service projects and bring national and local visibility to these projects
2. Add the United We Serve brand logo to your service project and all of its promotional materials. Everything you need is at serve.gov/link.asp
 - It can be a pre-existing service project that you created
 - It can be a new service project that you will begin
 - It can be your personal volunteer time at various service projects
3. Visit www.allforgood.org to find opportunities to volunteer at an arts-related United We Serve site in your community or to register your organization's volunteer opportunities so that others may get involved.
 - Be sure to type in key words such as "arts," "music," or "photography"

4. Join us as a partner in promoting the serve.artsusa.org site on your website, on all of your social media pages, and to all of your friends and colleagues.
 - Add the serve.artsusa.org web sticker to your website or social media page.
5. Sign the Americans for the Arts online petition to President Obama to create a National Artists Corps in America.
6. And finally, celebrate the impact of your service project with your fellow volunteers or sponsor organization on September 11, 2009, which Congress and the White House are officially proclaiming as the National Day of Service and Remembrance.

Monica Ashar

From: Yosi Sergeant
Sent: Monday, August 24, 2009 9:43 AM
To: Martin, Philip
Cc: Elizabeth Stark
Subject: RE: thurs 8/27 3pm call agenda, TPs, etc.

I'm in. Forgive the delay.

Yosi Sergeant
Director
Office of Communications
National Endowment for the Arts
1100 Pennsylvania Avenue NW, Room 614
Washington DC 20506
202-682-5570 office
[REDACTED] cell (b)(6)
yosi@arts.gov

From: Martin, Philip [mailto:PMartin@cns.gov]
Sent: Thursday, August 20, 2009 7:04 PM
To: Yosi Sergeant
Subject: thurs 8/27 3pm call agenda, TPs, etc.

Yosi,

(b)(6) Please see your bold section below. This work? Can you shoot me back few bullets Monday about what you'll say that fits those prompts? 3 – 5 mins. On the shorter side is good. I've reached out to [REDACTED], will let you know if they get back to me w/ their list of examples. Otherwise maybe get an example from [REDACTED] and an example from someone else that's different?

(b)(6) Could you please coordinate w/ [REDACTED] to sort out what you'll say vs what [REDACTED] will say? He's on vacation so talking to her is best. She's back in office Monday. [REDACTED] will focus on the website – not sure what [REDACTED] intends to say but we don't want too much overlap. You could check in w/ Jeremy Bernard too in case you guys want to do something in parallel.

Let me know if you want more direction from me.

Thanks,
Phil

Agenda for United We Serve | Arts + Humanities Call
Thursday, August 27, 2009
3 PM Eastern

Conference presenters: call in no later than 2:50 pm to avoid getting stuck in the queue.

800-475-4977
72345 (this code only for presenters, not for participants)

Kalpen Modi WH:

- Welcome, thanks, United We Serve | Arts + Humanities call
- Overview of call – who we'll hear from, time for some questions
- WH briefing: arts, humanities, key issues, any opportunities for future engagement
- Serve America Act + United We Serve – shows civic engagement, service, service learning are major priority for this administration, want to make sure arts/humanities are part of that, on national day of service 9/11 and beyond

John Kelly CNCS:

- United We Serve
 - Background, issue areas, etc.
 - 9/11 Day of Service – 2 asks:
 - Do something
 - Reflect on 9/11/01, lessons learned
 - Recognize/celebrate community projects that have happened this summer
 - Make an impact (engage in a service project)
 - Go to Serve.gov to post/find project
 - Commit to staying engaged in the future
 - Make a pledge, announce a new program, etc.
 - Get media
 - Issue media advisory/press release
 - Write op-eds
 - Go to Serve.gov to find media tools in newsroom
 - Use social networking and other online media
 - Share your story
 - Serve.gov, the Americans for the Arts site, etc.
 - Serve America Act
 - AmeriCorps increase
 - Social Innovation Fund
 - Waiting for funding allocations...
 - Etc.
 - Learn and Serve Grants (b)(6)
 - Example: [redacted]'s New Look Foundation (arts camp)
 - National Learn and Serve Challenge
 - Week of Oct 5 launches 10-month public-private campaign to engage youth in doing service and solving public problems as part of their education
 - www.learnandservechallenge.org
 - MLK Day
 - Day of service - start planning now
 - Anything else?
 - Next steps
 - Repeat 9/11 ask (ask them to send email to their people too)

Yosi Sergant NEA:

- **Why is it critical for arts orgs/artists to be engaged in addressing these major issues right now?**
 - (Incl identifying areas of mutual interest given artists' concerns about their own jobs, shrinking funding...)
- **Some examples of how to engage**
 - From [redacted] and [redacted]? (b)(6)
 - Encourage 9/11 engagement (maybe one 9/11 specific example)
- **Anything to look out for from NEA related to United We Serve / civic engagement?**

Jeremy Bernard NEH:

- What is the role of the humanities in effecting change, not just talking about it?
- 3 ways humanities scholars can connect with civic engagement efforts
- Anything to look out for from NEH related to United We Serve / civic engagement?
- Encourage 9/11 engagement

(b)(6)

[redacted] Americans for the Arts

- < >
- Serve.artsusa.org

(b)(6)

[redacted] IL Humanities Council

- Meaning of Service program
 - As example of engaging people doing service in questions of justice etc through humanities texts

- How others can do this
- Project on civic reflection as resource

Phil Martin
Outreach Coordinator, United We Serve
Corporation for National and Community Service
202.606.6657
pmartin@cns.gov
www.serve.gov

Monica Ashar

From: Martin, Philip [PMartin@cns.gov]
Sent: Tuesday, August 25, 2009 1:43 PM
To: Yosi Sergeant
Cc: Elizabeth Stark
Subject: FW: media on the call

FYI re Thurs 3 pm call.

Phil Martin
Outreach Coordinator, United We Serve
Corporation for National and Community Service
202.606.6657
pmartin@cns.gov
www.serve.gov

From: [REDACTED] [mailto:[REDACTED]] (b)(6)
Sent: Tuesday, August 25, 2009 11:44 AM
To: Martin, Philip
Subject: media on the call

Hello again –

FYI – we've confirmed that [REDACTED] (b)(6), from the AP – MidAtlantic/Washington Bureau will be on the call. More later.

[REDACTED]
[REDACTED]
Americans for the Arts
1000 Vermont Avenue, [REDACTED]th Floor
Washington, DC 20005
[REDACTED] Ext. [REDACTED]
[REDACTED]
www.americansforthearts.org

Americans for the Arts is the nation's leading nonprofit organization for advancing the arts in America. With more than 45 years of service, it is dedicated to representing and serving local communities and creating opportunities for every American to participate in and appreciate all forms of the arts.

Monica Ashar

From: ServiceInitiative [ServiceInitiative@cns.gov]
Sent: Tuesday, August 25, 2009 5:39 PM
To: ServiceInitiative
Subject: I Remember, I Serve

Dear United We Serve Partner,

As we approach the end of the summer phase of *United We Serve* and recommit to service as a nation, the Corporation for National and Community Service wants to share some ways in which your organization can participate in the September 11 National Day of Service and Remembrance. We all remember where we were the moment we learned of the tragedy, and now, we serve in the name of that day's heroes.

The tragic events of September 11, 2001 inspired Americans to come together in a remarkable spirit of unity and compassion. It was a stark reminder that our fate as individuals is inherently tied to the fate of our nation. Eight years later, September 11 continues to evoke strong emotion and it is an homage to sacrifice. With our collective efforts, September 11 will become synonymous with an annual call on Americans to serve.

In April, President Obama signed the Edward M. Kennedy Serve America Act which, for the first time, officially recognizes September 11 as a National Day of Service and Remembrance. This 9/11, the President and the Corporation for National and Community Service will ask all Americans to remember the Tuesday, eight years ago and recommit to service in their communities throughout the year. We encourage you to continue to promote service by commemorating this milestone through the *United We Serve* initiative.

With your help this summer, *United We Serve* has built a website featuring over 250,000 service opportunities, collected thousands of stories of service from people from all walks of life, highlighted examples of impact-oriented service activities in communities across the country, and developed exciting new partnerships.

To continue to support *United We Serve* and observe the 9/11 National Day of Service and Remembrance, your organization can:

- 1) Post your 9/11 service activities on Serve.gov. We will be highlighting 9/11 service activities on Serve.gov – especially those occurring between September 7 to September 13. To ensure your opportunities appear, we recommend that you select a start *and* end date within that time period and include "September 11th" in the title. Keep in mind that opportunities with more robust descriptions tend to appear first.
- 2) If you are planning a particular service event you would like us to consider highlighting in the media or on the Serve.gov blog, share the details with Corporation staff by filling in the Google form available at the following link:
<http://spreadsheets.google.com/viewform?formkey=dGxTZjJCbS1sQ0RnZ0NiT0hlcFhXcEE6MA>.
- 3) Inform your volunteer base about *United We Serve* and the President's call to service on 9/11. Use this day to mobilize current volunteers to serve on 9/11 and to recommit to service throughout the year.
- 4) Spread the word about your 9/11 service activities by using *United We Serve* [media tools](#) available on Serve.gov.

- a. We encourage all organizations participating in the 9/11 Day of Service to use the designated tagline, *"I Remember. I Serve."* in your media materials and communications. The phrase is a unifying element to commemorate the day and encourage Americans everywhere to both remember the events of 9/11 and to honor this memory through acts of service on the day and throughout the year.
 - b. You can personalize the tagline – *"I Remember, on 9/11/2001, I was (fill in the blank). This year, I Serve (fill in the blank)."* Please incorporate this theme into media statements/news releases, promotional materials, internal and external communication messages, and websites.
 - c. We will be making a graphic treatment and web banners available on Serve.gov shortly.
- 5) Identify stories of service participants who were inspired to serve in their communities in response to 9/11. Submit these stories to Serve.gov by Friday, August, 28th. These examples will be used in media outreach and events surrounding this year's 9/11 Day of Service and Remembrance. Great stories include:

In honor of the National Day of Service and Remembrance, the Corporation for National and Community Service will be supporting service activities in all fifty states and highlighting events nationwide. With the combined efforts of state governments, non-traditional service partners, businesses, and your organization, we are working together to reignite the spirit of unity and service that inspired Americans in the days after the September 11, 2001 tragedy.

If the Corporation for National and Community Service can support your organization's September 11 plans or *United We Serve* efforts, please contact your Corporation state office (<http://www.nationalservice.gov/about/contact/stateoffices.asp>) or state commission (<http://www.nationalservice.gov/about/contact/statecommission.asp>).

Thank you again for your continued participation in *United We Serve*.

The *United We Serve* Summer Team

Monica Ashar

From: Yosi Sergeant
Sent: Wednesday, August 26, 2009 10:02 AM
To: Martin, Philip
Subject: RE: Have you seen this?

This wasn't the Philly call. It was the (b)(6) call.

Yosi Sergeant
Director
Office of Communications
National Endowment for the Arts
1100 Pennsylvania Avenue NW, Room 614
Washington DC 20506
202-682-5570 office
(b)(6) cell (b)(6)
yosi@arts.gov

-----Original Message-----

From: Martin, Philip [mailto:PMartin@cns.gov]
Sent: Wednesday, August 26, 2009 8:35 AM
To: Yosi Sergeant; Abernathy, Nell L.
Subject: Have you seen this?

(b)(6) piece written after he joined the Philly arts call. Doesn't look good. Or maybe not a big deal? Should we do a quick check-in about this especially since AP will be on big arts call Thursday?

<http://bighollywood.breitbart.com/pcourrielche/2009/08/25/the-national-endowment-for-the-art-of-persuasion-patrick-courrielche/>

-----Original Message-----

From: Scott, Sandy
Sent: Wed 8/26/2009 2:12 AM
To: Martin, Philip; Zoberman, Eric M.
Cc:
Subject: Fw: Google Alert - "United We Serve"

Fyi

From: Google Alerts <googlealerts-noreply@google.com>
To: Scott, Sandy
Sent: Tue Aug 25 21:57:39 2009
Subject: Google Alert - "United We Serve"

Google News Alert for: "United We Serve"

The National Endowment for the Art of Persuasion?

<http://bighollywood.breitbart.com/pcourrielche/2009/08/25/the-national-endowment-for-the-art-of-persuasion-patrick-courrielche/>

Big Hollywood

The service was to be attached to the President's United We Serve campaign, a nationwide federal initiative to make service a way of life for all Americans. ...

See all stories on this topic

<http://news.google.com/news/story?ncl=http://bighollywood.breitbart.com/pcourrielche/2009/08/25/the-national-endowment-for-the-art-of-persuasion-patrick-courrielche/&hl=en>

This as-it-happens Google Alert is brought to you by Google.

Remove

http://www.google.com/alerts/remove?s=EAAAAKELjr_ir0j6TfTRTdVGzNo&hl=en&gl=us&source=alertsmail this alert.

Create <http://www.google.com/alerts?hl=en&gl=us&source=alertsmail> another alert.

Manage <http://www.google.com/alerts/manage?hl=en&gl=us&source=alertsmail> your alerts.

Monica Ashar

From: Yosi Sergeant
Sent: Wednesday, August 26, 2009 11:31 AM
To: Abernathy, Nell L.
Subject: RE: in light of the current situation

Its fine, but I don't think I should be on tomorrows call.

Yosi Sergeant
Director
Office of Communications
National Endowment for the Arts
1100 Pennsylvania Avenue NW, Room 614
Washington DC 20506
202-682-5570 office
[REDACTED] cell (b)(6)
yosi@arts.gov

From: Abernathy, Nell L. [<mailto:NAbernathy@cns.gov>]
Sent: Wednesday, August 26, 2009 10:46 AM
To: Yosi Sergeant
Subject: RE: in light of the current situation

So sorry...

Nellie Abernathy
United We Serve
Corporation for National and Community Service
202-606-6766
Nabernathy@cns.gov

United We Serve

SERVE.GOV

From: Yosi Sergeant [<mailto:yosi@arts.gov>]
Sent: Wednesday, August 26, 2009 10:06 AM
To: Abernathy, Nell L.; Martin, Philip
Subject: in light of the current situation

I am reviewing the current situation with my team and may or may not be able to participate in the upcoming UWS call. I will let you know shortly.

Yosi Sergeant
Director
Office of Communications
National Endowment for the Arts
1100 Pennsylvania Avenue NW, Room 614
Washington DC 20506
202-682-5570 office
[REDACTED] cell (b)(6)
yosi@arts.gov

Monica Ashar

From: Yosi Sergant
Sent: Wednesday, August 26, 2009 1:40 PM
To: Katie Marie Zouhary
Subject: FW: United We Serve Call - Details

I should have CC'd you on this earlier.

Yosi Sergant
Director
Office of Communications
National Endowment for the Arts
1100 Pennsylvania Avenue NW, Room 614
Washington DC 20506
202-682-5570 office
[REDACTED] cell (b)(6)
yosi@arts.gov

From: Yosi Sergant
Sent: Wednesday, August 26, 2009 10:04 AM
To: Anita Decker
Cc: Karen Elias
Subject: United We Serve Call - Details

Here are a few details regarding the United We Serve conference call that took place on (Monday, August 10, 2009) I participate in mentioned in the blog post here:

<http://bighollywood.breitbart.com/pcourrielche/2009/08/25/the-national-endowment-for-the-art-of-persuasion-patrick-courrielche/#idc-ctools>

Details:

(b)(6)
The call took place on Monday, August 10, 2009 and was initiated by [REDACTED]. As mentioned, participants on the call were Buffy Wicks, Deputy Director of the White House Office of Public Engagement; Nell Abernathy, Director of Outreach for United We Serve; [REDACTED]; [REDACTED] for Rock the Vote; [REDACTED]; [REDACTED]; and myself.

I was asked by the CNS to speak about the role artists play in community service and how artists can participate in United We Serve.

(b)(6)
[REDACTED] is a former employer of mine and an arts producer in Los Angeles. I forwarded him the invitation that was drafted by [REDACTED].

(b)(6)
The invitation as drafted by [REDACTED]:

Dear XXXXX,

A call has come in to our generation. A call from the top. A call from a house that is White. A call that we must answer. And to answer it, we need you.

Please join [REDACTED] and [REDACTED] as we heed the President's call to action this summer -- United We Serve. (b)(1)

United We Serve is President Obama's call to service challenging all Americans to engage in sustained, meaningful community service. With the knowledge that ordinary people can achieve extraordinary things when given the proper tools, President Obama is asking us to come together to help lay a new foundation for growth, focusing on core areas of the recovery agenda – health care, energy and environment, safety and security, education, community renewal.

Now is the time for us to answer this call. It is time for us as a group of artists, promoters, organizers, influencers, marketers, tastemakers, leaders or just plain, cool people to join together and work together to promote a more civically engaged America and celebrate how the arts can be used for a positive change! No one knows our communities better than we do. No one can inspire as much as we can. We have a unique role to play in making service accessible and fun for those who are not accustomed to volunteering. We know that engaging all Americans in service means we must expand the idea of service. Already, you are helping us to re-frame the image of volunteerism.

The *United We Serve* team, in collaboration with the *White House Office of Public Engagement* and *The National Endowment for the Arts* is hosting a conference call outlining steps our community can take to spread the message of service and highlight the service work artists already perform in communities nationwide.

Please join us!

Date: Monday, August 10, 2009

Time: 2PM EST / 11AM PST

Call In: [REDACTED] (b)(6)

Passcode: [REDACTED]

PLEASE RSVP to [REDACTED] at [REDACTED] (b)(6)

On the call we will hear from the United We Serve about the initiative and their plans for 9/11, a new National Day of Service and Remembrance, hear from the National Endowment for the Arts about the role artists play in shaping our communities and this initiative and brainstorm. Further, we will hear from others who have successful models of engagement and recruit stories of how arts service can be fun, engaging and youthful. *United We Serve* initially runs from June 22 through September 11, but it will grow into a sustained, collaborative and focused effort to promote service as a way of life for all Americans.

We hope that you will join us on Monday. Attached you will find a flyer about United We Serve, information about posting stories and an agenda.

AGENDA

- I. Intro -
 - a. Who's on the call
 - b. What UWS is
 - c. Why the arts community has a unique role to play
- II. Specific asks
 - a. Weekly conference call with UWS in lead up to 9/11
 - b. Media event on or around 9/11
 - c. Employ your media connections
 - d. Blog posts before 9/11 on Serve.gov
 - e. Next step – follow up with Nellie, think about event, jump on call next week to share
- III. Examples of success
 - a. Example from caller
 - b. NEA wrap-up
- IV. Q and A

Here is the script I used for the call:

Talking Points for United We Serve

The National Endowment for the Arts is proud to participate in the White House's United We Serve initiative and partner with the White House, the Corporation for National and Community Service, and the arts community.

We celebrate the creativity, commitment, and generosity with which arts organizations regularly serve the public and we are encouraging the arts community to seize this opportunity and become a part of a nationwide effort that has the capacity to energize and unite both our communities and our nation as a whole.

We would like your participation in building awareness and momentum around this ongoing effort and to build support for the arts community and we recognize the role of the independent producers, marketers, and publicists, whose work in the arts is vital to its success.

Here are some ideas for getting started:

1. Apply your talents to community projects

Managed by the Corporation for National and Community Service, the United We Serve website, <http://www.serve.gov> provides a hub for organizations to register their service projects and where the public will seek out local volunteer opportunities. Please consider registering your organization's volunteer events—both new and existing—on serve.gov. This high-visibility online volunteer clearinghouse can help you build new connections, collaborations, and cooperation between projects you build, your organizations and the communities in which you work, play, and raise your families.

2. Apply your talents to community projects

Serve.gov can also be a valuable resource for artists looking to share and utilize their creative talents through volunteer opportunities. Artists can both contribute their skills to an existing volunteer project—such as donating graphic design or photography skills to promote or capture a volunteer event—or use their skills to develop a new volunteer project. For instance, artists can develop community murals and theater troupes can perform and teach at local senior centers.

3. Document successes to inspire others to act

As projects take place, we encourage you to document your activities through photos and video and submit them to serve.gov, where select photos and video will be displayed. This record will celebrate your artistic contributions and the real-time impact of the arts on local communities.

We invite you to participate in this call to action, and show the country the positive effects the arts can have on the strength and vitality of a community.

The quote at the end of the article is only partly true. It refers to my 'sign off' on the call when I said:

I do remember saying:

"This is just the beginning. This is the first telephone call of a *brand new* conversation. We are just now learning how to really bring this community together to speak *with* the government."

I don't remember ever mentioning the second half of that statement.

Yosi Sergant

From: (b)(6) [REDACTED]
Sent: Wednesday, August 26, 2009 3:22 PM
To: (b)(6) [REDACTED] Abernathy, Nell L.; [REDACTED]
Cc: [REDACTED] Yosi Sergant; [REDACTED]
Subject: Re: 9/11 LA event follow up

Hi everyone, I have sent the initial updates to the venue and working on a headliner - I will be able to finish the one sheet by EOD if I can kindly be sent:

- any relevant info/blurb on involvement
- organization logo
- + if applicable, your mailing list reach #s.

I will not be available for the rest of the business day as I will be out of the office, but I will receive all emails this evening.

Thank you!

[REDACTED]
[REDACTED]
[http://\[REDACTED\]](http://[REDACTED])
[REDACTED]
[http://\[REDACTED\]](http://[REDACTED]) } (b)(6)

[REDACTED] x. [REDACTED]
[REDACTED] ([REDACTED]) x. [REDACTED] (toll free)
[REDACTED] } (b)(6)

[REDACTED]
[REDACTED]
[REDACTED] } (b)(6)

[http://google.com/profiles/\[REDACTED\]](http://google.com/profiles/[REDACTED]) (b)(6)

Sent via BlackBerry from T-Mobile

Monica Ashar

From: Yosi Sergant
Sent: Wednesday, August 26, 2009 3:26 PM
To: Katie Marie Zouhary; Anita Decker
Subject: RE: United We Serve

Please let me know if I can contribute anything in the way of facts.

Yosi Sergant
Director
Office of Communications
National Endowment for the Arts
1100 Pennsylvania Avenue NW, Room 614
Washington DC 20506
202-682-5570 office
[REDACTED] cell (b)(6)
yosi@arts.gov

From: Katie Marie Zouhary
Sent: Wednesday, August 26, 2009 3:24 PM
To: Yosi Sergant; Anita Decker
Subject: RE: United We Serve

[REDACTED] (b)(5)

Thanks
KMZ

From: Yosi Sergant
Sent: Wednesday, August 26, 2009 3:06 PM
To: Anita Decker; Katie Marie Zouhary
Subject: RE: United We Serve

[REDACTED] (b)(5)

Yosi Sergant
Director
Office of Communications
National Endowment for the Arts
1100 Pennsylvania Avenue NW, Room 614
Washington DC 20506
202-682-5570 office
[REDACTED] cell (b)(6)
yosi@arts.gov

From: Anita Decker
Sent: Wednesday, August 26, 2009 3:05 PM
To: Yosi Sergant; Katie Marie Zouhary
Subject: RE: United We Serve

[REDACTED] (b)(5)

From: Yosi Sergeant
Sent: Wednesday, August 26, 2009 3:05 PM
To: Anita Decker; Katie Marie Zouhary
Subject: United We Serve

The UWS article is now on Drudge. It may be picked up by other conservative outlets.

Yosi Sergeant
Director
Office of Communications
National Endowment for the Arts
1100 Pennsylvania Avenue NW, Room 614
Washington DC 20506
202-682-5570 office
[REDACTED] cell (b)(6)
yosi@arts.gov

Monica Ashar

From:
Sent:
To:
Cc:
Subject:

(b)(6)

Wednesday, August 26, 2009 4:51 PM

Nellie Abernathy;

; Yosi Sergant;

Re: 9/11 LA event follow up

Hiya

(b)(6)

Following up on what I touched on yesterday on the call, event involvement at [REDACTED] is a tricky topic. On the programming end, we do not do event coverage or support, so it falls into marketing if we're to get any event coverage or promotion on the air. In the past, programming and marketing have worked together closely on these sorts of things... But, we have a brand new regime in town on the marketing end, and those relationships have yet to be established.

(b)(6)

To that end, I just met with our marketing department up here in [REDACTED] to try to sell them on this, but they elected not to be involved as they are in the thick of figuring out their strategy.

(b)(6)

As such, we'll be unable to be an official media partner on the event at [REDACTED]. With that said, we can (and are, as a result of the past few week' talks) giving extensive coverage to specific service opportunities over the course of the week leading up to and immediately following 9/11.

(b)(6)

In other words, we will and are able to support with on air call outs any sort of volunteer/service opportunities developed around the event, if not the party itself. To that end, if these opportunities are developed further (for instance, the Dream Center trip), please send them my way so we can build them into the show structures that we are developing as we speak.

Also, if it behooves you to have [REDACTED]'s presence for selling the event to other people, then by all means we can engage in some more unofficial support, such as having our hosts on the ground there, putting some of the content shot on the ground on our site (such as the testimonials idea), do some online promotion (through our website, facebook group etc). If that's still of interest, let me know.

(b)(6)

Also, of course, I, as an individual, will help get the word out by any means necessary. Not sure how much that's worth to you, but what the heck.

Hope that's clear and sorry we couldn't work out a better media support structure for the [REDACTED] event.

(b)(6)

Best,

[REDACTED] (b)(6)

o:
m:
e:

(b)(6)

[REDACTED]

USA

+ DirecTV [REDACTED]
+ Comcast Nationwide [REDACTED]
+ Dish Network 196
+ Time Warner Nationwide -- check your local listings
+ AT&T U-verse [REDACTED]

UK & IRELAND

+ Sky [REDACTED]
+ Virgin Media [REDACTED]

ITALY

+ Sky Italia [REDACTED]

(b)(6)

On 8/26/09 12:21 PM, "[REDACTED]" <[REDACTED]> wrote:

(b)(6)

> Hi everyone, I have sent the initial updates to the venue and working on a
> headliner - I will be able to finish the one sheet by EOD if I can kindly be
> sent:

>
> - any relevant info/blurb on involvement
> - organization logo
> + if applicable, your mailing list reach #s.

>
> I will not be available for the rest of the business day as I will be out of
> the office, but I will receive all emails this evening.

>
> Thank you!

>
>
> Asya Shein

>
> [REDACTED]
> [REDACTED]
> [REDACTED]
> [REDACTED]
>
> [REDACTED] x. [REDACTED]
> [REDACTED] (toll free)
> [REDACTED] fax

>
> [REDACTED]
> [REDACTED]
> [REDACTED]
>
> [http://google.com/profiles/\[REDACTED\]](http://google.com/profiles/[REDACTED])

(b)(6)

- >
- >
- > Sent via BlackBerry from T-Mobile

4

5

Monica Ashar

From: Yosi Sergant
Sent: Wednesday, August 26, 2009 5:15 PM
To: Abernathy, Nell L.
Subject: RE: 9/11 LA event follow up

[REDACTED] (b)(6)

Yosi Sergant
Director
Office of Communications
National Endowment for the Arts
1100 Pennsylvania Avenue NW, Room 614
Washington DC 20506
202-682-5570 office
[REDACTED] cell (b)(6)
yosi@arts.gov

-----Original Message-----

From: Abernathy, Nell L. [mailto:NAbernathy@cns.gov]
Sent: Wednesday, August 26, 2009 4:51 PM
To: Yosi Sergant
Subject: RE: 9/11 LA event follow up

[REDACTED] (b)(6)

Nellie Abernathy
United We Serve
Corporation for National and Community Service
202-606-6766
Nabernathy@cns.gov

-----Original Message-----

From: Yosi Sergant [mailto:yosi@arts.gov]
Sent: Wednesday, August 26, 2009 4:49 PM
To: Abernathy, Nell L.
Subject: RE: 9/11 LA event follow up

[REDACTED] (b)(6)

Yosi Sergant
Director
Office of Communications
National Endowment for the Arts
1100 Pennsylvania Avenue NW, Room 614
Washington DC 20506
202-682-5570 office
[REDACTED] cell (b)(6)
yosi@arts.gov

-----Original Message-----

From: Abernathy, Nell L. [mailto:NAbernathy@cns.gov]
Sent: Wednesday, August 26, 2009 4:39 PM
To: Yosi Sergeant
Subject: RE: 9/11 LA event follow up

[REDACTED] (b)(6)

Nellie Abernathy
United We Serve
Corporation for National and Community Service
202-606-6766
Nabernathy@cns.gov

-----Original Message-----

From: Yosi Sergeant [mailto:yosi@arts.gov]
Sent: Wednesday, August 26, 2009 4:34 PM
To: Abernathy, Nell L.
Subject: RE: 9/11 LA event follow up

[REDACTED] (b)(6)

Yosi Sergeant
Director
Office of Communications
National Endowment for the Arts
1100 Pennsylvania Avenue NW, Room 614
Washington DC 20506
202-682-5570 office
[REDACTED] cell (b)(6)
yosi@arts.gov

-----Original Message-----

From: Abernathy, Nell L. [mailto:NAbernathy@cns.gov]
Sent: Wednesday, August 26, 2009 4:26 PM
To: Yosi Sergeant
Subject: RE: 9/11 LA event follow up

[REDACTED] (b)(6)

Nellie Abernathy
United We Serve
Corporation for National and Community Service
202-606-6766
Nabernathy@cns.gov

-----Original Message-----

From: Yosi Sergeant [mailto:yosi@arts.gov]
Sent: Wednesday, August 26, 2009 4:26 PM
To: Abernathy, Nell L.
Subject: RE: 9/11 LA event follow up

[REDACTED] (b)(6)

Yosi Sergeant
Director
Office of Communications
National Endowment for the Arts
1100 Pennsylvania Avenue NW, Room 614
Washington DC 20506
202-682-5570 office
[REDACTED] cell (b)(6)
yosi@arts.gov

-----Original Message-----

From: Abernathy, Nell L. [mailto:NABernathy@cns.gov]
Sent: Wednesday, August 26, 2009 4:25 PM
To: Yosi Sergeant
Subject: RE: 9/11 LA event follow up

Done.

Nellie Abernathy
United We Serve
Corporation for National and Community Service
202-606-6766
Nabernathy@cns.gov

-----Original Message-----

From: Yosi Sergeant [mailto:yosi@arts.gov]
Sent: Wednesday, August 26, 2009 3:24 PM
To: Abernathy, Nell L.
Subject: FW: 9/11 LA event follow up

Please softly remove me from these emails.

Yosi Sergeant
Director
Office of Communications
National Endowment for the Arts
1100 Pennsylvania Avenue NW, Room 614
Washington DC 20506
202-682-5570 office
[REDACTED] cell (b)(6)
yosi@arts.gov

-----Original Message-----

From: [REDACTED] [mailto:[REDACTED]]
Sent: Wednesday, August 26, 2009 3:22 PM
To: Abernathy, Nell L.; [REDACTED]; [REDACTED]
Cc: [REDACTED]; Yosi Sergeant; [REDACTED]; [REDACTED]; [REDACTED]
Subject: Re: 9/11 LA event follow up

(b)(6)

Hi everyone, I have sent the initial updates to the venue and working on a headliner - I will be able to finish the one sheet by EOD if I can kindly be sent:

- any relevant info/blurb on involvement
- organization logo
- + if applicable, your mailing list reach #s.

I will not be available for the rest of the business day as I will be out of the office, but I will receive all emails this evening.

Thank you!

[REDACTED]
[REDACTED]
[http://\[REDACTED\]](http://[REDACTED])
[REDACTED]
[http://\[REDACTED\]](http://[REDACTED])
[REDACTED] x. [REDACTED]
[REDACTED] ([REDACTED]) x. [REDACTED] (toll free)
[REDACTED] fax
[REDACTED]
[REDACTED]
[REDACTED]
[http://google.com/profiles/\[REDACTED\]](http://google.com/profiles/[REDACTED])

(b)(6)

Sent via BlackBerry from T-Mobile

Monica Ashar

From: [REDACTED]
Sent: Wednesday, August 26, 2009 11:10 PM
To: Yosi Sergeant

(b)(6)

Dear Yosi,

I saw a post on Big Hollywood about a conference call with United We Serve. It also got picked up by Gawker. Not quite sure what to make of it, but let me know if you have a chance to chat about it and some of the issues that have been raised.

Thanks,

[REDACTED] (b)(6)

Sent from my BlackBerry Wireless Handheld

Monica Ashar

From: Abernathy, Nell L. [NAbernathy@cns.gov]
Sent: Wednesday, August 26, 2009 8:56 AM
To: Yosi Sergeant; Martin, Philip
Subject: RE: Have you seen this?

OMG.

Nellie Abernathy
United We Serve
Corporation for National and Community Service
202-606-6766
NAbernathy@cns.gov

-----Original Message-----

From: Yosi Sergeant [mailto:yosi@arts.gov]
Sent: Wednesday, August 26, 2009 8:37 AM
To: Martin, Philip; Abernathy, Nell L.
Subject: Ré: Have you seen this?

Saw that this morning. He's an ex employer who, well, I just found out, doesn't like me.

----- Original Message -----

From: Martin, Philip <PMartin@cns.gov>
To: Yosi Sergeant; Abernathy, Nell L. <NAbernathy@cns.gov>
Sent: Wed Aug 26 08:34:31 2009
Subject: Have you seen this?

(b)(6) piece written after he joined the Philly arts call.
Doesn't look good. Or maybe not a big deal? Should we do a quick check-in about this especially since AP will be on big arts call Thursday?

<http://bighollywood.breitbart.com/pcourrielche/2009/08/25/the-national-endowment-for-the-art-of-persuasion-patrick-courrielche/>

-----Original Message-----

From: Scott, Sandy
Sent: Wed 8/26/2009 2:12 AM
To: Martin, Philip; Zoberman, Eric M.
Cc:
Subject: Fw: Google Alert - "United We Serve"

Fyi

From: Google Alerts <googlealerts-noreply@google.com>

To: Scott, Sandy
Sent: Tue Aug 25 21:57:39 2009
Subject: Google Alert - "United We Serve"

Google News Alert for: "United We Serve"

The National Endowment for the Art of Persuasion?

<<http://bighollywood.breitbart.com/pcourrielche/2009/08/25/the-national-endowment-for-the-art-of-persuasion-patrick-courrielche/>>

Big Hollywood

The service was to be attached to the President's United We Serve campaign, a nationwide federal initiative to make service a way of life for all Americans. ...

See all stories on this topic

<<http://news.google.com/news/story?ncl=http://bighollywood.breitbart.com/pcourrielche/2009/08/25/the-national-endowment-for-the-art-of-persuasion-patrick-courrielche/&hl=en>>

This as-it-happens Google Alert is brought to you by Google.

Remove

<http://www.google.com/alerts/remove?s=EAAAAKELjr_ir0j6TfTRTdVGzNo&hl=en&gl=us&source=alertsmail> this alert.

Create

<<http://www.google.com/alerts?hl=en&gl=us&source=alertsmail>> another alert.

Manage

<<http://www.google.com/alerts/manage?hl=en&gl=us&source=alertsmail>>
your alerts.

Monica Ashar

From: [REDACTED] (b)(6)
Sent: Thursday, August 27, 2009 10:39 AM
To: Yosi Sergant
Subject: Partnering with Obama administration's United We Serve / Corp for National and Community Service / Learn and Serve

What's Your Issue?-Film Your Issue will be partnering with the Obama administration's federal agency **Corporation for National and Community Service / Learn and Serve/ United We Serve**, and doing a joint announcement of *What's Your Issue?-Film Your Issue* in Washington DC in mid October 2009.

The *What's Your Issue?-Film Your Issue* campaign officially launches early January 2010.

What's Your Issue?-Film Your Issue will jointly present the winning solutions with the **Corporation for National and Community Service / Learn and Serve/ United We Serve** at the VIP reception in Washington, DC in June 2010, and the CNS/ Learn and Serve will join us at the Los Angeles event at Sony Pictures Studios.

The **Corporation for National and Community Service** is working to arrange a paid summer internship for a winner in Washington, DC, and to platform select videos on **Serve.gov**.



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Volunteering in America:
2009 State and City Trends and Rankings
[Learn More](#)

President Obama Unveils "United We Serve" Initiative
[View Video](#)

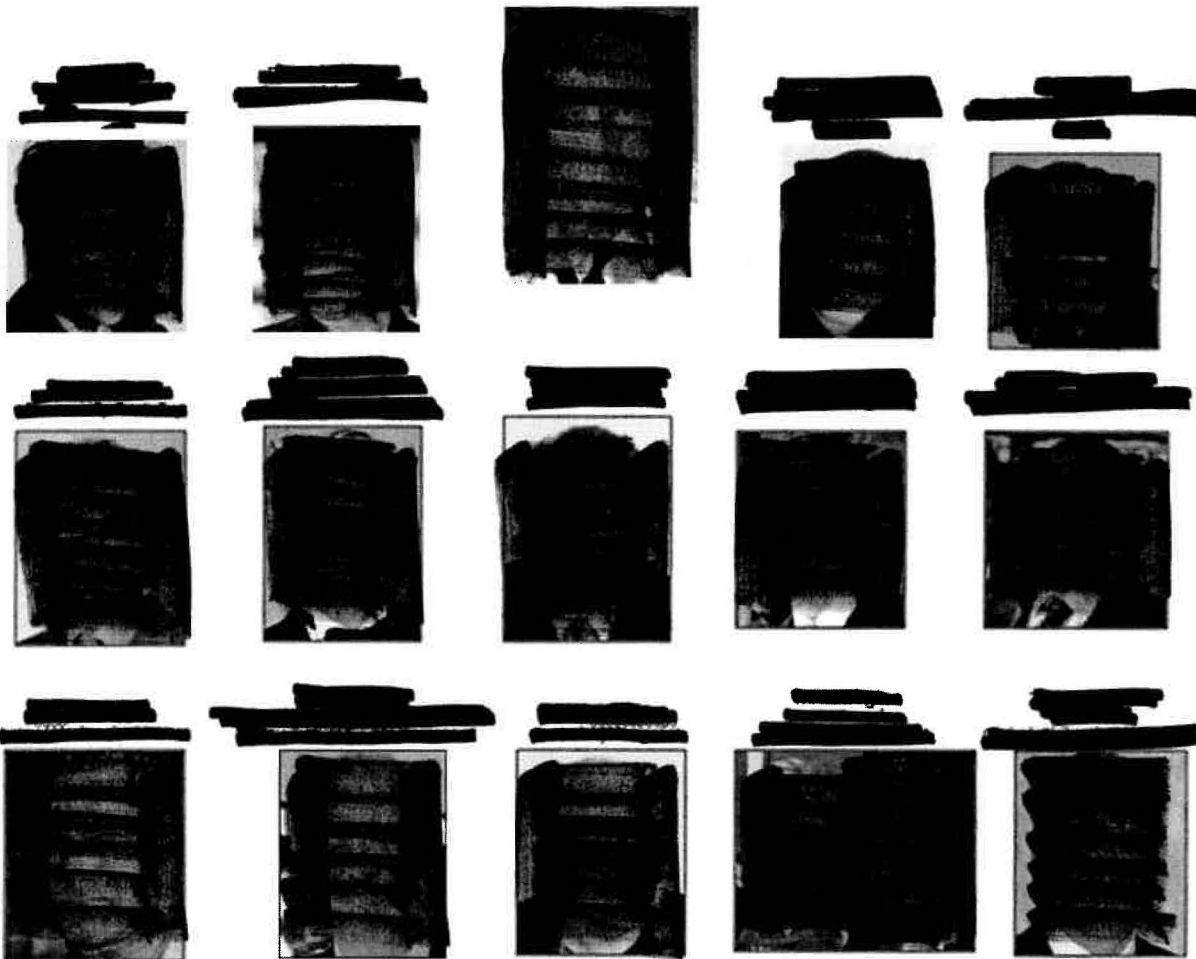
United We Serve

SERVE.GOV

What's Your Issue? – Film Your Issue

Distinguished Leadership Jury 2009-2010

Distinguished Honorary Jurist



(b)(6)

Past Leadership VIP Jurists 2006 – 2008

(b)(6)



Senator Barack Obama

(b)(6)

Thumbnail Overview, What's Your Issue?-Film Your Issue, 2009-2010:

What's Your Issue?-Film Your Issue is a youth initiative and competition – in conjunction with *Apple*, *Best Buy*, *The Corporation for National and Community Service/ United We Serve*, *Sony Pictures*, *NAACP* and others -- outreaching to

Last round, with MySpace and MTV as partners, *What's Your Issue?- Film Your Issue* broke its previous record for submissions: 500 films from 46 states and 27 countries. Previously, with MSN Video/ MSNBC as a partner, the campaign bested the record set for video stream polling by MSNBC for the SuperBowl.

The 2008 winners were presented at the Democratic and Republican National Conventions, the NAACP 2008 annual convention, on PBS Engage, LinkTV, AOL True Stories, broadcast to the 30 million audience of Starz and presented on MTV News. The Gates Foundation provided a scholarship, and internships were offered by USA TODAY, PBS and the United Nations.

Monica Ashar

From: webmgr
Sent: Thursday, August 27, 2009 12:09 PM
To: Yosi Sergant
Cc: Sally Gifford
Subject: Emails about the Big Hollywood blog post

(b)(5)

[REDACTED]
[REDACTED] (b)(5)
D

David Low
Web Manager
National Endowment for the Arts
1100 Pennsylvania Avenue NW
Washington, DC 20506
webmgr@arts.gov

A quick question

[REDACTED] (b)(6)
Sent: Tuesday, August 25, 2009 8:45 PM

To:

webmgr

Attachments:

I was wondering if anyone has an official response to this article?

<http://bighollywood.breitbart.com/pcourrielche/2009/08/25/the-national-endowment-for-the-art-of-persuasion-patrick-courrielche/#more-209182>

Is it true that the NEA is trying to persuade select artists into helping promote the President's Agenda?

Thank you for your time!

- [REDACTED] (b)(6)

Que Pasa?

[REDACTED], [REDACTED] (b)(6)
Sent: Wednesday, August 26, 2009 2:36 PM

To:

webmgr

Attachments:

the body of the email is the blog post itself

Rocco Landesman

National Endowment for the Arts

Dear Sir,

This article about encouraging propaganda as art by the NEA is disturbing.

I hope you will take a step back and consider the ugly company this kind of action puts you in with.

<http://tinyurl.com/mkrl89>

Thank you,

[REDACTED] (b)(6)
Milwaukie, OR

cc: Sen. Wyden, Sen. Merkley, Rep. Schrader

Art FOR Obama???

[REDACTED] [REDACTED] (b)(6)
Sent: Wednesday, August 26, 2009 7:19 PM

To:

webmgr

Attachments:

Seig Heil...

will never give to NEA again!

[REDACTED] [REDACTED] (b)(6)
Sent: Wednesday, August 26, 2009 5:11 PM

To:

webmgr

Attachments:

I'm sickened and appalled that the NEA is looking for artists to support their political agenda.

I'm forwarding this article to everyone I can.

most sincerely,

[REDACTED] (b)(6)
Petaluma Ca

[REDACTED] [REDACTED] (b)(6)
Sent: Wednesday, August 26, 2009 6:03 PM

To:

webmgr

Attachments:

Since when does a federally funded organization get to push an agenda that is still being debated in congress? These matters have not yet been concluded to policy. We can't color the banners for these very important issues, and start waving them under the fog of false pretext.

It's not the job of the NEA to advertise for an unknown product, especially for a product that is wrapped in fiery debate.

Please continue to do the great work you do with respect to grants, art initiatives, and maintaining access to great art to all communities. Your losing track, "Stay the course", to use a phrase from an unpopular servant. Don't dabble in politics....it's very unbecoming, and your taking the ug out of struggle.

<http://bighollywood.breitbart.com/pcourrielche/2009/08/25/the-national-endowment-for-the-art-of-persuasion-patrick-courrielche/>

Concerned citizen,



(b)(6)

Monica Ashar

From: Sally Gifford
Sent: Thursday, August 27, 2009 3:52 PM
To: Yosi Sergant
Subject: Tweets from UWS call

Realtime results for #artscall



doctoradancer: Call is over! I think the issue of time is really pressing. And you? [#artscall](#) can we pull off new arts service events in less than a month?

2 minutes ago from [web](#) · [Reply](#) · [View Tweet](#)



doctoradancer: The national day of service is not really about politics, but service. Events have transcended alliances, go to website for more [#artscall](#)

3 minutes ago from [web](#) · [Reply](#) · [View Tweet](#)



doctoradancer: Rose Klyman, is the NEA involved and supporting the initiative? a:They will organize a call on NEA & NEH involvement. [#artscall](#) HUD as well!

5 minutes ago from [web](#) · [Reply](#) · [View Tweet](#)



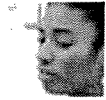
doctoradancer: She is also being told that the faces of the board memebrs are vital. [#artscall](#)

7 minutes ago from [web](#) · [Reply](#) · [View Tweet](#)



doctoradancer: Jay Hal Siminous? She would like to hear examples of good arts service projects. [#artscall](#)
a:There is an arts idea kit up on the site, full

8 minutes ago from [web](#) · [Reply](#) · [View Tweet](#)



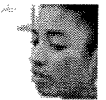
doctoradancer: Jill Lawrence a reporter just got in to ask a question! is there a talk to go through with Arts Corp [#artscall](#) she got told to get on topic!

10 minutes ago from [web](#) · [Reply](#) · [View Tweet](#)



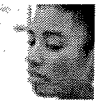
doctoradancer: The answer he was given was basically, 'yeah, make sure you mention that on the website...' hmmm [#artscall](#)

11 minutes ago from [web](#) · [Reply](#) · [View Tweet](#)



doctoradancer: Continuing to say that arts processes need to be included into the service process, so that the idea of 'art' does not disappear. [#artscall](#)

12 minutes ago from [web](#) · [Reply](#) · [View Tweet](#)



doctoradancer: They have now opened the call for questions. Someone is asking if they will align the arts schools with this concept. [#artscall](#)

13 minutes ago from [web](#) · [Reply](#) · [View Tweet](#)



doctoradancer: Obama's Artists Corp! They are moving forward on this idea. so go and read up on the idea on the website [#artscall](#)

14 minutes ago from [web](#) · [Reply](#) · [View Tweet](#)



doctoradancer: correction: <http://serve.artsusa.org/> is the correct webaddress mentioned int he [#artscall](#) for 9/11 service day. This is part of creating...

15 minutes ago from [web](#) · [Reply](#) · [View Tweet](#)



• doctoradancer: you are encouraged to use the official logo along with your own for your project there r only 50 events up on serve.artsusa.gov **#artscall**

18 minutes ago from [web](#) · [Reply](#) · [View Tweet](#)



• doctoradancer: serve.artsusa.org is the site to put up your call for volunteerism. you need to document y our story on serve.gov website **#artscall**

19 minutes ago from [web](#) · [Reply](#) · [View Tweet](#)



• doctoradancer: **#artscall**, so he really hopes that people will do special projects on 9/11 to gather their volunteers to participate in this national day

20 minutes ago from [web](#) · [Reply](#) · [View Tweet](#)



• doctoradancer: **#artscall** Bob Lynch is just highlighting some of the events going on around the country. Says this is a great moment to shine for arts org

21 minutes ago from [web](#) · [Reply](#) · [View Tweet](#)

Sally Gifford | Communications Specialist | National Endowment for the Arts
1100 Pennsylvania Avenue, NW | Room 614 | Washington, DC 20506
202-682-5606 | giffords@arts.gov

Monica Ashar

From: Sally Gifford
Sent: Thursday, August 27, 2009 4:59 PM
To: Yosi Sergeant
Subject: FW: Media Inquiry

FYI

Sally Gifford | Communications Specialist | National Endowment for the Arts
1100 Pennsylvania Avenue, NW | Room 614 | Washington, DC 20506
202-682-5606 | giffords@arts.gov

From: [REDACTED] [mailto:[REDACTED]] (b)(6)
Sent: Thursday, August 27, 2009 4:57 PM
To: Paulette Beete; Sally Gifford
Cc: Victoria Hutter
Subject: RE: Media Inquiry
Importance: High

To Whom It May Concern:

Greetings – I hope this message finds you well.

(b)(6) I'm a reporter working on a story about a conference call earlier this month held by the NEA with artists, filmmakers, musicians and others to "help lay a new foundation for growth, focusing on core areas of the recovery agenda – health care, energy and environment, safety and security, education, community renewal."

(b)(6) I'm I sure you're aware, one of the artists on the call, [REDACTED], has written on the experience and questioned the NEA's role in calling on individuals to create art on the very subject being hotly contested across the nation. [REDACTED] just told me he thought this action by your group "tainted the process" and is precisely the argument against the NEA.

(b)(6) As such, I'd like to get a statement from the NEA on [REDACTED]'s concerns, as well as a list of the individuals invited to the Aug. 10 call. I'd also like to inquire if the conference call led to any new artwork or campaigns. Specifically, did the conference call have any affect or influence on Rock the Vote's health care T-shirt design contest?

Please contact me at your earliest convenience. My editors will be running this story sometime early Friday afternoon. Thanks in advance.

[REDACTED]
[REDACTED]
[REDACTED]
FOXNews.com

(b)(6) [REDACTED] (direct)

[REDACTED] (cell)

[REDACTED] (cell 2)

Monica Ashar

From: Anita Decker
Sent: Thursday, August 27, 2009 5:05 PM
To: Yosi Sergant; Katie Marie Zouhary
Subject: Re: Media Inquiry - FOX

[REDACTED] (b)(5)

----- Original Message -----

From: Yosi Sergant
To: Anita Decker; Katie Marie Zouhary
Sent: Thu Aug 27 17:03:42 2009
Subject: FW: Media Inquiry - FOX

FYI. [REDACTED] (b)(5)

Yosi Sergant

Director

Office of Communications

National Endowment for the Arts

1100 Pennsylvania Avenue NW, Room 614

Washington DC 20506

202-682-5570 office

[REDACTED] cell (b)(6)

yosi@arts.gov <<mailto:serganty@arts.endow.gov>>

From: [REDACTED] [mailto:[REDACTED]] (b)(6)
Sent: Thursday, August 27, 2009 4:57 PM
To: Paulette Beete; Sally Gifford
Cc: Victoria Hutter
Subject: RE: Media Inquiry
Importance: High

To Whom It May Concern:

Greetings - I hope this message finds you well.

I'm a reporter working on a story about a conference call earlier this month held by the NEA with artists, filmmakers, musicians and others to "help lay a new foundation for growth, focusing on core areas of the recovery agenda - health care, energy and environment, safety and security, education, community renewal."

I'm I sure you're aware, one of the artists on the call, (b)(6), has written <http://bighollywood.breitbart.com/pcourrielche/2009/08/25/the-national-endowment-for-the-art-of-persuasion-patrick-courrielche/> on the experience and questioned the NEA's role in calling on individuals to create art on the very subject being hotly contested across the nation. (b)(6) just told me he thought this action by your group "tainted the process" and is precisely (b)(6) the argument against the NEA.

As such, I'd like to get a statement from the NEA on (b)(6)'s concerns, as well as a list of the individuals invited to the Aug. 10 call. I'd also like to inquire if the conference call led to any new artwork or campaigns. Specifically, did the conference call have any affect or influence on Rock the Vote's health care T-shirt design contest?

Please contact me at your earliest convenience. My editors will be running this story sometime early Friday afternoon. Thanks in advance.

FOXNews.com

(b)(6)
[REDACTED] (direct)

[REDACTED] (cell)

[REDACTED] (cell 2)

Monica Ashar

From: [REDACTED]
Sent: Thursday, August 27, 2009 5:37 PM
To: Yosi Sergant
Cc: [REDACTED]
Subject: Question for [REDACTED] Boston Globe

(b)(6)

(b)(6)
Yosi, here is a question I asked [REDACTED], so I can ask you, too: Do we know of any examples when the Bush Administration sought to "use" the NEA to promote a policy agenda?

Might provide interesting context.

Thank you, [REDACTED] (b)(6)

Monica Ashar

From: Yosi Sergeant
Sent: Thursday, August 27, 2009 5:52 PM
To: Katie Marie Zouhary; Anita Decker
Subject: Boston Globe Inquiry

Boston Globe called with a statement request re: United We Serve press.

[REDACTED]

(b)(5)

Yosi Sergeant
Director
Office of Communications
National Endowment for the Arts
1100 Pennsylvania Avenue NW, Room 614
Washington DC 20506
202-682-5570 office
[REDACTED] cell
yosi@arts.gov

(b)(6)

Monica Ashar

From: Google Alerts [googlealerts-noreply@google.com]
Sent: Thursday, August 27, 2009 9:51 PM
To: Yosi Sergeant
Subject: Google Alert - yosi sergeant

Google Blogs Alert for: **yosi sergeant**

Wow. File This Under 'Imagine If a Republican Did This' and Get ...

By Kathryn Jean Lopez

The people running the conference call and rallying the group to get active on these issues were **Yosi Sergeant**, the Director of Communications for the National Endowment for the Arts; Buffy Wicks, Deputy Director of the White House ...

The Corner on National Review Online - <http://corner.nationalreview.com/>

Mommy Life: National Endowment for the Arts promoting propaganda?

By Barbara

By Andrew Belonsky , 5:27 AM on Wed Aug 26 2009, 1670 views The call, he says, included the nea's Director of Communications, **Yosi Sergeant**, ... Love,. signature.gif. Bookmark and Share Posted in Obama Nation, Art | Permalink ...

Mommy Life - <http://mommylife.net/>

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Monica Ashar

From: Paulette Beete
Sent: Friday, August 28, 2009 10:17 AM
To: Yosi Sergant
Subject: FW: Media Inquiry
Importance: High

Here's the email from Fox.

Paulette Beete
Public Affairs Specialist
National Endowment for the Arts
(202) 682-5601

From: [REDACTED] [mailto:josh.[REDACTED]] (b)(6)
Sent: Friday, August 28, 2009 10:15 AM
To: Paulette Beete
Cc: Don Ball; Victoria Hutter; Sally Gifford
Subject: RE: Media Inquiry
Importance: High

Paulette,

Greetings – I hope this message finds you well.

I'm a reporter working on a story about a conference call earlier this month held by the NEA with artists, filmmakers, musicians and others to "help lay a new foundation for growth, focusing on core areas of the recovery agenda – health care, energy and environment, safety and security, education, community renewal."

As I'm sure you're aware, one of the artists on the call, [REDACTED] (b)(6) has written on the experience and questioned the NEA's role in calling on individuals to create art on the very subject being hotly contested across the nation. [REDACTED] just told me he thought this action by your group "tainted the process" and is precisely the argument against the NEA. (b)(6)

As such, I'd like to get a statement from the NEA on [REDACTED] (b)(6)'s concerns, as well as a list of the individuals invited to the Aug. 10 call. I'd also like to inquire if the conference call led to any new artwork or campaigns. Specifically, did the conference call have any affect or influence on Rock the Vote's health care T-shirt design contest?

Please contact me at your earliest convenience. My editors will be running this story sometime early Friday afternoon. Thanks in advance.

[REDACTED]
[REDACTED]
FOXNews.com

(direct)

(cell)

(cell 2)

(b)(6)

Monica Ashar

From: Sally Gifford
Sent: Friday, August 28, 2009 12:01 PM
To: Yosi Sergeant
Subject: TP - UWS
Attachments: TP - UWS-RELATED 8.28.09.doc

Attachment withheld
under (b)(5)

Hey Yosi,

Here's a first stab at talking points for UWS issues.

Let me know if there's anything else I can do.

Sally Gifford | Communications Specialist | National Endowment for the Arts
1100 Pennsylvania Avenue, NW | Room 614 | Washington, DC 20506
202-682-5606 | giffords@arts.gov

Monica Ashar

From: Yosi Sergeant
Sent: Friday, August 28, 2009 12:15 PM
To: Anita Decker; Katie Marie Zouhary
Subject: WSJ Inquiry

(b)(6)
WSJ [REDACTED], whom we reached out to re:a Rocco interview but got no response has reached out about the UWS call.

Yosi Sergeant
Director
Office of Communications
National Endowment for the Arts
1100 Pennsylvania Avenue NW, Room 614
Washington DC 20506
202-682-5570 office
[REDACTED] cell (b)(6)
yosi@arts.gov

(b)(6)
From WSJ [REDACTED]. Who never got back to us on the Rocco Interview offer.

Victoria—
Can you tell me if the below is true?
Many thanks.
Best,

(b)(6)
Nut graf:

I was invited by the National Endowment for the Arts (NEA) to take part in a conference call that invited a group of rising artist and art community luminaries "to help lay a new foundation for growth, focusing on core areas of the recovery agenda - health care, energy and environment, safety and security, education, community renewal."

Whole thing here: <http://bighollywood.breitbart.com/pcourrielche/2009/08/25/the-national-endowment-for-the-art-of-persuasion-patrick-courrielche/#more-209182>

Monica Ashar

From: Sally Gifford
Sent: Friday, August 28, 2009 1:00 PM
To: Yosi Sergant
Subject: RE: [REDACTED] on FOX Business TV
(b)(6)

[REDACTED] (b)(6)

Sally Gifford | Communications Specialist | National Endowment for the Arts
1100 Pennsylvania Avenue, NW | Room 614 | Washington, DC 20506
202-682-5606 | giffords@arts.gov

From: Yosi Sergant
Sent: Friday, August 28, 2009 12:56 PM
To: Sally Gifford
Subject: RE: [REDACTED] on FOX Business TV
(b)(6)

[REDACTED]
(b)(6)

Yosi Sergant
Director
Office of Communications
National Endowment for the Arts
1100 Pennsylvania Avenue NW, Room 614
Washington DC 20506
202-682-5570 office
[REDACTED] cell (b)(6)
yosi@arts.gov

From: Sally Gifford
Sent: Friday, August 28, 2009 12:50 PM
To: Yosi Sergant
Subject: [REDACTED] on FOX Business TV
(b)(6)

http://video.foxbusiness.com/8739560/wheres-your-tax-money-going/?category_id=b56a32bfe7af4a7bd95bd9d88962a05c8ec92b22

Sally Gifford | Communications Specialist | National Endowment for the Arts
1100 Pennsylvania Avenue, NW | Room 614 | Washington, DC 20506
202-682-5606 | giffords@arts.gov

Monica Ashar

From: Sally Gifford
Sent: Friday, August 28, 2009 1:02 PM
To: Yosi Sergeant
Subject: RE: WSJ query on UWS

Hey Yosi,

(b)(6)
To clarify, [REDACTED] sent me a note after realizing VH was out.

Sally Gifford | Communications Specialist | National Endowment for the Arts
1100 Pennsylvania Avenue, NW | Room 614 | Washington, DC 20506
202-682-5606 | giffords@arts.gov

From: Sally Gifford
Sent: Friday, August 28, 2009 12:13 PM
To: Yosi Sergeant
Subject: WSJ query on UWS

(b)(6)
From WSJ [REDACTED]. Who never got back to us on the Rocco Interview offer.

Victoria—

Can you tell me if the below is true?

Many thanks.

Best,

[REDACTED] (b)(6)

Nut graf:

I was invited by the National Endowment for the Arts (NEA) to take part in a conference call that invited a group of rising artist and art community luminaries "to help lay a new foundation for growth, focusing on core areas of the recovery agenda - health care, energy and environment, safety and security, education, community renewal."

Whole thing here: <http://bighollywood.breitbart.com/pcourrielche/2009/08/25/the-national-endowment-for-the-art-of-persuasion-patrick-courrielche/#more-209182>

Sally Gifford | Communications Specialist | National Endowment for the Arts
1100 Pennsylvania Avenue, NW | Room 614 | Washington, DC 20506
202-682-5606 | giffords@arts.gov

From: [REDACTED] [mailto:[REDACTED]] (b)(6)
Sent: Friday, August 28, 2009 12:10 PM

To: Sally Gifford
Subject: FW: Query

Sally—

I see Victoria's away. Can you answer this query?

Cheers

From: [REDACTED] (b)(6)
Sent: Friday, August 28, 2009 11:29 AM
To: hutterv@arts.endow.gov
Subject: Query

Victoria—

Can you tell me if the below is true?

Many thanks.

Best,

[REDACTED] (b)(6)

Nut graf:

I was invited by the National Endowment for the Arts (NEA) to take part in a conference call that invited a group of rising artist and art community luminaries "to help lay a new foundation for growth, focusing on core areas of the recovery agenda - health care, energy and environment, safety and security, education, community renewal."

Whole thing here: <http://bighollywood.breitbart.com/pcourrielche/2009/08/25/the-national-endowment-for-the-art-of-persuasion-patrick-courrielche/#more-209182>

Monica Ashar

From: Google Alerts [googlealerts-noreply@google.com]
Sent: Friday, August 28, 2009 2:16 PM
To: Yosi Sergeant
Subject: Google Alert - yosi sergeant

Google News Alert for: **yosi sergeant**

NEA Allegedly Calls on Artists to Focus on Health Care, Energy

FOXNews - USA

Courrielche said officials on the hour-long call -- including NEA Director of Communications **Yosi Sergeant** and Michael Skolnik, political director for ...

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Monica Ashar

From: Yosi Sergeant
Sent: Friday, August 28, 2009 2:24 PM
To: Anita Decker; Katie Marie Zouhary
Subject: FW: FOX - Josh Rhett Miller print story online

As we have been expecting... FOX just posted their piece.

Yosi Sergeant
Director
Office of Communications
National Endowment for the Arts
1100 Pennsylvania Avenue NW, Room 614
Washington DC 20506
202-682-5570 office
[REDACTED] cell (b)(6)
yosi@arts.gov

From: Sally Gifford
Sent: Friday, August 28, 2009 2:18 PM
To: Yosi Sergeant
Subject: FOX - Josh Rhett Miller print story online

<http://www.foxnews.com/politics/2009/08/28/nea-allegedly-calls-artists-focus-health-care-energy/>

NEA Allegedly Calls on Artists to Focus on Health Care, Energy

The National Endowment for the Arts initiated a "call to action" earlier this month for members of the art community to push President Obama's recovery agency through works that focus on health care, energy and the environment -- a troubling sign, one artist said.

By Joshua Rhett Miller

FOXNews.com

Friday, August 28, 2009

The National Endowment for the Arts initiated a "call to action" earlier this month for members of the art community to push President Obama's recovery agency through works that focus on health care, energy and the environment -- a troubling sign, one artist said.

Patrick Courrielche, a 39-year-old film producer in Los Angeles, said he was one of roughly 75 artists, musicians, writers, poets and others on the Aug. 10 conference call hosted by the NEA, the White House Office of Public Engagement and United We Serve, a nationwide initiative launched by President Obama to increase volunteerism.

Courrielche said officials on the hour-long call -- including NEA Director of Communications Yosi Sergeant and Michael Skolnik, political director for hip-hop mogul Russell Simmons -- encouraged the artists on the line to create works of art in their respective fields related to health care, energy and the environment.

"What I heard was a well thought-out pitch to encourage artists to create art on these issues," Courrielche told FOXNews.com. "We were told we were consulted for a reason and they specifically stated those issues as the issues we should focus on, to plant the seed. It doesn't take a rocket scientist to see what they're attempting to do."

Courrielche said the now ubiquitous Obama "Hope" poster by artist Shepard Fairey and musician will.i.am's "Yes We Can" song and music video were offered as "shining examples" of the artist group's clear impact on Obama's landslide election.

The "potential propaganda machine," Courrielche said, is concerning on many levels.

"The issue that troubles me the most is that the NEA was set up to promote the arts," he said. "If you have a meeting where you're trying to set up a machine that does your bidding, a propaganda machine, that's not what the National Endowment for Arts is for."

Moderators on the conference call did not specify whether any piece of subsequent artwork should be supportive or critical of the president's agenda in key areas like health care and the environment.

"For me, it was implied," said Courrielche, adding he felt the NEA "tainted" the artistic process.

Reached by FOXNews.com on Friday, Skolnik declined to comment for this story. The NEA did not respond to several requests for comment.

Siobhan Dugan, a spokeswoman for United We Serve, said the call was organized by an "individual interested" in the group and was unable to provide a list of those invited to participate on the call.

"The service that we are encouraging through United We Serve is taking place with no direct tie to any policy initiative, but instead focuses on the areas of the greatest need of our nation and our neighborhoods," Dugan said in a statement to FOXNews.com.

"Organizations and people from all political persuasions and beliefs continue to support community service as one part of the solution to the economic crisis and the recovery efforts."

Dugan said the group was not aware of the conference call leading to any new artwork or campaigns.

"There are no government funds provided or funding incentives given to organizations or individuals to participate or encourage community service as part of United We Serve," Dugan's statement continued.

Thomas Bates, vice president of civic engagement for Rock the Vote, confirmed to FOXNews.com he was on the call, saying he was invited by officials at United We Serve.

"I don't remember it that way," Bates said. "The call I was on was about engaging artists in ongoing service projects, including on Sept. 11."

Bates said his participation in the call revolved around a proposed service event in Chicago that his organization had considered. He did not elaborate.

Told of Bates' denial that artists were encouraged to produce art in certain areas, Courrielche said he omitted an "essential, specific aspect" of the conference call.

"The word volunteerism was never used," Courrielche said. "Service was the word being used and it was in specific areas, those being health care, energy and the environment."

Courrielche, who said he took extensive notes during the call, recalled one particular passage he attributed to Skolnik, who acted as a moderator on the call.

"So what I had hoped in bringing this group together," Skolnik said, according to Courrielche, "with the great hosts that again I want to thank for reaching out to their communities, was that we could begin to bring together our community in the same enthusiasm, with the same enthusiasm, and with the same energy that we all saw each other during the campaign, and we continue to work together on issues as important as United We Serve, and service, and begin here and continue to work together on other issues that we feel are important as was mentioned, some of them health care and others."

Courrielche, who said he felt compelled to speak out about the call, said unidentified members of the press were also on the call.

"I felt like I needed to say something about it," he said. "Now I think if [a piece of art] comes out, you have to question it, did it come from this meeting? This is the exact argument for why an agency like this shouldn't exist."

1100 Pennsylvania Avenue, NW | Room 614 | Washington, DC 20506
202-682-5606 | giffords@arts.gov

Monica Ashar

From: Sally Gifford
Sent: Friday, August 28, 2009 5:01 PM
To: Yosi Sergant
Subject: UWS statement draft
Attachments: Landesman statement draft 8.28.09v3.doc

attachment
withheld
under (b)(5)

Draft.

Sally Gifford | Communications Specialist | National Endowment for the Arts
1100 Pennsylvania Avenue, NW | Room 614 | Washington, DC 20506
202-682-5606 | giffords@arts.gov

Monica Ashar

From: Sally Gifford
Sent: Friday, August 28, 2009 5:04 PM
To: Yosi Sergeant
Subject: another conservative blog

Another conservative blog

<http://dallas.conservativemuse.com/2009/08/28/politicalization-of-the-nea-by-obama/>

Politicalization of the NEA by Obama

August 28, 2009

Evidently, no corner of our lives is safe from involvement by the Obama administration. Obama now wants to make sure you are listening to the right music, seeing the right painting and reading the right poem. Who knows, the latest hip hop song or poem you heard may have been inspired by Obama and his administration. How? Obama is now using the NEA to convince artists to create art that helps advance his agenda for America.

The National Endowment of the Arts has always been a little left of center, but we all know (in general) liberals make the best art. Recently, the NEA held a conference call with 75 artists, musicians, writers and poets and asked them to create works of art in their respective fields related to health care reform and global warming. The call was led by NEA director Yosi Sergeant and Michael Skolnik the political director for Russell Simmons. The pair stressed that the artists should focus on these issues and help the Obama administration focus the attention of the nation on their solutions. Patrick Courrielche, a film producer on the call was bothered by the administrations request for political propaganda and has spoken out on various television programs.

Why is the Obama administration asking artists to create art focused on their political agenda? I think the answer is obvious – they want to win. Of course, sometimes winning at all costs isn't worth the price. Love it or hate it, the NEA's purpose is to support excellence in the arts – not advance political speech from one party. The White House should stay out of the business of art – let the artist determine what they should create.

Sally Gifford | Communications Specialist | National Endowment for the Arts
1100 Pennsylvania Avenue, NW | Room 614 | Washington, DC 20506
202-682-5606 | giffords@arts.gov

Monica Ashar

From: Yosi Sergeant
Sent: Friday, August 28, 2009 5:35 PM
To: Anita Decker; Katie Marie Zouhary
Subject: Draft Language for NEA Statement

This language is a first draft of a statement to be made by the NEA. This will be provided to anyone who has or will contact us regarding the NEA participation with UWS.

[REDACTED]

(b)(5)

Yosi Sergeant
Director
Office of Communications
National Endowment for the Arts
1100 Pennsylvania Avenue NW, Room 614
Washington DC 20506
202-682-5570 office
[REDACTED] cell (b)(6)
yosi@arts.gov

Monica Ashar

From: Yosi Sergeant
Sent: Saturday, August 29, 2009 11:29 AM
To: Anita Decker
Subject: Fw: Big Hollywood

[REDACTED] (b)(5)

----- Original Message -----

From: webmgr
To: Yosi Sergeant; Sally Gifford
Sent: Sat Aug 29 11:25:08 2009
Subject: Big Hollywood

I just got 7 more emails, including the one below...

D

From: [REDACTED] (b)(6)
Sent: Friday, August 28, 2009 6:20 PM
To: webmgr
Subject: Call To Action

If the NEA reaches out to its members to fulfill the directive given by the White House to create works of art to encourage support of Presidential Policies I will do everything I can to alert my 100,000 clergy members to oppose the NEA.

[REDACTED]
[REDACTED]
ChristianGlobe Network
4202 Gwynne Rd.
Memphis TN 38117

(b)(6)

[REDACTED]
[REDACTED] (cell)
[REDACTED] (fax)
[REDACTED]

www.sermons.com
www.seminary.com

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Monica Ashar

From: Google Alerts [googlealerts-noreply@google.com]
Sent: Saturday, August 29, 2009 6:03 AM
To: Yosi Sergeant
Subject: Google Alert - yosi sergeant

Google Blogs Alert for: **yosi sergeant**

Film Producer Accuses NEA of Enlisting Artists to Push Obama's ...

By sam

Courrielche said officials on the hour-long call — including NEA Director of Communications **Yosi Sergeant** and Michael Skolnik, political director for hip-hop mogul Russell Simmons — encouraged the artists on the line to create works of ...

osmoothie - <http://osmoothie.com/>

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Monica Ashar

From: Yosi Sergant
Sent: Monday, August 03, 2009 12:08 PM
To: Elizabeth Stark; Elizabeth Mehaffey
Subject: FW: Meeting August 17th?

If it's clear on the calendar, please set this meeting

Yosi Sergant
Director
Office of Communications
National Endowment for the Arts
1100 Pennsylvania Avenue NW, Room 614
Washington DC 20506
202-682-5570 office
[REDACTED] cell (b)(6)
yosi@arts.gov

From: [REDACTED] [mailto:[REDACTED]] (b)(6)
Sent: Monday, August 03, 2009 12:03 PM
To: Yosi Sergant
Subject: RE: Meeting August 17th?

Hi Yosi:

Is August 20th a possibility for you?

Thanks,

[REDACTED] (b)(6)

[REDACTED]
[REDACTED]
League of American Orchestras
910 17 Street, NW, Suite 800, Washington DC 20006
t [REDACTED] f [REDACTED]
[REDACTED]
americanorchestras.org

} (b)(6)



Standing at an Economic Crossroads?
Visit americanorchestras.org for directions.

From: Yosi Sergant [mailto:yosi@arts.gov]
Sent: Mon 7/27/2009 6:39 PM
To: [REDACTED] (b)(6)
Subject: RE: Meeting August 17th?

I believe I will be on travel that day, returning from Los Angeles. Is there another day [REDACTED] (b)(6) will be in DC?

Yosi Sergeant
Director
Office of Communications
National Endowment for the Arts
1100 Pennsylvania Avenue NW, Room 614
Washington DC 20506
202-682-5570 office
[REDACTED] cell (b)(6)
yosi@arts.gov

From: [REDACTED] [mailto:[REDACTED]] (b)(6)
Sent: Monday, July 27, 2009 5:17 PM
To: Yosi Sergeant
Subject: Meeting August 17th?

Hello Yosi:

It was great to find a few moments to chat in Seattle at the Americans for the Arts conference and to hear what's on your mind for bringing greater visibility to the arts in the national service effort.

Might you be available to meet any time on Monday, August 17th? My colleague [REDACTED], [REDACTED] (b)(6) in our New York office is available to come to Washington, and we would both enjoy the opportunity to hear more about what's on your mind and share some information about the League and orchestras.

Very best wishes,

[REDACTED] (b)(6)

[REDACTED]
[REDACTED]
League of American Orchestras
910 17 Street, NW, Suite 800, Washington DC 20006
t [REDACTED] f [REDACTED]
[REDACTED]
americanorchestras.org

] (b)(6)

Monica Ashar

From: Amy Stolls
Sent: Monday, August 31, 2009 1:56 PM
To: Jon Peede; Chloey Accardi; Maryrose Flanigan
Cc: Yosi Sergeant
Subject: FW: Thank you!

FYI. Thanks for your help, gang....

Amy Stolls, NEA Literature Program Officer
202.682.5771, stollsa@arts.gov

From: [REDACTED] [mailto:[REDACTED]] (b)(6)
Sent: Sunday, August 30, 2009 4:14 AM
To: Amy Stolls
Subject: Thank you!

Dear Amy,

Thank you for your donation to Project Read, part of President Obama's "United We Serve" literacy drive. Because of you, we were able to collect and deliver over 14,000 books and magazine subscriptions to organizations in need all across the country and world. Libraries have sprouted from coast to coast. Children now have fresh reading material to fill their minds. Whatever part you played, it was essential to giving someone the opportunity to read, to truly changing their lives. On behalf of all the organizations and Project Read, I am grateful for the fact that you simply cared. You saw the need and chose to react with giving. I sincerely thank you for choosing to care, for choosing to act.

Have a wonderful day,

[REDACTED] (b)(6)

Monica Ashar

From: Yosi Sergeant
Sent: Monday, August 31, 2009 2:24 PM
To: Katie Marie Zouhary
Subject: FW: Big Hollywood

I sent this to Anita, but I forgot to cc you.

[REDACTED] (b)(5)
Yosi Sergeant
Director
Office of Communications
National Endowment for the Arts
1100 Pennsylvania Avenue NW, Room 614
Washington DC 20506
202-682-5570 office
[REDACTED] cell (b)(6)
yosi@arts.gov

-----Original Message-----

From: webmgr
Sent: Saturday, August 29, 2009 11:25 AM
To: Yosi Sergeant; Sally Gifford
Subject: Big Hollywood

From: [REDACTED] (b)(6)
Sent: Friday, August 28, 2009 6:20 PM
To: webmgr
Subject: Call To Action

If the NEA reaches out to its members to fulfill the directive given by the White House to create works of art to encourage support of Presidential Policies I will do everything I can to alert my 100,000 clergy members to oppose the NEA.

[REDACTED]
[REDACTED]
ChristianGlobe Network
4202 Gwynne Rd.
Memphis TN 38117

[REDACTED] (cell)
[REDACTED] (fax)
[REDACTED]

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www.seminary.com

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use of this e-mail message or attachments is prohibited. If you have received this e-mail message in error, please delete and notify the sender immediately. Thank you.

Monica Ashar

From: Yosi Sergant
Sent: Monday, August 31, 2009 2:34 PM
To: Elizabeth Stark
Subject: RE: was this in the clips?

<http://www.socialbrite.org/2009/08/11/united-we-serve-become-an-agent-of-change/>

this too

Yosi Sergant
Director
Office of Communications
National Endowment for the Arts
1100 Pennsylvania Avenue NW, Room 614
Washington DC 20506
202-682-5570 office
[REDACTED] cell (b)(6)
yosi@arts.gov

From: Elizabeth Stark
Sent: Monday, August 31, 2009 2:33 PM
To: Yosi Sergant
Subject: RE: was this in the clips?

No, I can add it tomorrow.

From: Yosi Sergant
Sent: Monday, August 31, 2009 2:31 PM
To: Elizabeth Stark
Subject: was this in the clips?

<http://arts.typepad.com/audienceworks/2009/08/how-artists-can-help-build-local-community.html>

Yosi Sergant
Director
Office of Communications
National Endowment for the Arts
1100 Pennsylvania Avenue NW, Room 614
Washington DC 20506
202-682-5570 office
[REDACTED] cell (b)(6)
yosi@arts.gov

Monica Ashar

From: Victoria Hutter
Sent: Monday, August 31, 2009 3:48 PM
To: Yosi Sergant; Sally Gifford
Subject: more from [REDACTED] (b)(6)

In case you hadn't seen.

<http://bighollywood.breitbart.com/pcourrielche/2009/08/31/contradictions-are-revealing-politicizing-the-nea/#more-214754>

Victoria Hutter
Office of Communications
National Endowment for the Arts
1100 Pennsylvania Ave. NW, Room 614
Washington, DC 20506
202-682-5692 (P)
202-682-5611 (F)

Monica Ashar

From: Yosi Sergeant
Sent: Monday, August 31, 2009 3:55 PM
To: Anita Decker; Katie Marie Zouhary
Subject: Another Big Hollywood Post

<http://bighollywood.breitbart.com/pcourrielche/2009/08/31/contradictions-are-revealing-politicizing-the-nea/#more-214754>

Yosi Sergeant
Director
Office of Communications
National Endowment for the Arts
1100 Pennsylvania Avenue NW, Room 614
Washington DC 20506
202-682-5570 office
[REDACTED] cell (b)(6)
yosi@arts.gov

Monica Ashar

From: Yosi Sergeant
Sent: Monday, August 31, 2009 5:38 PM
To: Elizabeth Stark
Subject: RE: United We Serve

Shit. No. I will call now.

Yosi Sergeant
Director
Office of Communications
National Endowment for the Arts
1100 Pennsylvania Avenue NW, Room 614
Washington DC 20506
202-682-5570 office
[REDACTED] cell (b)(6)
yosi@arts.gov

From: Elizabeth Stark
Sent: Monday, August 31, 2009 5:37 PM
To: Yosi Sergeant
Subject: FW: United We Serve

Did you speak with him?

From: [REDACTED] [mailto:[REDACTED]] (b)(6)
Sent: Monday, August 31, 2009 2:43 PM
To: Elizabeth Stark
Cc: Yosi Sergeant
Subject: Re: United We Serve

Hi to you both,

Are we still good for a phone call today at 4pm EDT? I will make myself available on my cell phone number [REDACTED] - let me know!

(b)(6)
Thanks!

[REDACTED] (b)(6)

On Aug 27, 2009, at 11:58 AM, Elizabeth Stark wrote:

Hi [REDACTED] (b)(6)

I'm sorry you and Yosi weren't able to connect last week. How about Monday, August 31st at 4 p.m. EDT? Should I have him call you?

Thanks,
Liz

Liz Stark

Communications Office
National Endowment for the Arts

starke@arts.gov
202-682-5744 (p)
202-682-5611 (f)
1100 Pennsylvania Ave. NW
Washington, DC 20506

From: [REDACTED] [mailto:[REDACTED]] (b)(6)
Sent: Thursday, August 27, 2009 9:34 AM
To: Elizabeth Stark
Subject: Re: United We Serve

Hey Liz -

How you feeling today? Can we get this phone call in sometime this week or next week? I assume Yosi got caught on that conference call for some time that day.

It'd be great to connect.

Best to you,

[REDACTED] (b)(6)

On Aug 20, 2009, at 9:18 AM, Elizabeth Stark wrote:

Hi [REDACTED], (b)(6)

Yes, Friday will work. Yosi is available at either 11 a.m. or 5 p.m. (EDT). Which of those times works best for you?

Do you plan to be in DC anytime soon? If so, let me know and I'd be happy to find a time for you to visit us here at the NEA.

Best,
Liz

Liz Stark
Communications Office
National Endowment for the Arts

starke@arts.gov
202-682-5744 (p)
202-682-5611 (f)
1100 Pennsylvania Ave. NW
Washington, DC 20506

From: [REDACTED] [mailto:[REDACTED]] (b)(6)
Sent: Wednesday, August 19, 2009 11:29 PM

To: Elizabeth Stark
Subject: Re: United We Serve

Hi Elizabeth-

Thanks so much for taking the time to reach out. I meant to respond to Yosi's email sooner then this, please accept my apologies.

I am in the middle of a flight as I type this to you, headed out to the west coast. Does Yosi have any time on Friday at all? If not, I can do my best to make Thursday work.

Also, a visit to you all in DC might be best in order to sit down and get things going so I can properly learn about what you all have going on.

Thanks for your continued efforting in connecting us, I am very appreciative.

Please let me know if there is anything I can be doing for you on my end!

Do good things,

██████████ (b)(6)

On Aug 19, 2009, at 10:04 AM, Elizabeth Stark wrote:

Hi ██████████, (b)(6)

I wanted to follow up with you about scheduling a meeting with Yosi. Please let me know your availability and we can find a time from there.

Regards,

Liz Stark
Communications Office
National Endowment for the Arts

starke@arts.gov
202-682-5744 (p)
202-682-5611 (f)
1100 Pennsylvania Ave. NW
Washington, DC 20506

From: Elizabeth Stark
Sent: Monday, August 17, 2009 9:12 AM
To: ██████████; Yosi Sergeant (b)(6)
Subject: RE: United We Serve

Hello ██████████, (b)(6)

Are you available to speak with Yosi on Wednesday (the 19th) at 4 p.m. (EDT)? Yosi is also available the same time on the 20th, if that works better for you.

Regards,

Liz Stark
Communications Office
National Endowment for the Arts

starke@arts.gov
202-682-5744 (p)
202-682-5611 (f)
1100 Pennsylvania Ave. NW
Washington, DC 20506

From: [REDACTED] [mailto:[REDACTED]] (b)(6)
Sent: Friday, August 14, 2009 9:04 PM
To: Yosi Sergant
Cc: Elizabeth Stark
Subject: Re: United We Serve

Hi Yosi -

I am sorry that we have had trouble connecting. Is there a way we could revisit this conversation the week of 8/17?

Thanks so much!

[REDACTED] (b)(6)
On Jun 25, 2009, at 6:11 PM, Yosi Sergant wrote:

My assistant Liz will set up a time for us to speak.

Yosi Sergant
Director
Office of Communications
National Endowment for the Arts
1100 Pennsylvania Avenue NW, Room 614
Washington DC 20506
202-682-5570 office
[REDACTED] cell (b)(6)
yosi@arts.gov

From: [REDACTED] [mailto:[REDACTED]] (b)(6)
Sent: Thursday, June 25, 2009 5:43 PM
To: Yosi Sergant
Subject: Re: United We Serve

Yosi-

Thanks so much for taking the time to communicate today via email. Please let me know our next step in touching base. Hope you are well!

[REDACTED] (b)(6)

Sent from my iPhone

On Jun 25, 2009, at 5:33 PM, Yosi Sergeant <yosi@arts.gov> wrote:

[REDACTED] (b)(6)

My name is Yosi Sergeant and I am the Obama Administration's appointment to the role of Communications Director at the National Endowment for the Arts. I am spearheading the outreach for the Arts community on behalf of the NEA and the administration for the summer service initiative.

The White House team informed me that [REDACTED] (b)(6) were interested in supporting the administration's efforts. I'd love to discuss this further with you.

Yosi Sergeant

Director

Office of Communications

National Endowment for the Arts

1100 Pennsylvania Avenue NW, Room 614

Washington DC 20506

202-682-5570 office

[REDACTED] cell (b)(6)

yosi@arts.gov

Monica Ashar

From: Yosi Sergeant
Sent: Monday, August 31, 2009 7:43 PM
To: Elizabeth Stark
Subject: FW: Two Questions/What the NEA Says Vs. Documented Facts

File please

Yosi Sergeant
Director
Office of Communications
National Endowment for the Arts
1100 Pennsylvania Avenue NW, Room 614
Washington DC 20506
202-682-5570 office
[REDACTED] cell (b)(6)
yosi@arts.gov

From: [REDACTED] [mailto:[REDACTED]] (b)(6)
Sent: Monday, August 31, 2009 7:38 PM
To: Yosi Sergeant
Subject: Two Questions/What the NEA Says Vs. Documented Facts

Mr. Sergeant,

As an American taxpayer and an artist, I would appreciate a response to these two questions posed by [REDACTED] in the article linked below, published today at Big Hollywood.] (b)(6)

- 1. Did the NEA have anything to do with initiating the conference call?*
- 2. Did the NEA encourage artists to create art on health care, energy and the environment?*

<http://bighollywood.breitbart.com/pcourrielche/2009/08/31/contradictions-are-revealing-politicizing-the-nea/print/>

Thank you,

[REDACTED] (b)(6)
Burbank, CA.

Monica Ashar

From: Elizabeth Stark
Sent: Monday, August 31, 2009 8:50 AM
To: Yosi Sergant
Subject: FW: This is not your job.

How are we handling these emails from the public?

From: NEA Chairman
Sent: Friday, August 28, 2009 12:15 PM
To: Elizabeth Stark
Cc: Katie Marie Zouhary
Subject: FW: This is not your job.

FYI

Joanna Gang
Executive Assistant, Office of the Chairman
National Endowment for the Arts
1100 Pennsylvania Avenue NW, Suite 520
Washington, D.C. 20506
(202) 682-5632 (p)
gangj@arts.gov

From: [REDACTED] [mailto:[REDACTED]] (b)(6)
Sent: Wednesday, August 26, 2009 1:43 AM
To: NEA Chairman
Subject: This is not your job.

Mobilizing the art community and its many supporters in favor one any one political party or agenda **is not your job**. You are a publicly funded entity funded in part and involuntarily by tax dollars from across the political spectrum. Throwing your weight behind President Obama and the Democratic agenda **is not your job**. Go back to doing what your job is: supporting the arts. I'm not paying you to shill for or against healthcare, the environment, or any issue. But then, you probably don't care what I think. You get my tax dollars whether I like it or not.

NEA Recruiting Artists to Promote Obama's Policies

By [REDACTED] (b)(6)

The NEA, the nation's largest funder of the arts, is working in concert with other groups like United We Serve to recruit a wide variety of artists to promote Obama Administration policies, like ObamaCare and Cap-and-Trade, through the arts.

The National Endowment for the Arts, the nation's largest funder of the arts supported entirely by taxpayer dollars, in conjunction with many other orgs like United We Serve, is now engaged in a sweeping campaign to recruit "artists, producers, promoters, organizers, influencers, marketers, taste-makers, leaders or just plain cool people to join together and work together to promote a more civically (sic) engaged America and celebrate how the arts can be used for a positive change!"

That "positive change" is defined by NEA as follows: "To help lay a new foundation for growth, focusing on core areas of the recovery agenda - health care, energy and environment, safety and security, education, community renewal." All of these details, and many more, emerged from an August 10th conference call hosted

by the NEA, the White House Office of Public Engagement and United We Serve. Another follow-up conference call, scheduled for August 27th, is being promoted by United We Serve, and will involve representatives from the Corporation for National and Community Service, the National Endowment for the Arts and Americans for the Arts.

Monica Ashar

From: Martin, Philip [PMartin@cns.gov]
Sent: Tuesday, August 04, 2009 2:41 PM
To: Baia, Ashley E.; Lowenstein, Lauren; JBernard@neh.gov; Yosi Sergeant
Cc: Kelly, John
Subject: FW: United We Serve conference call, incl 9/11 update: Thursday, Aug 6, 2 PM Eastern - RSVP
Attachments: United We Serve - 10 Ways.doc

FYI. Feel free to join or not -- just wanted to keep you in the loop. We've had some arts-specific and humanities-specific calls recently. This is the first big call with education, arts, and humanities folks (the meta-orgs) in a couple weeks. We'll probably keep doing them every other week till the 11th. Let me know whether or not to include you in future notices.

Thanks,
Phil

Phil Martin
Outreach Coordinator, United We Serve
Corporation for National and Community Service
202.606.6657
pmartin@cns.gov
www.serve.gov

From: Martin, Philip
Sent: Tuesday, August 04, 2009 2:31 PM
To: Martin, Philip
Subject: United We Serve conference call, incl 9/11 update: Thursday, Aug 6, 2 PM Eastern - RSVP

Dear United We Serve partners,

Please join us for a conference call this Thursday, August 6, 2 PM Eastern. Major education, humanities, and arts organizations will be on the call. The call-in info and agenda are below. RSVP: Yes, Yes +1, or No.

September 11 – the new National Day of Remembrance and Service, and the culminating day for *United We Serve* – is just over a month away. And I know many of you are thinking about the fall. We'll talk about both. I hope you will join the call or send someone in your place. Please also consider inviting one of your best affiliates, local chapters, etc. to join the call. (Please don't blast this call information to a big list, but do send to an on-the-ground person you'd like to include.)

Also, if there's a major organization you think should be included in this call or similar ones going forward and you think they're not now included, please send me a name, organization, and contact info so I can check against our list and invite them.

800-857-0884
92573

Agenda

1. Education Week recap – Phil Martin, Outreach Coordinator, *United We Serve*
2. September 11 – Eric Zoberman, Project Director, *United We Serve*
3. National Learn and Serve Challenge – [REDACTED] (b)(4)
4. Questions, comments, suggestions – everyone

Also, please review the attached document and distribute widely. September 11-specific resources (media advisory templates, etc.) will be coming soon.

Please let me know whether you'll join (with or without a local affiliate) in case we need to expand the number of lines.

Thanks so much,

Phil

Phil Martin

Outreach Coordinator, *United We Serve*

Corporation for National and Community Service

202.606.6657

pmartin@cns.gov

www.serve.gov

United We Serve

SERVE.GOV

Top 10 ways to connect with the President's service initiative

1. Put the [United We Serve logo/link](#) on your website.
2. If you're recruiting volunteers/participants, post opportunities to [Serve.gov](#).
3. Submit stories for the blog at [Serve.gov](#) to make sure the work you do is visible there throughout the summer.
4. Issue local and/or national press releases describing how what you do fits with the President's call to service, highlighting an activity running this summer or your plans for the fall. See [sample media docs here](#).
5. Consider writing an op-ed describing the power of what you do and submit to local and national papers. [Find a sample op-ed here](#).
6. Begin planning for how you might use September 11, a new National Day of Remembrance and Service, to recognize what you've been doing this summer, make an impact on that day, and kick off your fall efforts.
7. Connect with *United We Serve* on Facebook:
<http://www.facebook.com/home.php?#/pages/Washington-DC/Servegov/73268281497>
8. Follow us on Twitter: <http://twitter.com/ServeDotGov>
9. Encourage people in your life to make the most of the rest of their summer by going to [Serve.gov](#) to find a community-based project to join, or to start their own.
10. Copy and paste this message into emails to your affiliates, constituents, colleagues and friends. Send, send, send!

United We Serve is President Obama's call to service challenging all Americans to engage in sustained, meaningful community service. United We Serve initially runs from June 22 through a new National Day of Service on September 11, but will grow into a sustained, collaborative and focused effort to promote service as a way of life for all Americans. United We Serve is led by the Corporation for National and Community Service. For more information, visit [Serve.gov](#).

Monica Ashar

From: Yosi Sergeant
Sent: Tuesday, August 04, 2009 3:08 PM
To: 'NAbernathy@cns.gov'
Subject: Fw: Change link

----- Original Message -----

From: [REDACTED] <[REDACTED]> (b)(6)
To: Yosi Sergeant
Sent: Tue Aug 04 13:18:53 2009
Subject: Re: Change link

thanks yosi,
i've sent over the request to our dev team.
hope your doing excellent.

peace in,

[REDACTED] (b)(6)

On Tue, Aug 4, 2009 at 7:13 AM, Yosi Sergeant <yosi@arts.gov> wrote:

Can you change the service website link from directed to cns.gov to serve.gov
(Per their request)

Monica Ashar

From: Abernathy, Nell L. [NAbernathy@cns.gov]
Sent: Tuesday, August 04, 2009 4:26 PM
To: (b)(6); Yosi Sergeant
Subject: RE: follow up

This helpful.

As to the youth call Monday – we've held these calls with several constituency groups and the ask is more centered around – what can we (UWS) do to reach your community. How can we support/highlight what you're already doing. For example – on the Asian outreach call this produced a ton of stories on our website featuring Korean churches and a PSA from Cngmrn Honda promoting service. So I like to think it's a symbiotic relationship. You still skeptical?

Nellie Abernathy
United We Serve
Corporation for National and Community Service
202-606-6766
Nabernathy@cns.gov

United We Serve
SERVE.GOV

From: (b)(6) [mailto:(b)(6)]
Sent: Tuesday, August 04, 2009 4:18 PM
To: Abernathy, Nell L.; 'Yosi Sergeant'
Subject: RE: follow up

Some notes below.

From: Abernathy, Nell L. [mailto:NAbernathy@cns.gov]
Sent: Tuesday, August 04, 2009 11:50 AM
To: Yosi Sergeant; (b)(6)
Subject: follow up

(b)(6) and Yosi, (b)(6)

I wanted to follow up and make sure I'm taking the next steps to move forward on the many fantastic ideas you all batted around. Also, I particularly want to thank you guys (oh gurus of youth outreach) for holding my hand through this.

1) I'm attaching the list of youth orgs (b)(6) sent us yesterday. We're planning a call next for next Monday – I was going to ask (b)(6) to convene – but (b)(6), would you consider being one of our leaders? The broad ask will be to push out serve.gov to lists, groups, etc. But I'd also love to plug in these groups to whatever projects we come up with after Thursday's call. Thoughts?

[TB] I think there needs to be a more specific ask. I don't think the groups are going to be that excited to just push people to Serve.gov unless there is a unified message. I doubt that we will come up with enough events from Thursday to be able to take all of the young people who are parts of these groups. We should figure out how service fits into the priorities of the youth organization's missions and issue agendas rather than just asking them to promote the website as a one-way action.

2) I'm reaching out to Do Something, Causecast and Myimpact specifically before the Monday call. Do you think they're right for the Thursday call?

[TB] I don't think they would be right for the Thursday call. Maybe Causecast, but the other groups aren't necessarily cultural-type outfits.

3) Yosi – you and I will touch base today on the Thursday call

[TB] I'm available on Thursday afternoon, just FYI.

(b)(6) 4) [REDACTED] – I'll touch base with our corporate relations people and see what we can do to get some funding behind a Rock the Vote led effort. Hopefully we can move forward on this today or tomorrow.

[TB] Thanks.

Am I forgetting anything? Thanks again,
Nellie

Nellie Abernathy
United We Serve
Corporation for National and Community Service
202-606-6766
Nabernathy@cns.gov

United We Serve

SERVE.GOV

First Name	Last Name	Organization	Position
[REDACTED]	[REDACTED]	Rock the Vote	[REDACTED]
[REDACTED]	[REDACTED]	US Students Association	[REDACTED]
[REDACTED]	[REDACTED]	US Students Association	[REDACTED]
[REDACTED]	[REDACTED]	Generational Alliance	[REDACTED]
[REDACTED]	[REDACTED]	Future 5000/Wiretap	[REDACTED]
[REDACTED]	[REDACTED]	Student Association for Voter Empowerment	[REDACTED]
[REDACTED]	[REDACTED]	Mobilize.org	[REDACTED]
[REDACTED]	[REDACTED]	Mobilize.org	[REDACTED]
[REDACTED]	[REDACTED]	National Conf on Citizenship	[REDACTED]
[REDACTED]	[REDACTED]	National Conf on Citizenship	[REDACTED]
[REDACTED]	[REDACTED]	Bus Project Foundation	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	ACORN
[REDACTED]	[REDACTED]	Wisconsin DNC Member	[REDACTED]
[REDACTED]	[REDACTED]	Environmental Justice and Climate Change Initiative	[REDACTED]
[REDACTED]	[REDACTED]	Get In The Game - Non-Partisan Voter Reg & Education	[REDACTED]
[REDACTED]	[REDACTED]	ServeNext of Princeton	[REDACTED]
[REDACTED]	[REDACTED]	National Youth Engagement, Harvard Kennedy School	[REDACTED]
[REDACTED]	[REDACTED]	Young People For	[REDACTED]
[REDACTED]	[REDACTED]	DC Children and Youth Investment Trust Corporation	[REDACTED]
[REDACTED]	[REDACTED]	American Federation of Teachers, AFL-CIO	[REDACTED]
[REDACTED]	[REDACTED]	Youth Service America	[REDACTED]
[REDACTED]	[REDACTED]	NCBCP and Black Youth Vote Coordinator	[REDACTED]
[REDACTED]	[REDACTED]	National Coalition on Black Civic Participation, Inc.	[REDACTED]
[REDACTED]	[REDACTED]	Young Democrats of America	[REDACTED]
[REDACTED]	[REDACTED]	Sierra Student Coalition	[REDACTED]
[REDACTED]	[REDACTED]	Sierra Student Coalition	[REDACTED]
[REDACTED]	[REDACTED]	Advocates for Youth	[REDACTED]
[REDACTED]	[REDACTED]	Democrats Work	[REDACTED]
[REDACTED]	[REDACTED]	Asian Pacific Americans for Progress (APAP)	[REDACTED]
[REDACTED]	[REDACTED]	Young People First	[REDACTED]
[REDACTED]	[REDACTED]	ServeNext.org	[REDACTED]
[REDACTED]	[REDACTED]	ServeNext.org	[REDACTED]
[REDACTED]	[REDACTED]	ServeNext.org	[REDACTED]
[REDACTED]	[REDACTED]	Youth Entitlements Summit	[REDACTED]
[REDACTED]	[REDACTED]	Americans for Generational Equity	[REDACTED]
[REDACTED]	[REDACTED]	Millennials in Service/My Impact	[REDACTED]
[REDACTED]	[REDACTED]	Millennials in Service/My Impact	[REDACTED]
[REDACTED]	[REDACTED]	Georgia State University	[REDACTED]
[REDACTED]	[REDACTED]	Young Democrats of America	Arlington, VA
[REDACTED]	[REDACTED]	City at Peace and KMJ consulting	[REDACTED]
[REDACTED]	[REDACTED]	DNC Youth Council	[REDACTED]
[REDACTED]	[REDACTED]	APIA Vote	[REDACTED]
[REDACTED]	[REDACTED]	People For the American Way	[REDACTED]
[REDACTED]	[REDACTED]	Majority Leader Hoyer	[REDACTED]

(b)(6)

FIRST NAME	LAST NAME	ORGANIZATION	TITLE
[REDACTED]	[REDACTED]	Young Democrats of America	[REDACTED]
[REDACTED]	[REDACTED]	National Coalition on Black Civic Participation	[REDACTED]
[REDACTED]	[REDACTED]	US Students Association	[REDACTED]
[REDACTED]	[REDACTED]	Future Majority Blog	[REDACTED]
[REDACTED]	[REDACTED]	Youth Vote Consultant/Formerly of Youth Vote Coalition	[REDACTED]
[REDACTED]	[REDACTED]	Mobilize.org	[REDACTED]
[REDACTED]	[REDACTED]	The Forum for Youth Investment	[REDACTED]
[REDACTED]	[REDACTED]	Young Voter PAC	[REDACTED]
[REDACTED]	[REDACTED]	Environmental Justice and Climate Change Initiative	[REDACTED]
[REDACTED]	[REDACTED]	DNC Youth Council	[REDACTED]
[REDACTED]	[REDACTED]	Young Elected Officials Network	[REDACTED]
[REDACTED]	[REDACTED]	Advocates for Youth (LGBT)	[REDACTED]
[REDACTED]	[REDACTED]	College Democrats of America	[REDACTED]
[REDACTED]	[REDACTED]	The Roosevelt Institution	[REDACTED]
[REDACTED]	[REDACTED]	League of Young Voters (non-college youth)	[REDACTED]
[REDACTED]	[REDACTED]	Student Association for Voter Empowerment	[REDACTED]
[REDACTED]	[REDACTED]	Rock the Vote	[REDACTED]
[REDACTED]	[REDACTED]	API Vote	[REDACTED]
[REDACTED]	[REDACTED]	Voto Latino	[REDACTED]
[REDACTED]	[REDACTED]	Energy Action Coalition	[REDACTED]
[REDACTED]	[REDACTED]	Students for Barack Obama	[REDACTED]
[REDACTED]	[REDACTED]	Campus Progress, Center for American Progress	[REDACTED]
[REDACTED]	[REDACTED]	College Democrats of America	[REDACTED]

(b)(6)

Monica Ashar

From: Yosi Sergeant
Sent: Tuesday, August 04, 2009 6:59 PM
To: Martin, Philip
Subject: RE: [REDACTED] wants arts call late august - need your input please

(b)(6)

I think last week of aug. is great.
I think Kal should be a co-host with you.
I think 500 would do fine.

Yosi Sergeant
Director
Office of Communications
National Endowment for the Arts
1100 Pennsylvania Avenue NW, Room 614
Washington DC 20506
202-682-5570 office
[REDACTED] cell (b)(6)
yosi@arts.gov

From: Martin, Philip [mailto:PMartin@cns.gov]
Sent: Tuesday, August 04, 2009 4:45 PM
To: Yosi Sergeant
Subject: [REDACTED] wants arts call late august - need your input please

Yosi, (b)(6)

Last week in August sounds better to me – more time to plan/promote/etc. You think 500 lines would do it? Would it be better to have the call hosted by WH OPE (Kal I think) or us? (Getting WH to host means extra layers of people involved, don't know what's on Kal's plate, not sure if more people would show up to call if WH hosted or doesn't matter.)

Let me know asap so we can get moving either contacting OPE or securing the lines ourselves.

Thanks,
Phil

Phil Martin
Outreach Coordinator, United We Serve
Corporation for National and Community Service
202.606.6657
pmartin@cns.gov
www.serve.gov

From: [REDACTED] [mailto:[REDACTED]] (b)(6)
Sent: Tuesday, August 04, 2009 4:11 PM
To: Martin, Philip
Subject: RE: United We Serve conference call, incl 9/11 update: Thursday, Aug 6, 2 PM Eastern - RSVP

Thanks Phil. I will definitely be on the call. I think our site is going to go live by the end of the week and then we will be heavily promoting the site to upload stories on both serve.gov and serve.artsusa.org

I will be on vacation Aug. 11 – 21, but I wanted to know if we could set up a national conference call for arts groups around the country to discuss the united we serve campaign to take place the last week of August or first week of September? I want it to accomplish a few things:

1. Get people focused on publicizing Sept. 11th service and remembrance events
2. Register their volunteer sites and activities on serve.gov
3. Upload their creative documentation and stories on serve.artsusa.org

Would this be something that CNCS would be willing to host? I would need to start working on the promotion of the call this week before I go so everything is in place. I'd like to invite the original national groups that were on the first call and expand into our local and state arts groups. If we do it as a single call, it could be several hundred on the call or I could break it up into a series of 4 or 5 calls with a maximum of 100 on each.

Let me know what you think.

Thanks, [REDACTED] (b)(6)

=====

[REDACTED]
[REDACTED]
[REDACTED]
1000 Vermont Avenue, NW
6th Floor
Washington, DC 20005
T: [REDACTED] ext. [REDACTED]
F: [REDACTED]
E: [REDACTED]
W: www.AmericansForTheArts.org

(b)(6)

From: Martin, Philip [mailto:PMartin@cns.gov]
Sent: Tuesday, August 04, 2009 2:31 PM
To: Martin, Philip
Subject: United We Serve conference call, incl 9/11 update: Thursday, Aug 6, 2 PM Eastern - RSVP

Dear United We Serve partners,

Please join us for a conference call this Thursday, August 6, 2 PM Eastern. Major education, humanities, and arts organizations will be on the call. The call-in info and agenda are below. RSVP: Yes, Yes +1, or No.

September 11 – the new National Day of Remembrance and Service, and the culminating day for *United We Serve* – is just over a month away. And I know many of you are thinking about the fall. We'll talk about both. I hope you will join the call or send someone in your place. Please also consider inviting one of your best affiliates, local chapters, etc. to join the call. (Please don't blast this call information to a big list, but do send to an on-the-ground person you'd like to include.)

Also, if there's a major organization you think should be included in this call or similar ones going forward and you think they're not now included, please send me a name, organization, and contact info so I can check against our list and invite them.

[REDACTED] (b)(2)

Agenda

1. Education Week recap – Phil Martin, Outreach Coordinator, *United We Serve*
2. September 11 – Eric Zoberman, Project Director, *United We Serve*
3. National Learn and Serve Challenge – [REDACTED], National Service-Learning Partnership
4. Questions, comments, suggestions – everyone (b)(6)

Also, please review the attached document and distribute widely. September 11-specific resources (media advisory templates, etc.) will be coming soon.

Please let me know whether you'll join (with or without a local affiliate) in case we need to expand the number of lines.

Thanks so much,

Phil

Phil Martin
Outreach Coordinator, *United We Serve*
Corporation for National and Community Service
202.606.6657
pmartin@cns.gov
www.serve.gov

(b)(6)

~~(b)(6)~~

Dear Greg, Eric, Buffy and Yosi-

We are proud to report that our efforts have created a groundswell of artist's support for United We Serve. MusicMatters has been able to secure the leading socially aware artists to support the initiative. A sampling of the artists who are supporting United We Serve as a result of MusicMatters' outreach include: [REDACTED], [REDACTED], [REDACTED], [REDACTED], [REDACTED], [REDACTED], [REDACTED] and more. Many of the artists are putting (b)(6)

links on their websites or sending out email blasts.

We currently have several more artists in the final decision making stages and are hoping to have their confirmations in the next week or so:

Seriously considering:

[REDACTED]

In Consideration:

[REDACTED]

Now that we have all the systems in place, we are very positive about the potential outcome for this year's campaign and even more excited about our ability to support the 2010 campaign. We estimate tens of millions of fans have been impacted by this outreach already. With the appropriate timeline, resources and support, we are confident this number can be increased exponentially next year.

Attached is a summary presentation that shows some of the impact thus far.

Please share internally and give us a call if you have any questions at all. Many of the artists and managers are asking for feedback as to how successful the site has been. Any information you can provide on this would be very helpful.

All the best,

[REDACTED]
[REDACTED] • EFFECT Partners
[REDACTED] • MusicMatters
[REDACTED]

(b)(6)



Please consider the environment before printing this email

[REDACTED] • [REDACTED] • EFFECT • 4208 Park Glen Road, Minneapolis, MN 55416 • www.effectpartners.com
<<http://www.effectpartners.com>> • [REDACTED] --

(b)(6)

United We Serve 2009

Mid-project samples of music industry
outreach

By MusicMatters/EFFECT

For

United We Serve

SERVE.GOV



July 31, 3009



Summary

- We estimate dozens of artists are participating in the initiative, reaching tens of millions of fans.
- All of the major A-level artists we targeted are on board including: [REDACTED], [REDACTED], [REDACTED], [REDACTED], etc.] (b)(6)
- We have many artists that will participate, but it takes a while to work through their system.
- Next year, we need to start this project earlier.
- There is a huge missed opportunity of not reaching out to radio on this campaign.
- Following are just a few samples of the impact in the industry.



(b)(6) [REDACTED] (email blast)

**UNITED WE SERVE COMMUNITY
SERVICE INITIATIVE**

United We Serve
SERVE.GOV

(b)(6) Join [REDACTED] in supporting **United We Serve this summer!** United We Serve is a unique White House program connecting community programs with volunteers in cities throughout America. The program is one of the key on-going initiatives from the White House designed to make it easy to get involved, to build communities, and move the nation forward. Serve.gov provides a volunteer hub to easily connect citizens with local volunteer needs. [REDACTED] members are volunteering in support of **United We Serve** this summer with their [REDACTED] tour recycling program. Please join them by visiting serve.gov and volunteering your time!

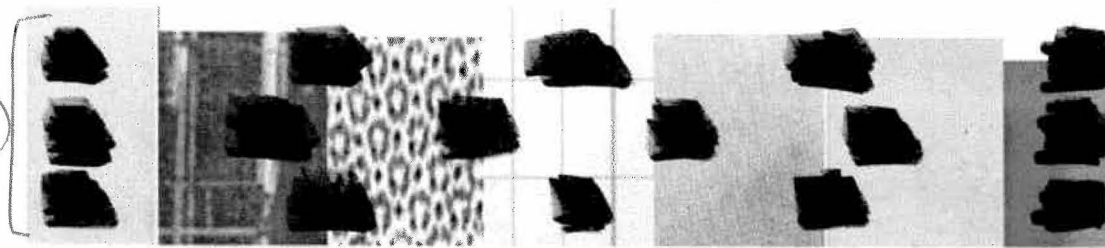


(b)(6)



(email blast)

(b)(6)



"UNITED WE SERVE"

This summer, President Obama is asking all Americans to serve their country as part of the "United We Serve" campaign. The "United We Serve" campaign is one of the key on-going initiatives from the White House designed to make it easy to get involved, to build communities, and move the nation forward.

The website www.serve.gov provides opportunity for citizens to easily get involved in their individual communities nationwide, as part of this historic summer of service.

United We Serve

[SERVE.GOV](http://www.serve.gov)

"We need your service, right now, at this moment in history. I'm not going to tell you what your role should be; that's for you to discover. But I am asking you to stand up and play your part. I am asking you to help change history's course."

- President Obama, 4/21/2009

[Click here to visit www.serve.gov and find out more about "United We Serve"](http://www.serve.gov)



(b)(6)

[REDACTED]

(b)(6)

Home Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://www. [REDACTED].com/

Most Visited Getting Started Latest Headlines http://www.google.co...

Gmail - Re: P/W: Brigitte Working From [REDACTED] Home

United We Serve

Jun 28, 2009

United We Serve

SERVE.GOV

Last year we called upon you to volunteer as part of the All At Once community. Thousands of volunteers participated in nonprofit events all over the world, showing that an individual action, multiplied by millions, creates global change.

This summer, President Obama is asking all Americans to serve their country as part of the United We Serve campaign. The United We Serve campaign is one of the key on-going initiatives from the White House designed to make it easy to get involved, to build communities, and move the nation forward.

www.serve.gov provides opportunity for citizens to easily get involved in their individual communities nationwide, as part of this historic summer of service.

"We need your service, right now, at this moment in history. I'm not going to tell you what your role should be, that's for you to discover. But I am asking you to stand up and play your part. I am asking you to help change history's course."


—President Obama, 4/21/2009

share

The Food Project

Lincoln, Massachusetts

Since 1991, The Food Project has built a national model of engaging young people in personal and social change through sustainable agriculture. Each year, they work with over a hundred teens and thousands of volunteers to farm on 37 acres in eastern Massachusetts in the towns and cities of Beverly, Boston, Ipswich, Lincoln and Lynn. The Food Project focuses on identifying and transforming a new generation of leaders by placing teens in unusually responsible roles, with deeply meaningful work.



Visit Group's Website

Read www.jackjohnsonmusic.com

start

Microsoft Outlook We...

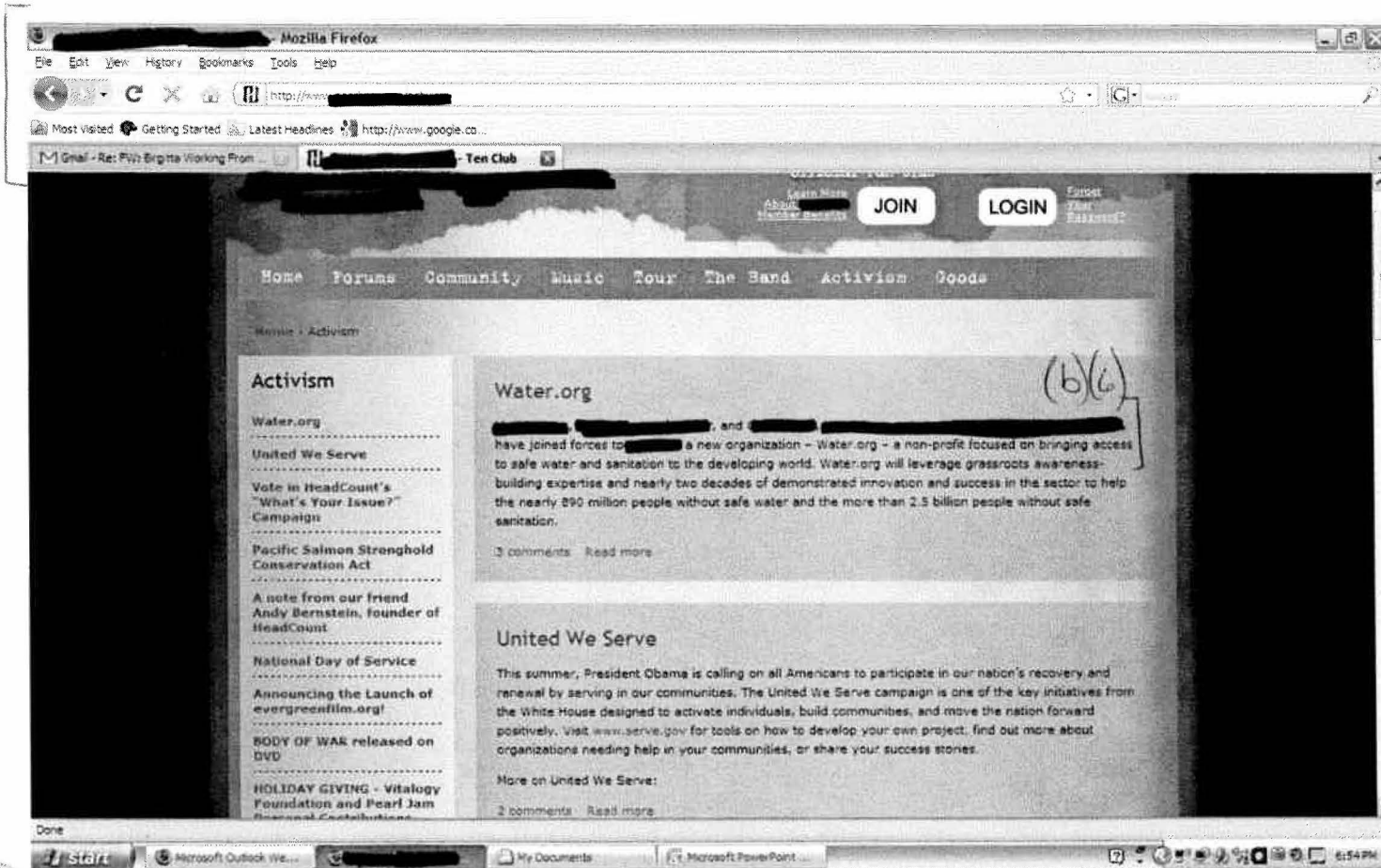
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(b)(6)

[REDACTED]

(b)(6)

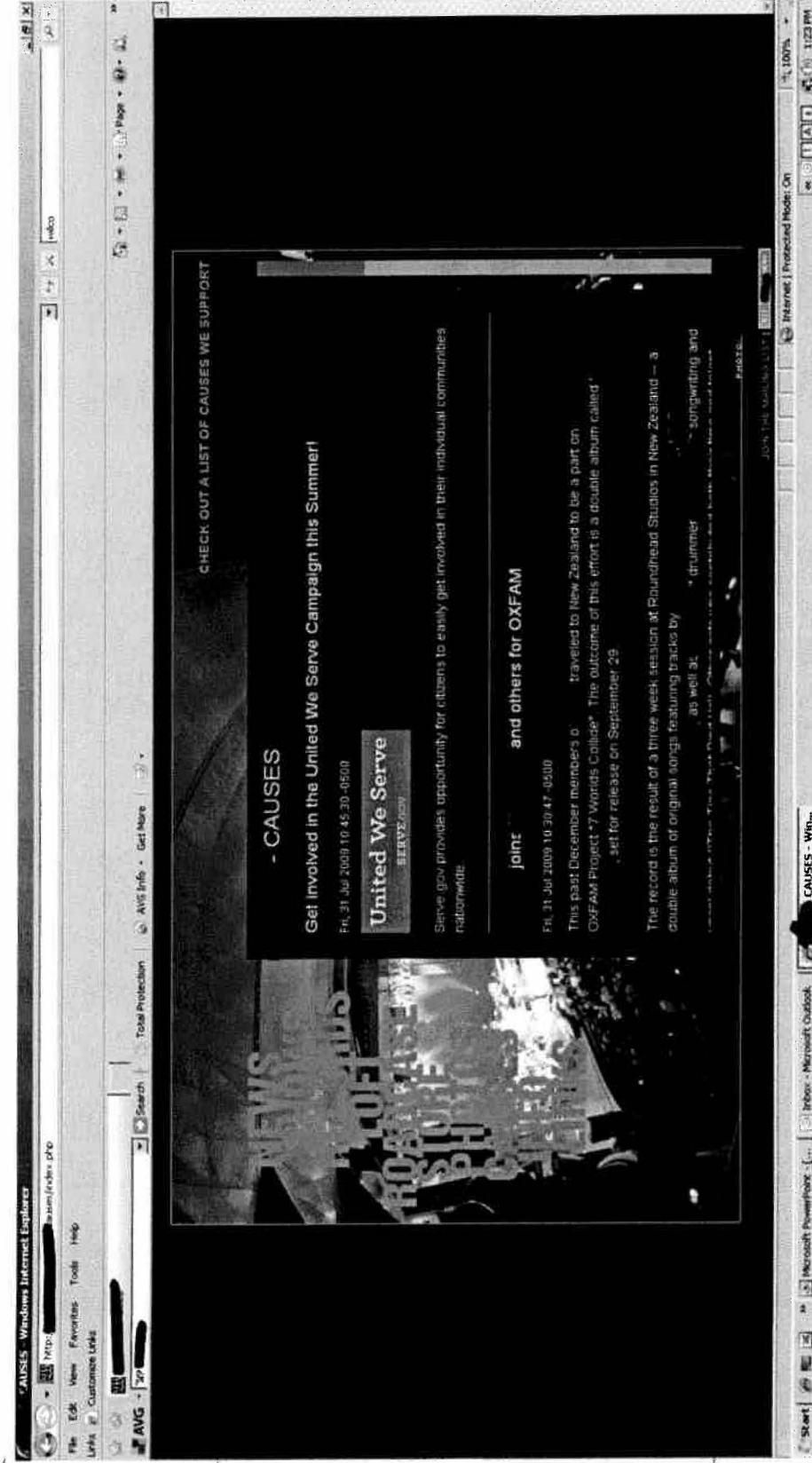


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Effect

(b)(6)



(b)(6)

Welcome - Windows Internet Explorer

File Edit View Favorites Tools Help


Links Customise Links

AVG Yahoo! Search

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ALBUM RELEASE

JUL 20TH, 2009



is going to be extremely busy with his extensive tour about to kick off in August! In order for him to fully support and tour his new CD, All Jan In, the release date has been slightly delayed.

Don't worry!

[read more...](#)

UNITED WE SERVE

JUL 19TH, 2009

SERVE.GOV

Get involved in the United We Serve Campaign this Summer!

www.serve.gov provides opportunity for citizens to easily get involved in their individual communities nationwide.

[read more...](#)

JOIN THE

Whether he's on the road or in the recording studio, wants to keep you as up-to-date as possible, and make sure you find all the info you're looking for!

By joining the you will unlock an exciting gateway to information and special opportunities - available for Members Only. Join the [New](#)

KIDS ONLY!

ROOM

NO ADULTS!

GET MORE NEWS

[FOLLOW ME ON TWITTER](#)

Just a few years back, was released today in

Wed, 29 Jul 2009 22:16:14 +0000

Done, but with errors on page.

Start Microsoft PowerPoint - Microsoft Outlook - WeL...

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(b)(6)

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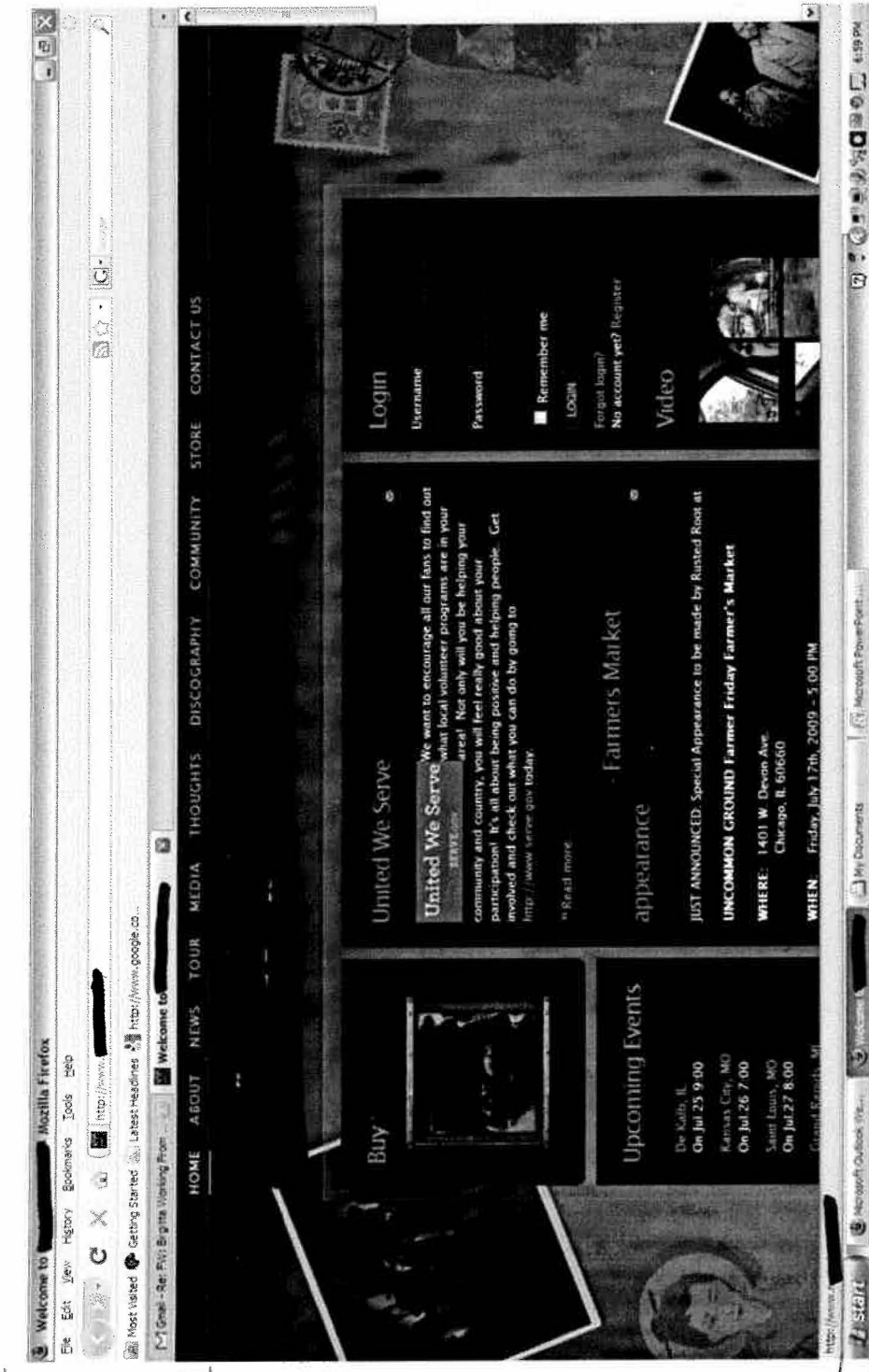
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Home page of ASCAP website

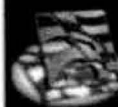
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**ASCAP**
Welcome to
The World's Most
Visited Professional
Music Website

Green Room

ASCAP Joins in Supporting President Obama's National United We Serve Initiative


ASCAP's more than 350,000 members are urged to promote and participate in summer community service to help bolster U.S. renewal and recovery [Read More...](#)




(b)(6)

Rebel With A Cause


While running both an eco-friendly record company and non-profit organization, [redacted] has proved himself to be one of the hardest working musicians and environmentalists today.



(b)(6)



(b)(6)



(b)(6)





ASCAP Joins in Supporting President Obama's National United We Serve Initiative

ASCAP's more than 350,000 members are urged to promote and participate in summer community service

President Barack Obama and First Lady Michelle Obama have just launched a new national service initiative, United We Serve (Serve.gov), that calls on all Americans to find ways to serve in their communities. Citing unprecedented challenges facing America's economy, the program seeks to help bolster renewal and recovery by making it easy for people to find ways to serve in their communities, and to create and promote their own service projects.



President Obama and the First Lady in the East Room of the White House are pictured with ASCAP CEO John Lafruminto and ASCAP's Karen Sherry, following the presentation of the Gershwin Prize to Steve Wonder.

ASCAP, representing more than 350,000 songwriters, composers and music publishers, represents one of the country's most powerful creative communities. The White House has expressed a high level of interest and hope that music creators will take a leading role in helping to build momentum for this initiative. That is why ASCAP is joining in the effort to help spread word about United We Serve and to encourage all ASCAP members to engage and activate those in their own individual networks, such as fans, collaborators, colleagues and business associates, to participate in creating meaningful change in their own communities.

United We Serve

SERVE.GOV

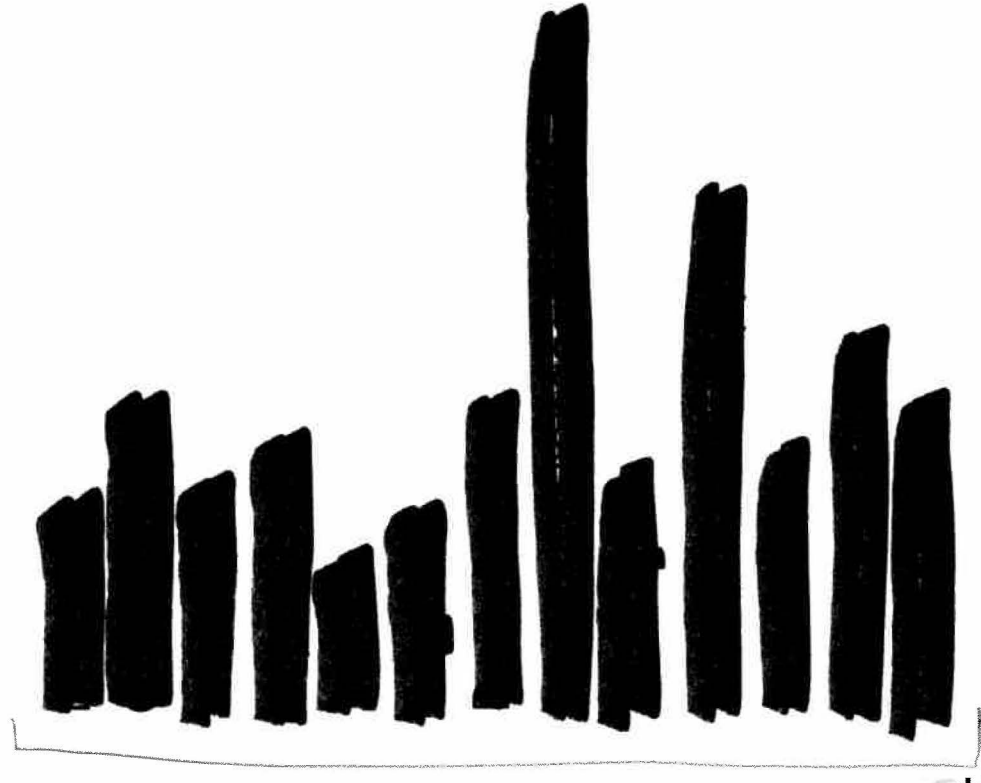
The program provides both the information and the tools to promote community service in three primary focus areas: Environment and Clean Energy, Education and Healthcare. At Serve.gov, visitors can type in their zip codes to find local volunteer opportunities, recruit volunteers by posting their organization's projects or get ideas for creating their own projects.

For more information on United We Serve, visit the ASCAP Green Room at <http://www.ascap.com/playback/greenroom/> and see examples of what some ASCAP members are doing to help protect the environment and to promote environmentally sustainable business practices.

From ASCAP
Playback Magazine
150,000 circ
All artists, managers, agents



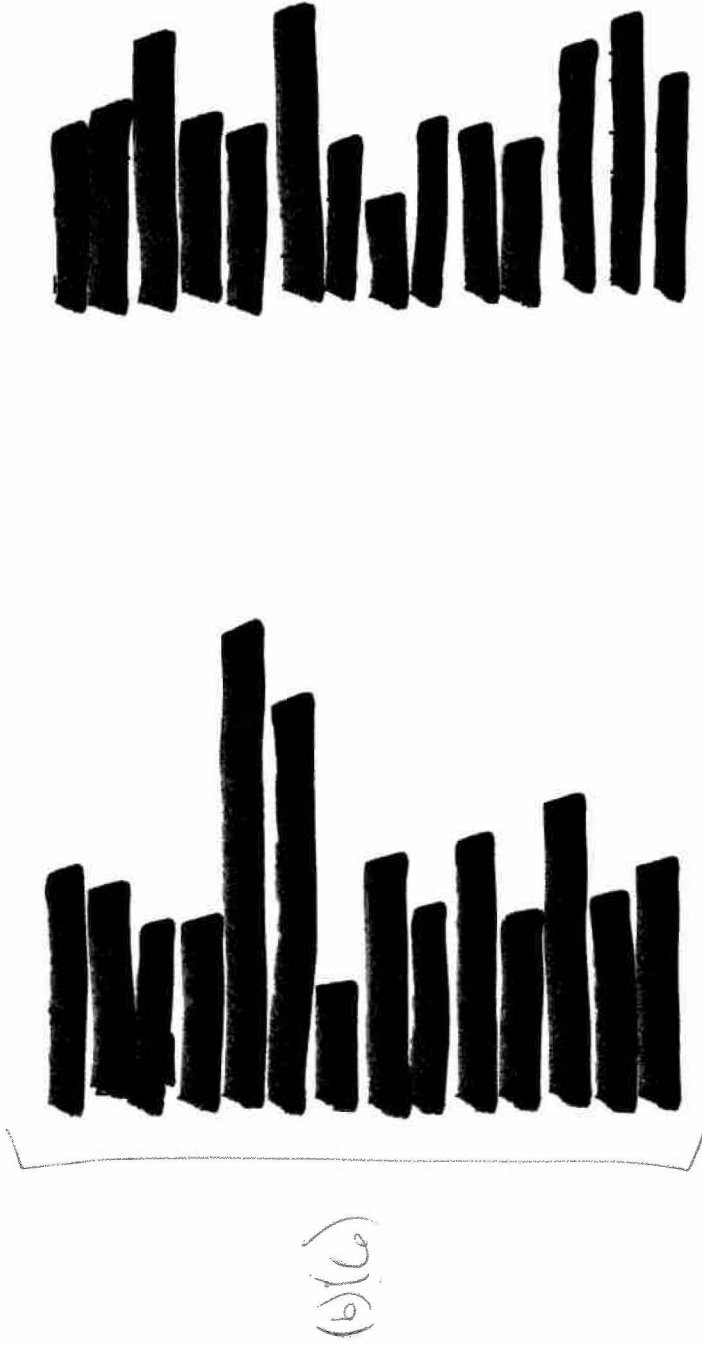
Artists seriously considering



(6)(6)

Effect

Artists Interested, not committed yet



Thank you

Any questions, please call:

(b)(6) [REDACTED] EFFECT and MusicMatters
[REDACTED], [REDACTED]
[REDACTED]

We look forward to the next project with The Corporation and the White House.



Monica Ashar

From: [REDACTED] (b)(6)
Sent: Wednesday, August 05, 2009 8:32 AM
To: 'Abernathy, Nell L.'
Cc: Yosi Sergant
Subject: FW: Our new campaign unveiled at the White House!

Note that Green the Block is kicking off on 9/11 with some service.

From: [REDACTED], Green For All [mailto:[REDACTED]] (b)(6)
Sent: Tuesday, August 04, 2009 8:46 PM
To: [REDACTED]
Subject: Our new campaign unveiled at the White House!



greenforall.org

Dear [REDACTED], (b)(6)

Today, I'm thrilled to announce **Green the Block**, a new campaign from Green For All and the Hip Hop Caucus.

Green the Block will engage and mobilize low-income communities and communities of color to participate in the benefits of the clean-energy economy.

To successfully combat poverty and pollution, we need a vibrant, popular movement for change. We need a clean energy economy rooted in the values of shared prosperity and opportunity for all. That's what **Green the Block** is all about.



www.GreenTheBlock.net

This morning, we unveiled the campaign at the White House with Secretary of Housing and Urban Development Shaun Donovan, EPA Administrator Lisa Jackson, and Department of Energy Under Secretary Kristina Johnson. See photos from the event here and read our press release here.

Green the Block's first milestone will be on the National Day of Service - September 11th - when we will organize Green the Block service events around the country in coordination with the President's initiative, United We Serve.

Learn more and register an event for September 11th:
www.GreenTheBlock.net.

Green the Block is a call to action. A call to service. A call to get involved and reclaim our future.

Please join us.

[REDACTED] (b)(6)
Green For All



twitter

Follow Green For All on twitter.

Having trouble seeing this email? View it as a web page.

Green For All can't survive without the support of people like you. Please take a moment to support us today: [click here to donate](#).

Not on our list-serve yet? (Maybe this message was forwarded to you.) Sign up to get e-mail updates directly by going to [this link](#).

To unsubscribe from this list follow [this link](#).

Monica Ashar

From: Yosi Sergant
Sent: Thursday, August 06, 2009 2:20 PM
To: (b)(6); Philip Martin
Subject: RE: can you identify these people from the call?

(b)(6) is (b)(6) policy director and activist/organizer
(b)(6)

Yosi Sergant
Director
Office of Communications
National Endowment for the Arts
1100 Pennsylvania Avenue NW, Room 614
Washington DC 20506
202-682-5570 office
(b)(6) cell (b)(6)
yosi@arts.gov

From: (b)(6) [mailto:(b)(6)]
Sent: Thursday, August 06, 2009 1:31 PM
To: Philip Martin; Yosi Sergant; (b)(6); (b)(6); (b)(6); (b)(6); (b)(6); (b)(6)
Subject: can you identify these people from the call? (b)(6)

Hi all - I am trying to identify some of the people from the United We Serve call so we can send them the notes. Unfortunately the conference call people did not write down people's affiliations as we expected. I have filled in information from everyone on our lists and am hoping that you might have information for the people highlighted in yellow! Please send us the this info asap so we can get the notes out. Thanks, (b)(6)

(b)(6)
(b)(6)
(b)(6)
(b)(6)
(b)(6)
(b)(6)
(b)(6)

Attachment withheld
under (b)(6)

Monica Ashar

From: Abernathy, Nell L. [NAbernathy@cns.gov]
Sent: Thursday, August 06, 2009 3:10 PM
To: Yosi Sergeant; [REDACTED] (b)(6)
Subject: RE: New Invitation

Getting more info – but they were just at white house launching the “green the block” campaign for 9/11. seems in line with what we’re talking about.

<http://www.greentheblock.net/index.php>

Nellie Abernathy
United We Serve
Corporation for National and Community Service
202-606-6766
NAbernathy@cns.gov

United We Serve

SERVE.GOV

From: Yosi Sergeant [mailto:yosi@arts.gov]
Sent: Thursday, August 06, 2009 3:09 PM
To: Abernathy, Nell L.; [REDACTED] (b)(6)
Subject: RE: New Invitation (b)(6)

I think [REDACTED] and RTV should for sure... don’t know what hip hop caucus is doing.

Yosi Sergeant
Director
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Washington DC 20506
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[REDACTED] cell (b)(6)
yosi@arts.gov

From: Abernathy, Nell L. [mailto:NAbernathy@cns.gov]
Sent: Thursday, August 06, 2009 3:07 PM
To: [REDACTED]; Yosi Sergeant (b)(6)
Subject: RE: New Invitation

Cool. Are we interested in Rock the Vote or Hip Hop Caucus talking about what they are doing – providing examples? Or do you already have ideas for which groups you want to share on that?

Nellie Abernathy
United We Serve
Corporation for National and Community Service
202-606-6766
NAbernathy@cns.gov

United We Serve

SERVE.GOV

From: [REDACTED] [mailto:[REDACTED]] (b)(6)
Sent: Thursday, August 06, 2009 1:49 PM
To: Abernathy, Nell L.; Yosi Sergeant
Subject: Re: New Invitation

I am awaiting confirmation on two more hosts. It will definitely go out by 5PM today. I will send you both the final version.

Thanks

[REDACTED] (b)(6)

----- Original Message -----

From: Abernathy, Nell L.
To: [REDACTED]; Yosi Sergeant (b)(6)
Sent: Thursday, August 06, 2009 1:43 PM
Subject: RE: New Invitation

This is great. When's it going out?

Nellie Abernathy
United We Serve
Corporation for National and Community Service
202-606-6766
Nabernathy@cns.gov

United We Serve

SERVE.GOV

From: [REDACTED] [mailto:[REDACTED]] (b)(6)
Sent: Wednesday, August 05, 2009 3:37 PM
To: Yosi Sergeant; Abernathy, Nell L.
Subject: New Invitation

Hello Yosi & Nellie,

Here is the new invitation!

Yosi -- did you have in mind putting the host's name on the call? or in those spaces (highlighted in yellow) do we want to put your name, Nellie's name and the person who will be joining from White House? Is Kal interested in joining us?

Lastly, once I get your list of suggestions, I will go over and make the appropriate phone calls and emails to all the people that we would like to invite to participate on the call.

Thanks!

[REDACTED] (b)(6)

Dear XXXXX,

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Please join , _____, _____, _____, _____, _____ and _____ as we heed the President's call to action this summer — United We Serve.

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Now is the time for us to answer this call. It is time for us as a group of artists, promoters, organizers, influencers, marketers, tastemakers, leaders or just plain, cool people to join together and work together to promote a more civically engaged America and celebrate how the arts can be used for a positive change! No one knows our communities better than we do. No one can inspire as much as we can. We have a unique role to play in making service accessible and fun for those who are not accustomed to volunteering. We know that engaging all Americans in service means we must expand the idea of service. Already, you are helping us to re-frame the image of volunteerism.

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Please join us!

Date **August 10, 2009**

Time 2PM EST / 11AM PST

Call In: **888-324-6998**

Passcode: **50912**

PLEASE RSVP to [REDACTED] at [REDACTED] (b)(6)

On the call we will hear from the United We Serve about the initiative and their plans for 9/11, a new National Day of Service and Remembrance, hear from the National Endowment for the Arts about the role artists play in shaping our communities and this initiative and brainstorm. Further, we will hear from others who have successful models of engagement and recruit stories of how arts service can be fun, engaging and youthful. *United We Serve* initially runs from June 22 through September 11, but it will grow into a sustained, collaborative and focused effort to promote service as a way of life for all Americans.

We hope that you will join us on Monday. Attached you will find a flyer about United We Serve, information about posting stories and an agenda.

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III. Examples of success

- a. Example from caller
- b. NEA wrap-up

IV. Q and A

Monica Ashar

From: [REDACTED] (b)(6)
Sent: Thursday, August 06, 2009 3:10 PM
To: Yosi Sergeant; Abernathy, Nell L.
Subject: Re: New Invitation

The Hip-Hop caucus is doing Green The Block campaign, which is very cool, and we are working with them on something else with Van Jones.

[REDACTED] (b)(6)

----- Original Message -----

From: Yosi Sergeant
To: Abernathy, Nell L.; [REDACTED] (b)(6)
Sent: Thursday, August 06, 2009 3:09 PM
Subject: RE: New Invitation

I think [REDACTED] (b)(6) and RTV should for sure... don't know what hip hop caucus is doing.

Yosi Sergeant
Director
Office of Communications
National Endowment for the Arts
1100 Pennsylvania Avenue NW, Room 614
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[REDACTED] cell (b)(6)
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Sent: Thursday, August 06, 2009 3:07 PM
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Nellie Abernathy
United We Serve
Corporation for National and Community Service
202-606-6766
Nabernathy@cns.gov

United We Serve
SERVE.GOV

From: [REDACTED] (b)(6) [[mailto:\[REDACTED\]](mailto:[REDACTED])]
Sent: Thursday, August 06, 2009 1:49 PM
To: Abernathy, Nell L.; Yosi Sergeant
Subject: Re: New Invitation

I am awaiting confirmation on two more hosts. It will definitely go out by 5PM today. I will send you both the final version.

Thanks

(b)(6)

----- Original Message -----

From: Abernathy, Nell L.

To: [REDACTED]; Yosi Sergant

Sent: Thursday, August 06, 2009 1:43 PM

Subject: RE: New Invitation

(b)(6)

This is great. When's it going out?

Nellie Abernathy
United We Serve
Corporation for National and Community Service
202-606-6766
Nabernathy@cns.gov

United We Serve

SERVE.GOV

From: [REDACTED] [mailto:[REDACTED]]

Sent: Wednesday, August 05, 2009 3:37 PM

To: Yosi Sergant; Abernathy, Nell L.

Subject: New Invitation

(b)(6)

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Yosi -- did you have in mind putting the host's name on the call? or in those spaces (highlighted in yellow) do we want to put your name, Nellie's name and the person who will be joining from White House? Is Kal interested in joining us?

Lastly, once I get your list of suggestions, I will go over and make the appropriate phone calls and emails to all the people that we would like to invite to participate on the call.

Thanks!

(b)(6)

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Please join us!

Date **August 10, 2009**
Time 2PM EST / 11AM PST
Call In: **888-324-6998**
Passcode: **50912**

PLEASE RSVP to [REDACTED] at [REDACTED]

(b)(6)

On the call we will hear from the United We Serve about the initiative and their plans for 9/11, a new National Day of Service and Remembrance, hear from the National Endowment for the Arts about the role artists play in shaping our communities and this initiative and brainstorm. Further, we will hear from others who have successful models of engagement and recruit stories of how arts service can be fun, engaging and youthful. *United We Serve* initially runs from June 22 through September 11, but it will grow into a sustained, collaborative and focused effort to promote service as a way of life for all Americans.

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- III. Examples of success
 - a. Example from caller
 - b. NEA wrap-up
- IV. Q and A

Monica Ashar

From: [REDACTED] (b)(6)
Sent: Thursday, August 06, 2009 6:27 PM
To: Yosi Sergeant
Subject: Re: United We Serve Conference Call // Invitation

Would love too. I will RSVP.

On Aug 6, 2009, at 3:23 PM, Yosi Sergeant wrote:

> This Monday, there is a conference call for arts oriented marketers &
> producers to discuss the President's United We Serve initiative that I
> thought you might like to participate in.

>

>

> Yosi Sergeant
> Director
> Office of Communications
> National Endowment for the Arts
> 1100 Pennsylvania Avenue NW, Room 614
> Washington DC 20506
> 202-682-5570 office
> [REDACTED] cell (b)(6)
> yosi@arts.gov<<mailto:serganty@arts.endow.gov>>

>

> A call has come in to our generation. A call from the top. A call from
> a house that is White. A call that we must answer. And to answer it,
> we need you.

> Please join [REDACTED], [REDACTED], [REDACTED], [REDACTED],

> [REDACTED], [REDACTED], [REDACTED] and [REDACTED] as

> we heed the President's call to action this summer -- United We Serve.

> United We Serve is President Obama's call to service challenging all

> Americans to engage in sustained, meaningful community service. With

> the knowledge that ordinary people can achieve extraordinary things

> when given the proper tools, President Obama is asking us to come

> together<<http://www.serve.gov/remarks.asp>> to help lay a new

> foundation for growth, focusing on core areas of the recovery agenda

> - health care, energy and environment, safety and security, education,

> community renewal.

> Now is the time for us to answer this call. It is time for us as a

> group of artists, producers, promoters, organizers, influencers,

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> together and work together to promote a more civically engaged America

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> knows our communities better than we do. No one can inspire as much as

> we can. We have a unique role to play in making service accessible and

> fun for those who are not accustomed to volunteering. We know that

> engaging all Americans in service means we must expand the idea of

> service. Already, you are helping us to re-frame the image of

> volunteerism.

> The United We Serve team, in collaboration with the White House Office

> of Public Engagement and The National Endowment for the Arts is

> hosting a conference call outlining steps our community can take to

> spread the message of service and highlight the service work artists

> already perform in communities nationwide.

> Please join us!

>
> Date: Monday, August 10, 2009
>
> Time: 2PM EST / 11AM PST
>
> Call In: [REDACTED] (b)(6)
>
> Passcode: [REDACTED]
>
>
> PLEASE RSVP to [REDACTED] at
> [REDACTED]mailto:[REDACTED] (b)(6)
>
> On the call we will hear from the United We Serve about the initiative
> and their plans for 9/11, a new National Day of Service and
> Remembrance, hear from the National Endowment for the Arts about the
> role artists play in shaping our communities and this initiative and
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>
>
>
>
> <winmail.dat>

Monica Ashar

From: Yosi Sergant
Sent: (b)(6) Thursday, August 06, 2009 6:37 PM
To: (b)(6)
Subject: RE: United We Serve Conference Call // Invitation

Thanks (b)(6)...

This call is for the people who can come up with a good idea and get it done. Little and big. They are putting together a network of the 'producers & promoters' out there like you and me... to turn on to activate on arts issues. Forward to 3 or 4 of your top thinkers in other markets?

...and thank you for the birthday wishes.

Yosi Sergant
Director
Office of Communications
National Endowment for the Arts
1100 Pennsylvania Avenue NW, Room 614
Washington DC 20506
202-682-5570 office
(b)(6) cell
yosi@arts.gov

From: (b)(6) [mailto:(b)(6)]
Sent: Thursday, August 06, 2009 6:33 PM
To: Yosi Sergant
Subject: Re: United We Serve Conference Call // Invitation

Wow, thanx, Yosi!

I actually sent you an early Happy B'day message last night... but didn't have this address for you so I'll go find it (tho it was only like one line).

Actually, HAPPY early BIRTHDAY!

Ha~

(b)(6)

//////////////////////////////// (b)(6) //////////////////////////////////

On Aug 6, 2009, at 3:23 PM, Yosi Sergant wrote:

Yosi Sergeant
Director
Office of Communications
National Endowment for the Arts
1100 Pennsylvania Avenue NW, Room 614
Washington DC 20506
202-682-5570 office
[REDACTED] cell (b)(6)
yosi@arts.gov

Please join [REDACTED], [REDACTED], [REDACTED], [REDACTED], [REDACTED], [REDACTED], [REDACTED], and [REDACTED] as we heed the President's call to action this summer -- United We Serve. (b)(6)

Passcode: [REDACTED]

a. Example from caller

b. NEA wrap-up
IV. Q and A

<Stories for United We Serve.doc><united we serve flyer.pdf>

Monica Ashar

From: Yosi Sergant
Sent: Thursday, August 06, 2009 6:57 PM
To: 'NAbernathy@cns.gov'
Subject: Fw: United We Serve Conference Call // Invitation

Nice. Tomorrow.

----- Original Message -----

From: [REDACTED] (b)(6)
To: Yosi Sergant
Sent: Thu Aug 06 21:46:00 2009
Subject: Re: United We Serve Conference Call // Invitation

How can I get down Yosi? I'm working with [REDACTED] doing brand consulting and event production for [REDACTED] (b)(6)

Love to see how we could collaborate our corporate funds with what you're working on

Lemme know
Same cell [REDACTED] (b)(6)
Sent from my Verizon Wireless BlackBerry

-----Original Message-----

From: Yosi Sergant <yosi@arts.gov>

Date: Thu, 6 Aug 2009 18:23:41
To: Yosi Sergant<yosi@arts.gov>
Subject: United We Serve Conference Call // Invitation

This Monday, there is a conference call for arts oriented marketers & producers to discuss the President's United We Serve initiative that I thought you might like to participate in.

Yosi Sergant
Director
Office of Communications
National Endowment for the Arts
1100 Pennsylvania Avenue NW, Room 614
Washington DC 20506
202-682-5570 office
[REDACTED] cell (b)(6)
yosi@arts.gov<mailto:serganty@arts.endow.gov>

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Please join us!

Date: Monday, August 10, 2009

Time: 2PM EST / 11AM PST

Call In: [REDACTED]

Passcode: [REDACTED]

(b)(6)

PLEASE RSVP to [REDACTED] at [REDACTED] <mailto:[REDACTED]>

(b)(6)

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a. Example from caller

b. NEA wrap-up

IV. Q and A

Monica Ashar

From: Yosi Sergant
Sent: Thursday, August 06, 2009 8:09 PM
To: [REDACTED]
Subject: Re: Logo

(b)(6)

[REDACTED] (b)(6)

Let's call Frank tomorrow.

----- Original Message -----

From: [REDACTED] <[REDACTED]>
To: Yosi Sergant
Sent: Thu Aug 06 19:32:15 2009
Subject: Re: Logo

(b)(6)

Having a conversation with whomever is most informed couldn't hurt. I got a message/ left a message with [REDACTED] (might have his last name wrong)

(b)(6)

[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

(b)(6)

On Aug 6, 2009, at 2:45 PM, Yosi Sergant <yosi@arts.gov> wrote:

Would it help you to speak to Frank?

Yosi Sergant

Director

Office of Communications

National Endowment for the Arts

1100 Pennsylvania Avenue NW, Room 614

Washington DC 20506

202-682-5570 office

[REDACTED] cell

(b)(6)

yosi@arts.gov <<mailto:serganty@arts.endow.gov>>

From: [REDACTED] [mailto:[REDACTED]]
Sent: Thursday, August 06, 2009 5:38 PM
To: Yosi Sergeant
Subject: Re: Logo

(b)(6)

Great

I can perdue new ideas as well as work with the torch

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

<[http://\[REDACTED\]](http://[REDACTED])> [REDACTED]

(b)(6)

On Aug 6, 2009, at 11:50 AM, Yosi Sergeant <<mailto:yosi@arts.gov>> yosi@arts.gov>
wrote:

Here you go

Yosi Sergeant

Director

Office of Communications

National Endowment for the Arts

1100 Pennsylvania Avenue NW, Room 614

Washington DC 20506

202-682-5570 office

[REDACTED] cell (b)(6)

<<mailto:serganty@arts.endow.gov>> yosi@arts.gov

From: DiGiammarino, Frank P. [mailto:[REDACTED]]
Sent: Thursday, August 06, 2009 2:42 PM

(b)(2)

To: Yosi Sergant
Subject: RE: Logo

A: Thank you! B: Answers below:

Frank DiGiammarino

Recovery Implementation Office

[REDACTED] (b)(2)

From: Yosi Sergant [mailto:yosi@arts.gov]
Sent: Thursday, August 06, 2009 2:29 PM
To: DiGiammarino, Frank P.
Subject: FW: Logo

Thoughts?

Yosi Sergant

Director

Office of Communications

National Endowment for the Arts

1100 Pennsylvania Avenue NW, Room 614

Washington DC 20506

202-682-5570 office

[REDACTED] cell (b)(6)

<mailto:yosi@arts.gov> yosi@arts.gov

From: [REDACTED] [mailto:[REDACTED]] (b)(6)
Sent: Thursday, August 06, 2009 1:50 PM
To: Yosi Sergant
Subject: Re: Logo

Ok got it. What I wonder initially is

1 how connected are they to the hand/torch? I can work with it / adapt it or start fresh - Very open to new ideas. [REDACTED], our boss, however is partial to the torch. (b)(6)
If you have something you think is more compelling, however, then go for it. If you'd like to discuss more, just call me.

2 does the logo need to be part of any larger visual identity? No.

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

<http:// [REDACTED] [REDACTED]

(b)(6)

Monica Ashar

From: Yosi Sergant
Sent: Thursday, August 06, 2009 9:59 PM
To: [REDACTED] (b)(6)
Subject: Fw: United We Serve Conference Call // Invitation

----- Original Message -----

From: [REDACTED] <[REDACTED]> (b)(6)
To: Yosi Sergant
Sent: Thu Aug 06 21:36:27 2009
Subject: Re: United We Serve Conference Call // Invitation

Yosi,

Still interested.....on a plane from ny to la at that time..

[REDACTED] (b)(6)
On Thu, Aug 6, 2009 7:21 pm, Yosi Sergant wrote:

> This Monday, there is a conference call for arts oriented marketers &
> producers to discuss the President's United We Serve initiative that I
> thought you might like to participate in.

>

> Yosi Sergant

>

> Director

>

> Office of Communications

>

> National Endowment for the Arts

>

> 1100 Pennsylvania Avenue NW, Room 614

> Washington DC 20506

> 202-682-5570 office

> [REDACTED] cell (b)(6)

> yosi@arts.gov

>

> -----

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> [REDACTED], [REDACTED], [REDACTED], [REDACTED] and [REDACTED] as
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>

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> Americans to engage in sustained, meaningful community service. With
> the knowledge that ordinary people can achieve extraordinary things
> when given the proper tools, President Obama is asking us to come
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> areas of the recovery agenda - health care, energy and environment,
> safety and security, education, community renewal.

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> group of artists, producers, promoters, organizers, influencers,
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> and celebrate how the arts can be used for a positive change! No one
> knows our communities better than we do. No one can inspire as much as
> we can. We have a unique role to play in making service accessible and
> fun for those who are not accustomed to volunteering. We know that
> engaging all Americans in service means we must expand the idea of
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> volunteerism.
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> The United We Serve team, in collaboration with the White House Office
> of Public Engagement and The National Endowment for the Arts is
> hosting a conference call outlining steps our community can take to
> spread the message of service and highlight the service work artists
> already perform in communities nationwide.
>
> Please join us!
>
> Date: Monday, August 10, 2009
>
> Time: 2PM EST / 11AM PST
>
> Call In: [REDACTED] (b)(6)
>
> Passcode: [REDACTED]
>
> PLEASE RSVP to [REDACTED] at [REDACTED] (b)(6)
>
> On the call we will hear from the United We Serve about the initiative
> and their plans for 9/11, a new National Day of Service and
> Remembrance, hear from the National Endowment for the Arts about the
> role artists play in shaping our communities and this initiative and
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> We hope that you will join us on Monday. Attached you will find a
> flyer about United We Serve, information about posting stories and an
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> I. Intro -
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> a. Who's on the call
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> II. Specific asks

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- > a. Weekly conference call with UWS in lead up to 9/11
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- > a. Example from caller
- >
- > b. NEA wrap-up
- >
- > IV. Q and A
- >

Monica Ashar

From: [REDACTED] (b)(6)
Sent: Thursday, August 06, 2009 11:27 PM
To: Yosi Sergant
Subject: Re: United We Serve Conference Call // Invitation

Will call ypu morrow
Sent from my Verizon Wireless BlackBerry

-----Original Message-----

From: Yosi Sergant <yosi@arts.gov>

Date: Thu, 6 Aug 2009 20:09:33

To: '[REDACTED]' <[REDACTED]> (b)(6)
Subject: Re: United We Serve Conference Call // Invitation

[REDACTED] (b)(6)
----- Original Message -----

From: [REDACTED] <[REDACTED]> (b)(6)
To: Yosi Sergant
Sent: Thu Aug 06 22:16:30 2009
Subject: Re: United We Serve Conference Call // Invitation

Ok most definitely. What's year best number

Sent from my Verizon Wireless BlackBerry

-----Original Message-----

From: Yosi Sergant <yosi@arts.gov>

Date: Thu, 6 Aug 2009 18:56:46

To: '[REDACTED]' <[REDACTED]> (b)(6)
Subject: Re: United We Serve Conference Call // Invitation

Oh. We can put this together.

This call is step one. Gathering together the producers and people movers... The folks who activate... All on one call.

Let's speak tomorrow.

----- Original Message -----

From: [REDACTED] <[REDACTED]> (b)(6)
To: Yosi Sergant
Sent: Thu Aug 06 21:46:00 2009
Subject: Re: United We Serve Conference Call // Invitation

How can I get down Yosi? I'm working with [REDACTED] doing brand consulting and event production for [REDACTED] (b)(6)

Love to see how we could collaborate our corporate funds with what you're working on

Lemme know
Same cell [REDACTED] (b)(6)
Sent from my Verizon Wireless BlackBerry

-----Original Message-----

From: Yosi Sergant <yosi@arts.gov>

Date: Thu, 6 Aug 2009 18:23:41

To: Yosi Sergant <yosi@arts.gov>

Subject: United We Serve Conference Call // Invitation

This Monday, there is a conference call for arts oriented marketers & producers to discuss the President's United We Serve initiative that I thought you might like to participate in.

Yosi Sergant
Director
Office of Communications
National Endowment for the Arts
1100 Pennsylvania Avenue NW, Room 614
Washington DC 20506
202-682-5570 office
[REDACTED] cell (b)(6)
yosi@arts.gov<mailto:serganty@arts.endow.gov>

A call has come in to our generation. A call from the top. A call from a house that is White. A call that we must answer. And to answer it, we need you.

Please join [REDACTED], [REDACTED], [REDACTED], [REDACTED], [REDACTED], [REDACTED], [REDACTED], and [REDACTED] as we heed the President's call to action this summer -- United We Serve. (b)(6)

United We Serve is President Obama's call to service challenging all Americans to engage in sustained, meaningful community service. With the knowledge that ordinary people can achieve extraordinary things when given the proper tools, President Obama is asking us to come together<<http://www.serve.gov/remarks.asp>> to help lay a new foundation for growth, focusing on core areas of the recovery agenda - health care, energy and environment, safety and security, education, community renewal.

Now is the time for us to answer this call. It is time for us as a group of artists, producers, promoters, organizers, influencers, marketers, tastemakers, leaders or just plain, cool people to join together and work together to promote a more civically engaged America and celebrate how the arts can be used for a positive change! No one knows our communities better than we do. No one can inspire as much as we can. We have a unique role to play in making service accessible and fun for those who are not accustomed to volunteering. We know that engaging all Americans in service means we must expand the idea of service. Already, you are helping us to re-frame the image of volunteerism.

The United We Serve team, in collaboration with the White House Office of Public Engagement and The National Endowment for the Arts is hosting a conference call outlining steps our community can take to spread the message of service and highlight the service work artists already perform in communities nationwide.

Please join us!

Date: Monday, August 10, 2009

Time: 2PM EST / 11AM PST

Call In: [REDACTED] (b)(6)

Passcode: [REDACTED] (b)(6)

PLEASE RSVP to [REDACTED] at [REDACTED] <mailto:[REDACTED]> (b)(6)
On the call we will hear from the United We Serve about the initiative and their plans for 9/11, a new National Day of Service and Remembrance, hear from the National Endowment for the Arts about the role artists play in shaping our communities and this initiative and brainstorm. Further, we will hear from others who have successful models of engagement and recruit stories of how arts service can be fun, engaging and youthful. United We Serve initially runs from June 22 through September 11, but it will grow into a sustained, collaborative and focused effort to promote service as a way of life for all Americans. We hope that you will join us on Monday. Attached you will find a flyer about United We Serve, information about posting stories and an agenda.

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- a. Who's on the call
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- a. Weekly conference call with UWS in lead up to 9/11
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- e. Next step - follow up with Nellie, think about event, jump on call next week to share

III. Examples of success

- a. Example from caller
- b. NEA wrap-up

IV. Q and A

Monica Ashar

From: Yosi Sergant
Sent: Friday, August 07, 2009 10:52 AM
To: (b)(6)
Subject: RE: United We Serve Conference Call // INVITATION

Great & Thank you...

So glad you will join us. This call is step one at gathering the troops... the 'get it done' squad...

Talk to you then.

Yosi Sergant
Director
Office of Communications
National Endowment for the Arts
1100 Pennsylvania Avenue NW, Room 614
Washington DC 20506
202-682-5570 office
[redacted] cell (b)(6)
yosi@arts.gov

From: (b)(6) [mailto:(b)(6)]
Sent: Friday, August 07, 2009 10:50 AM
To: Yosi Sergant
Subject: Fw: United We Serve Conference Call // INVITATION

Yosi-

I'll be on! Congrats on the awesome new gig!

--

All The Best,

[redacted]
[redacted]
ph* [redacted]
fx* [redacted]
cell* [redacted]

[redacted]
[http://\[redacted\]](http://[redacted])

(b)(6)

From: [redacted]
Date: Fri, 07 Aug 2009 09:10:19 -0400
To: [redacted] <[redacted]>
Subject: United We Serve Conference Call // INVITATION

(b)(6)

Telephone

yosi@arts.gov

Call In: [REDACTED]

Passcode: [REDACTED]

(b)(6)

PLEASE RSVP to [REDACTED] at [REDACTED] <mailto:[REDACTED]>

(b)(6)

On the call we will hear from the United We Serve about the initiative and their plans for 9/11, a new National Day of Service and Remembrance, hear from the National Endowment for the Arts about the role artists play in shaping our communities and this initiative and brainstorm. Further, we will hear from others who have successful models of engagement and recruit stories of how arts service can be fun, engaging and youthful. United We Serve initially runs from June 22 through September 11, but it will grow into a sustained, collaborative and focused effort to promote service as a way of life for all Americans.

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IV. Q and A

Monica Ashar

From: [REDACTED] (b)(6)
Sent: Friday, August 07, 2009 2:07 PM
To: Abernathy, Nell L.; Yosi Sergant
Subject: Re: United We Serve Conference Call // Invitation

I am down to include them -- I actually didn't speak with them, I spoke with Green For All -- but I think it would be great to invite Hip Hop Caucus

----- Original Message -----

From: Abernathy, Nell L.
To: [REDACTED]; Yosi Sergant (b)(6)
Sent: Friday, August 07, 2009 1:58 PM
Subject: RE: United We Serve Conference Call // Invitation

What about hip hop caucus? Any thoughts on green the block after last night?

Nellie Abernathy
United We Serve
Corporation for National and Community Service
202-606-6766
Nabernathy@cns.gov

United We Serve

SERVE.GOV

From: [REDACTED] [mailto:[REDACTED]] (b)(6)
Sent: Friday, August 07, 2009 7:44 AM
To: Abernathy, Nell L.; Yosi Sergant
Subject: Re: United We Serve Conference Call // Invitation

That would be great.

We would love to include him.

[REDACTED] (b)(6)

----- Original Message -----

From: Abernathy, Nell L.
To: [REDACTED]; Yosi Sergant (b)(6)
Sent: Thursday, August 06, 2009 6:08 PM
Subject: RE: United We Serve Conference Call // Invitation

Great. [REDACTED] are you comfortable adding [REDACTED] at Rock the Vote as a host? He has been a great partner and has a great plan for service this month. I'd love to include him but will defer to you. (b)(6)

Nellie Abernathy
United We Serve
Corporation for National and Community Service
202-606-6766
Nabernathy@cns.gov

United We Serve

SERVE.GOV

SERVE.GOV

(b)(6)

(b)(6)

[REDACTED] (b)(6)

(b)(6)

(b)(6)

Call In: 888-324-6998
Passcode: 50912

PLEASE RSVP to [REDACTED] at [REDACTED] (b)(6)

On the call we will hear from the United We Serve about the initiative and their plans for 9/11, a new National Day of Service and Remembrance, hear from the National Endowment for the Arts about the role artists play in shaping our communities and this initiative and brainstorm. Further, we will hear from others who have successful models of engagement and recruit stories of how arts service can be fun, engaging and youthful. *United We Serve* initially runs from June 22 through September 11, but it will grow into a sustained, collaborative and focused effort to promote service as a way of life for all Americans.

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IV. Q and A

Monica Ashar

From: Yosi Sergant
Sent: Friday, August 07, 2009 2:12 PM
To: [REDACTED] (b)(6)
Cc: [REDACTED]
Subject: RE: United We Serve Conference Call // Invitation

Its in the email .

Yosi Sergant
Director
Office of Communications
National Endowment for the Arts
1100 Pennsylvania Avenue NW, Room 614
Washington DC 20506
202-682-5570 office
[REDACTED] cell (b)(6)
yosi@arts.gov

-----Original Message-----

From: [REDACTED] [mailto:[REDACTED]] (b)(6)
Sent: Friday, August 07, 2009 2:11 PM
To: Yosi Sergant
Cc: [REDACTED]
Subject: Re: United We Serve Conference Call // Invitation

Hi Yosi,

(b)(6)
[REDACTED] would like to participate. Please send us the conference call information.

Thanks.

- [REDACTED] (b)(6)

On Aug 6, 2009, at 3:23 PM, Yosi Sergant wrote:

> This Monday, there is a conference call for arts oriented marketers &
> producers to discuss the President's United We Serve initiative that I
> thought you might like to participate in.

>

>

> Yosi Sergant
> Director
> Office of Communications
> National Endowment for the Arts
> 1100 Pennsylvania Avenue NW, Room 614
> Washington DC 20506
> 202-682-5570 office
> [REDACTED] cell (b)(6)
> yosi@arts.gov<<mailto:serganty@arts.endow.gov>>

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> A call has come in to our generation. A call from the top. A call from

> a house that is White. A call that we must answer. And to answer it,
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> spread the message of service and highlight the service work artists
> already perform in communities nationwide.
> Please join us!

] (b)(6)

> Date: Monday, August 10, 2009

> Time: 2PM EST / 11AM PST

> Call In: [REDACTED]

> Passcode: [REDACTED]

] (b)(6)

> PLEASE RSVP to [REDACTED] at

> [REDACTED]<[mailto:\[REDACTED\]](mailto:[REDACTED])>

] (b)(6)

> On the call we will hear from the United We Serve about the initiative
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>
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>
>
> <winmail.dat>

[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
p [REDACTED]
f [REDACTED]
[REDACTED]

(b)(6)

Monica Ashar

From: Martin, Philip [PMartin@cns.gov]
Sent: Friday, August 07, 2009 5:28 PM
To: Martin, Philip
Subject: Notes from yesterday's United We Serve call
Attachments: United We Serve - 10 Ways.doc

Hi all,

Just wanted to send a quick recap of yesterday's call since we covered a lot and some people suggested websites. Please delete the call-in information below before forwarding this along to your people since we have limited lines and want to make sure you don't get squeezed out.

EDUCATION WEEK

*I talked about the great successes of Education Week – new partnerships, exciting events, great stories, media coverage...

>Here's an example I meant to highlight but forgot to:

http://www.serve.gov/stories_detail.asp?tbl_servestories_id=107

SEPTEMBER 11, NATIONAL DAY OF SERVICE AND REMEMBRANCE

*Eric Zoberman, Project Director for *United We Serve*, talked about September 11, now a National Day of Service and Remembrance.

>The President and First Lady will be out that day reflecting on 9/11/01; celebrating all the amazing, impactful community service that's been happening this summer; engaging in a community project themselves; and challenging all Americans to continue their commitment to service.

>We're encouraging everyone to be a part of *United We Serve* on September 11 in any/all of those four ways. We will soon provide September 11-specific media tools, there will be a special September 11 project search feature on [Serve.gov](http://www.serve.gov) and we will let you know how to connect with major events in each state. We'll also follow up asking you what your organizations' plans are on/around that day so we can try to track what's happening in communities across the country, and in case we can help highlight any of those events.

>After September 11, *United We Serve* will continue and [Serve.gov](http://www.serve.gov) will be the online hub for the initiative.

NATIONAL LEARN AND SERVE CHALLENGE

(b)(6) * [REDACTED] of the [National Service-Learning Partnership](http://www.nslp.org), talked about the [2009 National Learn and Serve Challenge](http://www.learnandserve.org), which is organized in partnership with *United We Serve*, [Learn and Serve America](http://www.learnandserve.org), and other major partners across the country. This is one way to answer the "what happens after 9/11?" question many of you have asked.

>The Challenge is a call to action for educators – teachers, professors, youth program directors, etc. – to engage young people – from kindergarten through graduate school – in service-learning projects that give youth the opportunity to respond to the President's call to service as part of their education in schools, colleges, and community organizations.

The Challenge will be organized around the same issue areas as *United We Serve*: Health, Education, Community Renewal, Energy/Environment, and Safety/Security/Disaster Response.

>The Challenge officially begins the week of Oct 5 and culminates with "Solutions Summits" in April and May. This is a convenient overlap with Youth Service America's Semester of Service initiative: <http://www.ysa.org/semester>

>Various professional development opportunities for educators will be available throughout the fall. If you have resources you think should be shared as part of this project, please contact (b)(6)

>In the next week or so, a handful of communities will be selected as intensive Challenge locations and educators there will be eligible for mini-grants, the details of which are TBD. The list of locations is almost finalized, but if you have suggestions, you may contact Nelda.

OTHER ITEMS

(b)(6) * [REDACTED] of Americans for the Arts informed everyone that they will soon have a newly-designed online hub for artists engaging in *United We Serve*: <http://serve.artsusa.org>.

* [REDACTED] of the National Alliance for Faith and Justice said to contact her if you are interested in using a music track that they've produced for *United We Serve* (for PSAs, etc.): [REDACTED]

*I encouraged you to find one or two items on the "Ten Ways" document attached here that you might do nationally, and to forward it along to your people.

NEXT CALL

(b)(2)

*Thursday, August 20, 2 PM Eastern Time: [REDACTED] | [REDACTED] (Please delete this information before forwarding this along. We have limited lines. Let me know if you suggest inviting someone else.)

Thanks for your ongoing partnership and support. Call anytime. Have a great weekend.
Phil

Phil Martin
Outreach Coordinator, United We Serve
Corporation for National and Community Service
202.606.6657
pmartin@cns.gov
www.serve.gov

United We Serve

SERVE.GOV

Top 10 ways to connect with the President's service initiative

1. Put the [United We Serve logo/link](#) on your website.
2. If you're recruiting volunteers/participants, post opportunities to [Serve.gov](#).
3. Submit stories for the blog at [Serve.gov](#) to make sure the work you do is visible there throughout the summer.
4. Issue local and/or national press releases describing how what you do fits with the President's call to service, highlighting an activity running this summer or your plans for the fall. See [sample media docs here](#).
5. Consider writing an op-ed describing the power of what you do and submit to local and national papers. [Find a sample op-ed here](#).
6. Begin planning for how you might use September 11, a new National Day of Remembrance and Service, to recognize what you've been doing this summer, make an impact on that day, and kick off your fall efforts.
7. Connect with *United We Serve* on Facebook:
<http://www.facebook.com/home.php?#/pages/Washington-DC/Servegov/73268281497>
8. Follow us on Twitter: <http://twitter.com/ServeDotGov>
9. Encourage people in your life to make the most of the rest of their summer by going to [Serve.gov](#) to find a community-based project to join, or to start their own.
10. Copy and paste this message into emails to your affiliates, constituents, colleagues and friends. Send, send, send!

United We Serve is President Obama's call to service challenging all Americans to engage in sustained, meaningful community service. United We Serve initially runs from June 22 through a new National Day of Service on September 11, but will grow into a sustained, collaborative and focused effort to promote service as a way of life for all Americans. United We Serve is led by the Corporation for National and Community Service. For more information, visit [Serve.gov](#).

Monica Ashar

From: Martin, Philip [PMartin@cns.gov]
Sent: Friday, August 07, 2009 6:08 PM
To: Yosi Sergant
Subject: RE: congratulations!

Awesome, thanks, Yosi. Have a good weekend. Hopefully you'll be at some fancy events celebrating getting a new boss!
☺

Phil Martin
Outreach Coordinator, United We Serve
Corporation for National and Community Service
202.606.6657
pmartin@cns.gov
www.serve.gov

From: Yosi Sergant [mailto:yosi@arts.gov]
Sent: Friday, August 07, 2009 6:07 PM
To: Martin, Philip; [REDACTED]; Abernathy, Nell L.
Subject: RE: congratulations! (b)(6)

He starts work Tuesday... ill try for Monday.

Yosi Sergant
Director
Office of Communications
National Endowment for the Arts
1100 Pennsylvania Avenue NW, Room 614
Washington DC 20506
202-682-5570 office
[REDACTED] cell (b)(6)
yosi@arts.gov

From: Martin, Philip [mailto:PMartin@cns.gov]
Sent: Friday, August 07, 2009 6:05 PM
To: Yosi Sergant; [REDACTED]; Abernathy, Nell L.
Subject: congratulations! (b)(6)

Yosi, congratulations on confirmation of Rocco Landseman!

Think he'd be comfortable encouraging arts groups to be part of United We Serve especially on 9/11? If so, could we get him on the big WH arts/UWS call w/ Kal?

Right now the call is scheduled for Aug 27 3 pm Eastern but could change if that doesn't fit his schedule. Would need to know asap since we're reserving lines and hoping to send out the initial email on Monday, collect RSVPs, and send call-in information to the first X people (at least 200, hopefully more).

In addition to confirming lines I'm looking into either live-streaming the call or recording it and sending it out after since [REDACTED] thinks the response will likely be beyond our capacity.

(b)(6)
Any chance you'll know about Rocco's participation by Monday?

Thanks man –
Phil

Phil Martin
Outreach Coordinator, United We Serve
Corporation for National and Community Service
202.606.6657
pmartin@cns.gov
www.serve.gov

Monica Ashar

From: Yosi Sergant
Sent: (b)(6) Friday, August 07, 2009 8:03 PM
To: [REDACTED]
Subject: Re: United We Serve Conference Call // Invitation

Dc is aight.
Suit n tie every day.
White house three days a week is a trip.
Big stuff happening.

Joining the call?

----- Original Message -----

From: [REDACTED] (b)(6) <[REDACTED]>
To: Yosi Sergant
Sent: Fri Aug 07 19:37:06 2009
Subject: RE: United We Serve Conference Call // Invitation

Congrats Yosi, that is an amazing opportunity. How is life in DC?

[REDACTED]
[REDACTED]
[REDACTED] (b)(6)
[REDACTED] c
[REDACTED] w
[REDACTED] f
[REDACTED]

-----Original Message-----

From: Yosi Sergant [mailto:yosi@arts.gov]
Sent: Friday, August 07, 2009 4:25 PM
To: [REDACTED] (b)(6)
Subject: Re: United We Serve Conference Call // Invitation

Was at white house for 5 mnths then got appointed here as dir. Of communications.

----- Original Message -----

From: [REDACTED] (b)(6) <[REDACTED]>
To: Yosi Sergant
Sent: Fri Aug 07 19:22:12 2009
Subject: RE: United We Serve Conference Call // Invitation

Havnt heard from you in so long, heard that you moved to DC, and great to hear you are doing well.

What are you going at the National Endowment for the Arts?

[REDACTED]
[REDACTED]
[REDACTED]

[REDACTED] c

[REDACTED] w

[REDACTED] f

[REDACTED] <mailto:[REDACTED]>

(b)(6)

From: Yosi Sergeant [mailto:yosi@arts.gov]
Sent: Thursday, August 06, 2009 3:24 PM
To: Yosi Sergeant
Subject: United We Serve Conference Call // Invitation

This Monday, there is a conference call for arts oriented marketers & producers to discuss the President's United We Serve initiative that I thought you might like to participate in.

Yosi Sergeant

Director

Office of Communications

National Endowment for the Arts

1100 Pennsylvania Avenue NW, Room 614
Washington DC 20506
202-682-5570 office
[REDACTED] cell (b)(6)
yosi@arts.gov <mailto:serganty@arts.endow.gov>

A call has come in to our generation. A call from the top. A call from a house that is White. A call that we must answer. And to answer it, we need you.

Please join [REDACTED], [REDACTED], [REDACTED], [REDACTED], [REDACTED], [REDACTED], [REDACTED] and [REDACTED] as we heed the President's call to action this summer -- United We Serve. (b)(6)

United We Serve is President Obama's call to service challenging all Americans to engage in sustained, meaningful community service. With the knowledge that ordinary people can achieve extraordinary things when given the proper tools, President Obama is asking us to come together <<http://www.serve.gov/remarks.asp>> to help lay a new foundation for growth,

focusing on core areas of the recovery agenda - health care, energy and environment, safety and security, education, community renewal.

Now is the time for us to answer this call. It is time for us as a group of artists, producers, promoters, organizers, influencers, marketers, tastemakers, leaders or just plain, cool people to join together and work together to promote a more civically engaged America and celebrate how the arts can be used for a positive change! No one knows our communities better than we do. No one can inspire as much as we can. We have a unique role to play in making service accessible and fun for those who are not accustomed to volunteering. We know that engaging all Americans in service means we must expand the idea of service. Already, you are helping us to re-frame the image of volunteerism.

The United We Serve team, in collaboration with the White House Office of Public Engagement and The National Endowment for the Arts is hosting a conference call outlining steps our community can take to spread the message of service and highlight the service work artists already perform in communities nationwide.

Please join us!

Date: Monday, August 10, 2009

Time: 2PM EST / 11AM PST

Call In: [REDACTED]

Passcode: [REDACTED]

(b)(6)

PLEASE RSVP to [REDACTED] at [REDACTED] <mailto:[REDACTED]>

(b)(6)

On the call we will hear from the United We Serve about the initiative and their plans for 9/11, a new National Day of Service and Remembrance, hear from the National Endowment for the Arts about the role artists play in shaping our communities and this initiative and brainstorm. Further, we will hear from others who have successful models of engagement and recruit stories of how arts service can be fun, engaging and youthful. United We Serve initially runs from June 22 through September 11, but it will grow into a sustained, collaborative and focused effort to promote service as a way of life for all Americans.

We hope that you will join us on Monday. Attached you will find a flyer about United We Serve, information about posting stories and an agenda.

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I. Intro -

- a. Who's on the call
- b. What UWS is
- c. Why the arts community has a unique role to play

II. Specific asks

- a. Weekly conference call with UWS in lead up to 9/11
- b. Media event on or around 9/11

c. Employ your media connections

d. Blog posts before 9/11 on Serve.gov <<http://serve.gov/>>

e. Next step – follow up with Nellie, think about event, jump on call next week to share

III. Examples of success

a. Example from caller

b. NEA wrap-up

IV. Q and A

Monica Ashar

From: [REDACTED] (b)(6)
Sent: Saturday, August 08, 2009 12:48 AM
To: Yosi Sergant
Subject: Re: United We Serve Conference Call // Invitation

Yo sorry we couldn't connect today shut was hectic Sent from my Verizon Wireless BlackBerry

-----Original Message-----

From: Yosi Sergant <yosi@arts.gov>

Date: Thu, 6 Aug 2009 20:09:33

To: '[REDACTED]' <[REDACTED]> (b)(6)
Subject: Re: United We Serve Conference Call // Invitation

[REDACTED] (b)(6)

----- Original Message -----

From: [REDACTED] <[REDACTED]> (b)(6)
To: Yosi Sergant
Sent: Thu Aug 06 22:16:30 2009
Subject: Re: United We Serve Conference Call // Invitation

Ok most definitely. What's your best number

Sent from my Verizon Wireless BlackBerry

-----Original Message-----

From: Yosi Sergant <yosi@arts.gov>

Date: Thu, 6 Aug 2009 18:56:46

To: '[REDACTED]' <[REDACTED]> (b)(6)
Subject: Re: United We Serve Conference Call // Invitation

Oh. We can put this together.

This call is step one. Gathering together the producers and people movers... The folks who activate... All on one call.

Let's speak tomorrow.

----- Original Message -----

From: [REDACTED] <[REDACTED]> (b)(6)
To: Yosi Sergant
Sent: Thu Aug 06 21:46:00 2009
Subject: Re: United We Serve Conference Call // Invitation

How can I get down Yosi? I'm working with [REDACTED] doing brand consulting and event production for [REDACTED]

(b)(6)

Love to see how we could collaborate our corporate funds with what you're working on

Lemme know
Same cell [REDACTED] (b)(6)
Sent from my Verizon Wireless BlackBerry

-----Original Message-----

From: Yosi Sergant <yosi@arts.gov>

Date: Thu, 6 Aug 2009 18:23:41

To: Yosi Sergant <yosi@arts.gov>

Subject: United We Serve Conference Call // Invitation

This Monday, there is a conference call for arts oriented marketers & producers to discuss the President's United We Serve initiative that I thought you might like to participate in.

Yosi Sergant
Director
Office of Communications
National Endowment for the Arts
1100 Pennsylvania Avenue NW, Room 614
Washington DC 20506
202-682-5570 office
[REDACTED] cell (b)(6)
yosi@arts.gov<mailto:serganty@arts.endow.gov>

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Please join [REDACTED], [REDACTED], [REDACTED], [REDACTED], [REDACTED], [REDACTED], [REDACTED] and [REDACTED] as we heed the President's call to action this summer -- United We Serve. (b)(6)

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Please join us!

Date: Monday, August 10, 2009

Time: 2PM EST / 11AM PST

Call In: [REDACTED]

Passcode: [REDACTED] (b)(6)

PLEASE RSVP to [REDACTED] at [REDACTED] <mailto:[REDACTED]> (b)(6)
On the call we will hear from the United We Serve about the initiative and their plans for 9/11, a new National Day of Service and Remembrance, hear from the National Endowment for the Arts about the role artists play in shaping our communities and this initiative and brainstorm. Further, we will hear from others who have successful models of engagement and recruit stories of how arts service can be fun, engaging and youthful. United We Serve initially runs from June 22 through September 11, but it will grow into a sustained, collaborative and focused effort to promote service as a way of life for all Americans. We hope that you will join us on Monday. Attached you will find a flyer about United We Serve, information about posting stories and an agenda.

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IV. Q and A

Monica Ashar

From: [REDACTED] (b)(6)
Sent: Sunday, August 09, 2009 12:19 PM
To: Yosi Sergant
Subject: Re: United We Serve Conference Call // Invitation

I wish I could join but I have an all day conference with [REDACTED] in upstate Purchase, NY that day. Man I really wish I could participate on this call. (b)(6)

Yosi Sergant wrote:
Cool. Whenever. But be on that monday call...

----- Original Message -----

From: [REDACTED] (b)(6)
To: Yosi Sergant
Sent: Sun Aug 09 00:12:34 2009
Subject: Re: United We Serve Conference Call // Invitation

Hey Yosi
Apologies for not being able to reach out. I had an all day event for [REDACTED] in NY to tend to. (b)(6)
I am still open to call and just to catch up.

Hope all is good man!

Yosi Sergant wrote:

[REDACTED] (b)(6)

----- Original Message -----

From: [REDACTED] <[REDACTED]> <mailto:[REDACTED]> (b)(6)
To: Yosi Sergant
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Sent from my Verizon Wireless BlackBerry

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Date: Monday, August 10, 2009

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Call In: [REDACTED]

Passcode: [REDACTED]

](b)(6)

PLEASE RSVP to [REDACTED] at

[REDACTED] <mailto:[REDACTED]>

<mailto:[REDACTED]>

](b)(6)

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(b)(6)

$$(b)(4)$$

Monica Ashar

From: [REDACTED]
Sent: Sunday, August 09, 2009 12:43 PM
To: Yosi Sergant; Abernathy, Nell L.
Subject: Tomorrow's call

(b)(6)

Hello Yosi & Nell,

I hope you are both having a good Sunday. The call is coming together quite nicely. We have over 30 RSVPs!

Should we get on the phone tomorrow morning to run through the call, or do you think we have it covered?

Who will run the agenda during the call? Would you like me to say anything? Any of the other hosts?

Let me and know and we can make it happen!

Thanks

[REDACTED] (b)(6)

Monica Ashar

From: Google Alerts [googlealerts-noreply@google.com]
Sent: Thursday, September 10, 2009 4:58 PM
To: Yosi Sergeant
Subject: Google Alert - yosi sergeant

Google Blogs Alert for: **yosi sergeant**

Yosi Sergeant : The Next Van Jones? - Political Punch

By ABCNews.com

Last week, FOX News' Glenn Beck spent a solid amount of airtime blasting **Yosi Sergeant** – then-National Endowment for the Arts' spokesman – accusing him and his agency for using government tax dollars to create propaganda for the Obama ...

Political Punch - <http://blogs.abcnews.com/politicalpunch/>

Annals of Scapegoating, Part Two: Yosi Sergeant | Red Room

By Arlene Goldbard

Three days ago, in an essay about the scapegoating of green jobs advisor Van Jones, who was hounded out of office by wingnut Fox commentator Glenn Beck, I wrote this: We must act now to put a brake on scapegoating before it once again ...

Red Room Blogs - All - <http://www.redroom.com/blogs/new>

Yosi Sergeant asked to resign from Communications Director as the ...

By admin

Bawney Fwank isn't going to like this. While still an employee of the National Endowment for the Arts, **Yosi Sergeant** has been asked to resign from his post of.

Fire Andrea Mitchell! - <http://www.fireandreamitchell.com/>

Yosi Sergeant Asked to Resign... | The Harrington Report

By Mr. Harrington

Yosi Sergeant Asked to Resign... Posted on 10 September 2009 by Mr. Harrington. Yes, folks. **Yosi Sergeant**, the man in charge of orchestrating the NEA conference calls, has been asked to resign... Glenn has struck again... ...

The Harrington Report - <http://harringtonreport.com/>

Another One Bites the Dust? NEA Communications Director to Resign ...

By Procrustes

RBO wrote about **Yosi Sergeant's** assignment at the NEA to accompany the YouTube videos for Fox News Channel's Glenn Beck show for September 1. It is reposted in full below, including the Beck videos: NEA Teaming Up with WH to Push Obama ...

RBO - <http://therealbarackobama.wordpress.com/>

Hot Air » Blog Archive » HuffPo: Another Glenn Beck target resigns ...

By Allahpundit

I can't imagine why, but funny thing: When Big Hollywood followed up and asked the NEA why they had initiated the call, communications director **Yosi Sergeant** denied that they had — even though BH had e-mail proof that that wasn't true. ...

Hot Air » Top Picks - <http://www.hotair.com/>

ontd_political: Second Obama Aide Resigns.

By Jenn

The title in this entry itself says "resigns", but the article says **Yosi Sergeant** was "asked to resign", but then again while some "insider" claimed that **Yosi Sergeant** was asked to resign, no one is actually saying they asked this person ...

ONTD: Politics - http://ontd_political.livejournal.com/

This as-it-happens Google Alert is brought to you by Google.

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[Create](#) another alert.

[Manage](#) your alerts.

Monica Ashar

From: Kelly, John [JKelly@cns.gov]
Sent: Thursday, September 10, 2009 6:11 PM
To: Kelly, John
Subject: Media Release and TP's - 9/11 Day of Service and Remembrance
Attachments: Cabinet Secretaries Participate in 9-11 Day of Service.doc; CabinetTPs.docx

Attached is the Corporation for National and Community Service Press Release, Talking Points, and below is a proclamation from the President for the 9/11 Day of Service and Remembrance.

This information was also distributed today through the White House to the Chiefs of Staff, but also wanted to make sure that it was in your hands.

Thank you all for your work, support, and partnership throughout the summer!!!
-John

*John Kelly
Strategic Advisor,
Faith Based and Neighborhood Partnerships
Corporation for National and Community Service
jkelly@cns.gov
202-606-6743 (direct)*

Please post to listservs

THE WHITE HOUSE
Office of the Press Secretary
For Immediate Release September 10, 2009

PATRIOT DAY AND NATIONAL DAY OF SERVICE AND REMEMBRANCE, 2009 A PROCLAMATION BY THE PRESIDENT OF THE UNITED STATES OF AMERICA

Through the twisted steel of the twin towers of the World Trade Center, the scarred walls of the Pentagon, and the smoky wreckage in a field in southwest Pennsylvania, the patriotism and resiliency of the American people shone brightly on September 11, 2001. We stood as one people, united in our common humanity and shared sorrow. We grieved for those who perished and remembered what brought us together as Americans.

Today, we honor the lives we lost 8 years ago. On a bright September day, innocent men, women, and children boarded planes and set off for work as they had so many times before. Unthinkable acts of terrorism brought tragedy, destruction, pain, and loss for people across our Nation and the world.

As we pay tribute to loved ones, friends, fellow citizens, and all who died, we reaffirm our commitment to the ideas and ideals that united Americans in the aftermath of the attacks. We must apprehend all those who perpetrated these heinous crimes, seek justice for those who were killed, and defend against all threats to our national security. We must also recommit ourselves to our founding principles. September 11 reminds us that our fate as individuals is tied to that of our Nation. Our democracy is strengthened when we uphold the freedoms upon which our Nation was built: equality, justice, liberty, and democracy. These values exemplify the patriotism and sacrifice we commemorate today.

In that same spirit of patriotism, I call upon all Americans to join in service and honor the lives we lost, the heroes who responded in our hour of need, and the brave men and women in uniform who continue to protect our country at home and abroad. In April, I was proud to sign the bipartisan Edward M. Kennedy Serve America Act, which recognizes September 11 as a National Day of Service and Remembrance. Originated by the family members of those who lost loved ones on 9/11, the National Day of Service and Remembrance is an opportunity to salute the heroes of 9/11, recapture the spirit of unity and compassion that inspired our Nation following the attacks, and rededicate ourselves to sustained service to our communities.

Throughout the summer, people of all ages and backgrounds came together to lend a helping hand in their communities through United We Serve. As this summer of service draws to an end, we renew the call to engage in meaningful service activities and stay engaged with those projects throughout the year. Working together, we can usher in a new era in which volunteering and more service is a way of life for all Americans. Deriving strength from tragedy, we can write the next great chapter in our Nation's history and ensure that future generations continue to enjoy the promise of America.

By a joint resolution approved December 18, 2001 (Public Law 107-89), the Congress has designated September 11 of each year as Patriot Day, and by Public Law 111-13, approved April 21, 2009, has requested the observance of September 11 as an annually recognized National Day of Service and Remembrance.

NOW, THEREFORE, I, BARACK OBAMA, President of the United States of America, do hereby proclaim September 11, 2009, as Patriot Day and National Day of Service and Remembrance. I call upon all departments, agencies, and instrumentalities of the United States to display the flag of the United States at half-staff on Patriot Day and National Day of Service and Remembrance in honor of the individuals who lost their lives as a result of the terrorist attacks against the United States that occurred on September 11, 2001. I invite the Governors of the United States and the Commonwealth of Puerto Rico and interested organizations and individuals to join in this observance. I call upon the people of the United States to participate in community service in honor of those our Nation lost, to observe this day with other ceremonies and activities, including remembrance services, and to observe a moment of silence beginning at 8:46 a.m. eastern daylight time to honor the innocent victims who perished as a result of the terrorist attacks of September 11, 2001.

IN WITNESS WHEREOF, I have hereunto set my hand this tenth day of September, in the year of our Lord two thousand nine, and of the Independence of the United States of America the two hundred and thirty-fourth.

BARACK OBAMA

###

For Immediate Release
September 10, 2009

Contact: Sandy Scott
sscott@cns.gov, 202-606-6724

Media Advisory

Cabinet Secretaries to Participate in September 11 National Day of Service and Remembrance

Administration officials join volunteers across nation in remembering 9/11 by serving others

(Washington D.C.) – On September 11, more than a dozen Cabinet secretaries and senior administration officials will commemorate the heroism of those who lost their lives on September 11th, 2001, and remember their spirit of sacrifice by engaging in service and volunteerism as part of the first officially recognized September 11 National Day of Service and Remembrance.

Administration officials will prepare meals at food banks and shelters, paint homes, support vaccination efforts, read to students, and carry out other projects, joining volunteers across the nation in marking the eighth anniversary of the terror attacks by serving their neighbors and communities.

The September 11 National Day of Service and Remembrance is the culmination of a seven-year effort started by 9/11 family members and support groups to establish the service day as a way to honor the victims and heroes of 9/11 and to rekindle the spirit of unity and compassion that followed the attacks. September 11 was officially recognized as a National Day of Service and Remembrance by the Edward M. Kennedy Serve America Act, passed with strong bipartisan support and signed into law by President Obama in April.

September 11 also marks the end of the summer phase of President Obama's United We Serve initiative and its transition to a long-term, sustained effort. Since the launch of United We Serve in June, Americans have responded enthusiastically to the President's call to service by replenishing food banks, preventing summer reading loss, supporting veterans and military families, and meeting other needs.

“The high level of involvement by members of the President's Cabinet underscores the importance the Administration places on engaging Americans in service to tackle tough national challenges,” said Nicola Goren, Acting CEO of the Corporation for National and Community Service, which was charged by Congress to promote the 9/11 day of service in conjunction with community groups nationwide. “We urge Americans to visit Serve.gov to find a local volunteer opportunity on 9/11 or the rest of the year.”

The details of the 9/11 Day of Service and Remembrance projects are below. Events are taking place on Friday, September 11 and are open to the press unless otherwise noted.

Vice President and Dr. Jill Biden

On Friday, September 11th, the Vice President and Dr. Jill Biden will travel to New York City to attend the city's September 11th Commemoration Ceremony at Zuccotti Park. In honor of the new federal designation of September 11th as a National Day of Service and Remembrance, family members will be paired with volunteers from throughout the five boroughs to read the names of those who died at the World Trade Center site on September 11, 2001. For guidance on media credentialing and logistics, please go to www.nyc.gov/mediaadvisory.

Department of State

Secretary Hilary Rodham Clinton will keynote the Commemoration of the First Annual 9/11 National Day of Service and Remembrance at the Beacon Theatre in New York City. The night will pay tribute to victims and

families of the victims of 9/11 and feature remarks by New York Governor David Paterson, New York City Mayor Michael Bloomberg, actor Gary Sinise, and talk-show host Jimmy Fallon, and performances by Gavin DeGraw, the Harlem Boys and Girls Club Choir, Anjulie, and The Roots. Sponsoring organizations are MyGoodDeed, ServiceNation, and the Corporation for National and Community Service. In addition, the State Department has encouraged U.S. embassies around the world to foster new partnerships around service on 9/11, including among diverse faith groups.

5:30pm EST

Beacon Theatre, 2124 Broadway, New York, NY

Contact: Jennifer Burke, MyGoodDeed, 203-405-1479, jennifer.burke@911day.org

Corporation for National and Community Service

Acting CEO Nicola Goren will participate in two service projects in New York City and speak at the Commemoration of the First Annual 9/11 National Day of Service and Remembrance at the Beacon Theatre in New York City.

- 11:00 -- 11:30: Goren and Corporation Board member Julie Fisher Cummings will join volunteers at P.S. 76, the A. Philip Randolph School in Harlem, to work with 3rd and 4th graders on a reading and essay project connected with the school's Young Authors Club, 220 West 121st Street.
- 2:00pm – 3:30 pm Goren, HUD Secretary Shaun Donovan and USTR Paul Kirk Donovan will paint houses and visit with residents of the Supportive Housing Apartments for the Formerly Homeless in New York City. (Details above)
- 5:30: Goren will speak at the the First Annual 9/11 National Day of Service and Remembrance at the Beacon Theatre in New York City. (Details above)

In addition, Corporation Board member Stan Soloway will join volunteers in helping construct affordable homes with DC Habitat for Humanity nonprofit's Northeast Parcel at 55th and Clay Streets, NE.

Contact: Sandy Scott, Corporation for National and Community Service, 202-606-6724, sscott@cns.gov,

Department of Interior

Deputy Secretary of the Interior David Hayes, Assistant Secretary for Fish, Wildlife and Parks Tom Strickland, Assistant Secretary for Policy, Management and Budget Rhea Suh, Assistant Secretary for Water and Science Anne Castle, and Assistant Secretary for Indian Affairs Larry Echohawk will participate in a tree planting event at the National Conservation Training Center in Shepherdstown, WV.

9am-12 noon.

National Conservation Training Center, 698 Conservation Way, Shepherdstown, WV 25443-9713

Contact: Sarah Peterson, Department of the Interior, (202) 208-6617, Sarah_E_Peterson@ios.doi.gov

Department of Agriculture

Secretary Tom Vilsack will prepare meals that will go to homeless shelters, soup kitchens, and feeding programs with participants of DC Central Kitchen's culinary job training program.

11am-12pm EST

DC Central Kitchen, 425 2nd St. NW, Washington, DC

Contact: Robert Egger, DC Central Kitchen, Phone (202) 234-0707 x101, info@dccentralkitchen.org

Department of Labor

Secretary Hilda L. Solis will tour a U.S. VETS shelter and serve food to homeless veterans with Rep. Dina Titus and Rep. Shelley Berkley to commemorate the first Sept. 11 National Day of Service & Remembrance.

11 a.m. to 12:30p.m. PDT

U.S. VETS Initiative, 525 E. Bonanza Road, Las Vegas, Nev.

Press availability at noon

Contact: Contact: Jesse Lawder, 202-693-4659

Department of Health and Human Services

Secretary Kathleen Sebelius, Assistant Secretary for Health Dr. Howard Koh, and Virginia Health Commissioner Dr. Karen Remley will participate in a mass vaccination exercise at TC Williams High School in Alexandria, Va.. The Secretary will speak with volunteers and students and school employees receiving vaccinations. Information will be provided about the H1N1 virus, seasonal flu, and other topics. Secretary Sebelius and Assistant Secretary Koh will receive their seasonal flu shots during the exercise.

9:30am -10:30am EST

TC Williams High School Gymnasium

3300 King Street,

Alexandria, VA

Contact: Robert Tossatto, Dept. of Health and Human Services, (301) 443-2528, robert.tosatto@hhs.gov

Department of Housing and Urban Development

Secretary Shaun Donovan will paint houses and visit with residents of the Supportive Housing Apartments for the Formerly Homeless in New York City along with United States Trade Representative Paul Kirk, Corporation for National and Community Service Acting CEO Nicola Goren, and volunteers with Common Ground and New York Cares.

2pm - 4pm (press called for 3pm) EST

Supportive Housing Apartments for the Formerly Homeless

The Times Square 255 West 43 (at 8th Avenue), New York, NY

Contact: Lyle Churchill, Common Ground, 212-389-9323

Department of Transportation

Secretary Ray LaHood and Governor Edward Rendell will participate in an event and thank volunteers serving with the Get Help Now and Wills for Heroes program in Pittsburgh, Pennsylvania. The Wills for Heroes Foundation is non-profit organization that operates nationwide, organizing volunteer lawyers who provide free wills and other estate planning documents to emergency first responders.

1:15 Walk Through and 1:30 Press Conference EST

City County Building, 414 Grant St, Pittsburgh, PA

Contact: John Paul Jones -412-565-5700, Hal Coffey PBA-(412) 553-6315

Department of Education

Secretary Arne Duncan will serve with City Year AmeriCorps members and help beautify an elementary school in Washington DC.

1:30 – 2:30 EST

Turner at Green Elementary School, 1500 Mississippi Avenue SE Washington DC.

Contact: Jennifer Ney, City Year, JNey@cityyear.org, 202.742.7380

Department of Veteran Affairs

* Note: This event is closed press.*

Secretary Eric K. Shinseki and Assistant Secretary Joe Riojas will serve hot breakfasts to people in need at So Others Might Eat building in Washington D.C. Assistant Secretary Joe Riojas has been volunteering at SOME every other week since June 22nd.

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Director Alejandro Mayorkas will be attending the Catholic Charities DC Job Club and talk to refugees about the rights and responsibilities of citizenship and visit with staff of the Catholic Charities Immigration Services Department.

12:00 – 1:00 pm EST

Catholic Charities DC Administrative Headquarters, 924 G St. NW, Washington DC 20001

Contact: Erik Salmi, 202.272.4390 (office), 202.409.6147 (cell)

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Ambassador Susan Rice will give remarks and help educate students about preventing malaria at an event sponsored by Nothing But Nets and the United Nations Foundation.

11:00 -12:30pm EST

School Without Walls High School, 2130 G St. NW, Washington DC

Contact: Adrianna Logalbo, United Nations Foundation, 202-460-5971, alogalbo@unfoundation.org

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Administrator Lisa P. Jackson will join volunteers from Chicago Cares to prepare Kilbourne Park's community gardens for this Saturday's Harvest Festival.

9:45 a.m. CDT

Kilbourne Park, 3501 N. Kilbourne Ave, Chicago Ill.

Contact Information: EPA Press Office, press@epa.gov , 202-564-6794

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City Year Chicago, 36 S. Wabash St., Suite 1500, Chicago, IL

Media contact: Dimitra Tasiouras, IL Humanities Council, 312.422.5585 ext. 225 or dct@prairie.org

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##

Talking Points: National Day of Service and Remembrance

*Today, in recognition of the National Day of Service and Remembrance, President Obama is renewing his call to all Americans to serve others.

*As we commemorate the heroism of those who lost their lives on September 11th, 2001, we remember their spirit of sacrifice by engaging in service and volunteerism throughout our communities. Through service, we honor the sacrifices that were made that day eight years ago as well as the sacrifices that continue to be made by members of our armed forces around the world and their families.

*In immediate response to the attacks in New York City, Washington D.C., and Shanksville, Pennsylvania, firefighters, police officers, emergency medical technicians, physicians, nurses, military personnel, and other first responders immediately and without concern for their own well-being rose to service, in a heroic attempt to protect the lives of those still at risk, consequently saving thousands of men and women.

*In the days, weeks, and months following the attacks, thousands of people in the United States and other nations spontaneously volunteered to help support the rescue and recovery efforts, braving both physical and emotional hardship.

*Hundreds of thousands of brave men and women continue to serve every day, having answered the call to duty as members of our nation's armed forces with thousands having given their lives or been injured to defend our nation's security and prevent future terrorist attacks.

*For years, families of 9/11 victims, survivors, first responders, rescue and recovery workers, and volunteers called for legislation to formally authorize the establishment of September 11 as an annually recognized national day of service.

*This past April, President Obama signed the Edward M. Kennedy Serve America Act, which among other provisions, officially recognizes September 11 as a National Day of Service and Remembrance.

*Volunteerism renews and strengthens our communities, our families and ourselves. Now more than ever, as more families are struggling to make ends meet and dealing with job loss and the rising cost of day-to-day living, it is imperative that we don't turn inward, but instead create common cause.

*Now is the time for all of us to come together to help build a new foundation for the future. By working in a soup kitchen, volunteering at a local school or helping weatherize homes in our communities, we improve the lives of others and strengthen our capacity as a nation to meet the challenges we face.

*This summer, the President and First Lady have encouraged all Americans not only to get involved in service through the United We Serve initiative, but to stay involved long after the summer is over. Today, President Obama is renewing that call for all of us to commit to making volunteerism and community service part of our daily lives

*On September 11, Americans will join together in service activities organized by a broad and diverse group of national nonprofits, their local affiliates, small service organizations and individuals across all fifty states. The day is being led by the Corporation for National and Community Service (CNCS), State Service Commissions, MyGoodDeed, ServiceNation, and other nonprofit and community organizations across the country.

*This September 11 marks the culmination of the summer phase of *United We Serve* and a transition to a sustained, collaborative, and focused effort to meet community needs and make service a way of life for all Americans.

*Each year more than 61 million Americans volunteer in our communities, providing vital support to our schools and shelters, hospitals and hotlines, and other neighborhood efforts. But to meet our nation's challenges we need more Americans to mentor and tutor at-risk-youth, care for seniors, respond to disasters, support veterans and military families and meet other social needs.

*Individuals looking for service opportunities on or around 9/11 can visit Serve.gov, a website that allows visitors to type in their zip code to find local volunteer opportunities or find ideas for creating new projects with family, friends and neighbors. Organizations can also recruit volunteers by posting their 9/11 service projects on the database.

*Today, we remember the sacrifice and bravery of thousands of Americans on September 11th, and through our service to others, today and every day, we honor it.

Monica Ashar

From: Yosi Sergeant
Sent: Thursday, September 10, 2009 6:16 PM
To: Anita Decker
Subject: Thought you were Acting? Should I be sending her media things that come to me?

Beck Strikes Again; Yosi Sargent Reassigned at NEA

By Michael A. Fletcher

The National Endowment for the Arts has reassigned former communications director Yosi Sergeant, who had become the latest target of FOX News talk show host Glenn Beck.

Acting NEA communications director Victoria Hutter said Thursday that Sergeant had left the communications post. The move came after he had come under attack from Beck, a conservative commentator who accused Sergeant of attempting to use taxpayer money to fund art to support the president's initiatives.

Sergeant's reassignment came after the resignation last weekend of environmental adviser Van Jones, who had been criticized for weeks by Beck.

The talk show host accused Sergeant of arranging an August conference call with the White House Office of Public Engagement and United We Serve to recruit artists to create works in support of Obama policies. The NEA has denied that the call was inappropriate, and the White House has said that it did not force Sergeant's reassignment.

Sergeant became well known during campaign 2008 for his work with artist Shepard Fairey around the iconic Obama HOPE poster, and first came to Washington as a staffer in the White House.

In recent weeks, Beck also had trained his sights on Harvard University law professor Cass Sunstein, a friend of President Obama whose nomination to head the White House Office of Information and Regulatory Affairs had been stuck since January. But the Senate confirmed Sunstein's appointment Thursday afternoon, after voting to end debate on the nomination the previous evening.

Yosi Sergeant

National Endowment for the Arts

1100 Pennsylvania Avenue NW, Room 614

Washington DC 20506

202-682-5570 office

██████████ cell

yosi@arts.gov

(b)(6)

Monica Ashar

From: Yosi Sergant
Sent: Thursday, September 10, 2009 6:39 PM
To: Anita Decker
Subject: Re: Google Alert - yosi sergant

I'm on bbry too
It starts in january talks about ivy, arra money, healthcare... Bad

From: Anita Decker
To: Yosi Sergant
Sent: Thu Sep 10 18:27:07 2009
Subject: Re: Google Alert - yosi sergant

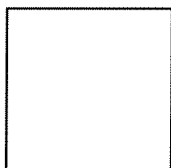
Cut and paste it-cant see on my bberry.

From: Yosi Sergant
To: Anita Decker
Sent: Thu Sep 10 18:23:08 2009
Subject: FW: Google Alert - yosi sergant

Yosi Sergant
National Endowment for the Arts
1100 Pennsylvania Avenue NW, Room 614
Washington DC 20506
202-682-5570 office
[REDACTED] cell (b)(5)
yosi@arts.gov

From: Google Alerts [<mailto:googlealerts-noreply@google.com>]
Sent: Thursday, September 10, 2009 6:19 PM
To: Yosi Sergant
Subject: Google Alert - yosi sergant

Google News Alert for: yosi sergant



Path to political propaganda at the National Endowment for the Arts

Washington Times - Washington,DC,USA

6, 2009: NEA invites arts groups to discuss "United We Serve" initiative Invitation comes from the email account of **Yosi Sergant**, director of communications ...

This as-it-happens Google Alert is brought to you by Google.

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[Create](#) another alert.
[Manage](#) your alerts.

Monica Ashar

From: Kelly, John [JKelly@cns.gov]
Sent: Thursday, September 10, 2009 6:11 PM
To: Kelly, John
Subject: Media Release and TP's - 9/11 Day of Service and Remembrance
Attachments: Cabinet Secretaries Participate in 9-11 Day of Service.doc; CabinetTPs.docx

Attached is the Corporation for National and Community Service Press Release, Talking Points, and below is a proclamation from the President for the 9/11 Day of Service and Remembrance.

This information was also distributed today through the White House to the Chiefs of Staff, but also wanted to make sure that it was in your hands.

Thank you all for your work, support, and partnership throughout the summer!!!
-John

*John Kelly
Strategic Advisor,
Faith Based and Neighborhood Partnerships
Corporation for National and Community Service
jkelly@cns.gov
202-606-6743 (direct)*

Please post to listservs

THE WHITE HOUSE
Office of the Press Secretary
For Immediate Release September 10, 2009

PATRIOT DAY AND NATIONAL DAY OF SERVICE AND REMEMBRANCE, 2009
A PROCLAMATION BY THE PRESIDENT OF THE UNITED STATES OF AMERICA

Through the twisted steel of the twin towers of the World Trade Center, the scarred walls of the Pentagon, and the smoky wreckage in a field in southwest Pennsylvania, the patriotism and resiliency of the American people shone brightly on September 11, 2001. We stood as one people, united in our common humanity and shared sorrow. We grieved for those who perished and remembered what brought us together as Americans.

Today, we honor the lives we lost 8 years ago. On a bright September day, innocent men, women, and children boarded planes and set off for work as they had so many times before. Unthinkable acts of terrorism brought tragedy, destruction, pain, and loss for people across our Nation and the world.

As we pay tribute to loved ones, friends, fellow citizens, and all who died, we reaffirm our commitment to the ideas and ideals that united Americans in the aftermath of the attacks. We must apprehend all those who perpetrated these heinous crimes, seek justice for those who were killed, and defend against all threats to our national security. We must also recommit ourselves to our founding principles. September 11 reminds us that our fate as individuals is tied to that of our Nation. Our democracy is strengthened when we uphold the freedoms upon which our Nation was built: equality, justice, liberty, and democracy. These values exemplify the patriotism and sacrifice we commemorate today.

In that same spirit of patriotism, I call upon all Americans to join in service and honor the lives we lost, the heroes who responded in our hour of need, and the brave men and women in uniform who continue to protect our country at home and abroad. In April, I was proud to sign the bipartisan Edward M. Kennedy Serve America Act, which recognizes September 11 as a National Day of Service and Remembrance. Originated by the family members of those who lost loved ones on 9/11, the National Day of Service and Remembrance is an opportunity to salute the heroes of 9/11, recapture the spirit of unity and compassion that inspired our Nation following the attacks, and rededicate ourselves to sustained service to our communities.

Throughout the summer, people of all ages and backgrounds came together to lend a helping hand in their communities through United We Serve. As this summer of service draws to an end, we renew the call to engage in meaningful service activities and stay engaged with those projects throughout the year. Working together, we can usher in a new era in which volunteering and more service is a way of life for all Americans. Deriving strength from tragedy, we can write the next great chapter in our Nation's history and ensure that future generations continue to enjoy the promise of America.

By a joint resolution approved December 18, 2001 (Public Law 107-89), the Congress has designated September 11 of each year as Patriot Day, and by Public Law 111-13, approved April 21, 2009, has requested the observance of September 11 as an annually recognized National Day of Service and Remembrance.

NOW, THEREFORE, I, BARACK OBAMA, President of the United States of America, do hereby proclaim September 11, 2009, as Patriot Day and National Day of Service and Remembrance. I call upon all departments, agencies, and instrumentalities of the United States to display the flag of the United States at half-staff on Patriot Day and National Day of Service and Remembrance in honor of the individuals who lost their lives as a result of the terrorist attacks against the United States that occurred on September 11, 2001. I invite the Governors of the United States and the Commonwealth of Puerto Rico and interested organizations and individuals to join in this observance. I call upon the people of the United States to participate in community service in honor of those our Nation lost, to observe this day with other ceremonies and activities, including remembrance services, and to observe a moment of silence beginning at 8:46 a.m. eastern daylight time to honor the innocent victims who perished as a result of the terrorist attacks of September 11, 2001.

IN WITNESS WHEREOF, I have hereunto set my hand this tenth day of September, in the year of our Lord two thousand nine, and of the Independence of the United States of America the two hundred and thirty-fourth.

BARACK OBAMA

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For Immediate Release
September 10, 2009

Contact: Sandy Scott
sscott@cns.gov, 202-606-6724

Media Advisory

Cabinet Secretaries to Participate in September 11 National Day of Service and Remembrance

Administration officials join volunteers across nation in remembering 9/11 by serving others

(Washington D.C.) – On September 11, more than a dozen Cabinet secretaries and senior administration officials will commemorate the heroism of those who lost their lives on September 11th, 2001, and remember their spirit of sacrifice by engaging in service and volunteerism as part of the first officially recognized September 11 National Day of Service and Remembrance.

Administration officials will prepare meals at food banks and shelters, paint homes, support vaccination efforts, read to students, and carry out other projects, joining volunteers across the nation in marking the eighth anniversary of the terror attacks by serving their neighbors and communities.

The September 11 National Day of Service and Remembrance is the culmination of a seven-year effort started by 9/11 family members and support groups to establish the service day as a way to honor the victims and heroes of 9/11 and to rekindle the spirit of unity and compassion that followed the attacks. September 11 was officially recognized as a National Day of Service and Remembrance by the Edward M. Kennedy Serve America Act, passed with strong bipartisan support and signed into law by President Obama in April.

September 11 also marks the end of the summer phase of President Obama's United We Serve initiative and its transition to a long-term, sustained effort. Since the launch of United We Serve in June, Americans have responded enthusiastically to the President's call to service by replenishing food banks, preventing summer reading loss, supporting veterans and military families, and meeting other needs.

“The high level of involvement by members of the President's Cabinet underscores the importance the Administration places on engaging Americans in service to tackle tough national challenges,” said Nicola Goren, Acting CEO of the Corporation for National and Community Service, which was charged by Congress to promote the 9/11 day of service in conjunction with community groups nationwide. “We urge Americans to visit Serve.gov to find a local volunteer opportunity on 9/11 or the rest of the year.”

The details of the 9/11 Day of Service and Remembrance projects are below. Events are taking place on Friday, September 11 and are open to the press unless otherwise noted.

Vice President and Dr. Jill Biden

On Friday, September 11th, the Vice President and Dr. Jill Biden will travel to New York City to attend the city's September 11th Commemoration Ceremony at Zuccotti Park. In honor of the new federal designation of September 11th as a National Day of Service and Remembrance, family members will be paired with volunteers from throughout the five boroughs to read the names of those who died at the World Trade Center site on September 11, 2001. For guidance on media credentialing and logistics, please go to www.nyc.gov/mediaadvisory.

Department of State

Secretary Hilary Rodham Clinton will keynote the Commemoration of the First Annual 9/11 National Day of Service and Remembrance at the Beacon Theatre in New York City. The night will pay tribute to victims and

families of the victims of 9/11 and feature remarks by New York Governor David Paterson, New York City Mayor Michael Bloomberg, actor Gary Sinise, and talk-show host Jimmy Fallon, and performances by Gavin DeGraw, the Harlem Boys and Girls Club Choir, Anjulie, and The Roots. Sponsoring organizations are MyGoodDeed, ServiceNation, and the Corporation for National and Community Service. In addition, the State Department has encouraged U.S. embassies around the world to foster new partnerships around service on 9/11, including among diverse faith groups.

5:30pm EST

Beacon Theatre, 2124 Broadway, New York, NY

Contact: Jennifer Burke, MyGoodDeed, 203-405-1479, jennifer.burke@911day.org

Corporation for National and Community Service

Acting CEO Nicola Goren will participate in two service projects in New York City and speak at the Commemoration of the First Annual 9/11 National Day of Service and Remembrance at the Beacon Theatre in New York City.

- 11:00 -- 11:30: Goren and Corporation Board member Julie Fisher Cummings will join volunteers at P.S. 76, the A. Philip Randolph School in Harlem, to work with 3rd and 4th graders on a reading and essay project connected with the school's Young Authors Club, 220 West 121st Street.
- 2:00pm – 3:30 pm Goren, HUD Secretary Shaun Donovan and USTR Paul Kirk Donovan will paint houses and visit with residents of the Supportive Housing Apartments for the Formerly Homeless in New York City. (Details above)
- 5:30: Goren will speak at the the First Annual 9/11 National Day of Service and Remembrance at the Beacon Theatre in New York City. (Details above)

In addition, Corporation Board member Stan Soloway will join volunteers in helping construct affordable homes with DC Habitat for Humanity nonprofit's Northeast Parcel at 55th and Clay Streets, NE.

Contact: Sandy Scott, Corporation for National and Community Service, 202-606-6724, sscott@cns.gov,

Department of Interior

Deputy Secretary of the Interior David Hayes, Assistant Secretary for Fish, Wildlife and Parks Tom Strickland, Assistant Secretary for Policy, Management and Budget Rhea Suh, Assistant Secretary for Water and Science Anne Castle, and Assistant Secretary for Indian Affairs Larry Echohawk will participate in a tree planting event at the National Conservation Training Center in Shepherdstown, WV.

9am-12 noon.

National Conservation Training Center, 698 Conservation Way, Shepherdstown, WV 25443-9713

Contact: Sarah Peterson, Department of the Interior, (202) 208-6617, Sarah_E_Peterson@ios.doi.gov

Department of Agriculture

Secretary Tom Vilsack will prepare meals that will go to homeless shelters, soup kitchens, and feeding programs with participants of DC Central Kitchen's culinary job training program.

11am-12pm EST

DC Central Kitchen, 425 2nd St. NW, Washington, DC

Contact: Robert Egger, DC Central Kitchen, Phone (202) 234-0707 x101, info@dccentralkitchen.org

Department of Labor

Secretary Hilda L. Solis will tour a U.S. VETS shelter and serve food to homeless veterans with Rep. Dina Titus and Rep. Shelley Berkley to commemorate the first Sept. 11 National Day of Service & Remembrance.

11 a.m. to 12:30p.m. PDT

U.S. VETS Initiative, 525 E. Bonanza Road, Las Vegas, Nev.

Press availability at noon

Contact: Contact: Jesse Lawder, 202-693-4659

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Secretary Kathleen Sebelius, Assistant Secretary for Health Dr. Howard Koh, and Virginia Health Commissioner Dr. Karen Remley will participate in a mass vaccination exercise at TC Williams High School in Alexandria, Va.. The Secretary will speak with volunteers and students and school employees receiving vaccinations. Information will be provided about the H1N1 virus, seasonal flu, and other topics. Secretary Sebelius and Assistant Secretary Koh will receive their seasonal flu shots during the exercise.

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*On September 11, Americans will join together in service activities organized by a broad and diverse group of national nonprofits, their local affiliates, small service organizations and individuals across all fifty states. The day is being led by the Corporation for National and Community Service (CNCS), State Service Commissions, MyGoodDeed, ServiceNation, and other nonprofit and community organizations across the country.

*This September 11 marks the culmination of the summer phase of *United We Serve* and a transition to a sustained, collaborative, and focused effort to meet community needs and make service a way of life for all Americans.

*Each year more than 61 million Americans volunteer in our communities, providing vital support to our schools and shelters, hospitals and hotlines, and other neighborhood efforts. But to meet our nation's challenges we need more Americans to mentor and tutor at-risk-youth, care for seniors, respond to disasters, support veterans and military families and meet other social needs.

*Individuals looking for service opportunities on or around 9/11 can visit Serve.gov, a website that allows visitors to type in their zip code to find local volunteer opportunities or find ideas for creating new projects with family, friends and neighbors. Organizations can also recruit volunteers by posting their 9/11 service projects on the database.

*Today, we remember the sacrifice and bravery of thousands of Americans on September 11th, and through our service to others, today and every day, we honor it.

Monica Ashar

From: Google Alerts [googlealerts-noreply@google.com]
Sent: Thursday, September 10, 2009 7:39 PM
To: Yosi Sergeant
Subject: Google Alert - yosi sergeant

Google News Alert for: **yosi sergeant**

Glenn Beck strikes again gets NEA's **Yosi Sergeant** removed

San Francisco Chronicle

An Obama political appointee **Yosi Sergeant** has been removed as communications director for the National Endowment for the Arts. Contrary to other reports, ...

[See all stories on this topic](#)

[San Francisco Chronicle](#)

BIG HOLLYWOOD: The NEA vs. the Facts

FOXNews

... but Communications Director for the NEA **Yosi Sergeant** told us that they were not the ones who sent out the invitations for the conference call. ...

[See all stories on this topic](#)

EDITORIAL: The NEA's partisan work for Obama

Washington Times

10, **Yosi Sergeant**, director of communications for the NEA, made the plan explicit: c "This is just the beginning. This is the first telephone call of a ...

[See all stories on this topic](#)

[Washington Times](#)

AU condemns Madagascar coup leader's new govt

Gaea Times

#tlot #politics afashionfan NEA communications director, **Yosi Sergeant**, steps down. Glenn Beck covered him a few days ago. <http://bit.ly/cK5uS> #politics ...

[See all stories on this topic](#)

Is Valerie Jarrett Beck's Next Target?

Tapped

From Ryan Grim at HuffPo comes the news that **Yosi Sargant**, the communications director for the National Endowment for the Arts, was asked to resign after ...

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Monica Ashar

From: [REDACTED]
Sent: Thursday, September 10, 2009 8:23 PM
To: Sally Gifford; Yosi Sergant
Subject: From [REDACTED]

Sally and/or Yosi---

I saw something at the end of [this webpage](#) saying that Yosi Sergant has resigned. Is this true? If so, does it have anything to do with the flap over the United We Serve conference call? When did he assume his post? Was he appointed by President Obama (or by whom)? Has NEA issued any statement over this controversy?

Best Regards,

[REDACTED] (b)(6)

Monica Ashar

From: Google Alerts [googlealerts-noreply@google.com]
Sent: Thursday, September 10, 2009 8:39 PM
To: Yosi Sergeant
Subject: Google Alert - yosi sergeant

Google Blogs Alert for: **yosi sergeant**

Yosi Sergeant, Administration Aide, Asked To Resign: Glenn Beck ...

Reviews on "**Yosi Sergeant, Administration Aide, Asked To Resign: Glenn Beck Strikes Again**" from Huffington Post. NewsTrust, your guide to good journalism.

NewsTrust - For Review: News... - http://newstrust.net/stories/for_review/news/independent

A DAILY INNOCULATION AGAINST POLITICAL AND CULTURAL BULLSHIT: Yosi

...

By Tweet Petite

Yosi Sergeant, Obama Aide, Asked To Resign: Glenn Beck Strikes Again Let's just keep surrendering to this jerk. What the hell, if he says the president should resign (didn't he already?) maybe Obama should oblige him.

...

A DAILY INNOCULATION AGAINST... - <http://tweetpetite.blogspot.com/>

The Wicked Stage: Sergeant Moved to New Position at NEA

By Rob Weinert-Kendt

Sergeant Moved to New Position at NEA. I didn't hear back from **Yosi Sergeant** about the NEA/United We Serve conference call mini-controversy, and now I've learned why: He's been moved to a new position. As reported by Ryan Grim on HuffPo: ...

The Wicked Stage - <http://thewickedstage.blogspot.com/>

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Monica Ashar

From: Yosi Sergeant
Sent: Tuesday, September 01, 2009 10:08 AM
To: Elizabeth Stark
Subject: Fw: your role

----- Original Message -----

From: [REDACTED] <[REDACTED]> (b)(6)
To: Yosi Sergeant
Sent: Tue Sep 01 09:52:42 2009
Subject: your role (b)(6)

Having read both articles by [REDACTED], I am concerned and disturbed that a department of our government, that should be non partisan, and represent all of America, should stoop to this.

Did the NEA have anything to do with initiating the conference call?

Did the NEA encourage artists to create art on health care, energy and the environment?

From his second article, the facts speak for themselves. My efforts will now be to remove your funding. My money is not to be used against me with propaganda.

[REDACTED] (b)(6)

Monica Ashar

From: Yosi Sergeant
Sent: Tuesday, September 01, 2009 10:22 AM
To: Elizabeth Stark
Subject: FW: Two Questions/What the NEA Says Vs. Documented Facts

Yosi Sergeant
Director
Office of Communications
National Endowment for the Arts
1100 Pennsylvania Avenue NW, Room 614
Washington DC 20506
202-682-5570 office
[REDACTED] cell (b)(6)
yosi@arts.gov

From: [REDACTED] [mailto:[REDACTED]] (b)(6)
Sent: Monday, August 31, 2009 7:38 PM
To: Yosi Sergeant
Subject: Two Questions/What the NEA Says Vs. Documented Facts

Mr. Sergeant,

As an American taxpayer and an artist, I would appreciate a response to these two questions posed by [REDACTED] in the article linked below, published today at Big Hollywood.] (b)(6)

- 1. Did the NEA have anything to do with initiating the conference call?*
- 2. Did the NEA encourage artists to create art on health care, energy and the environment?*


<http://bighollywood.breitbart.com/pcourrielche/2009/08/31/contradictions-are-revealing-politicizing-the-nea/print/>

Thank you,

[REDACTED] (b)(6)
Burbank, CA.

Monica Ashar

From: Sally Gifford
Sent: Tuesday, September 01, 2009 10:39 AM
To: Yosi Sergant
Cc: Victoria Hutter; Elizabeth Stark
Subject: not good - WSJ

 (b)(6)
<http://online.wsj.com/article/SB10001424052970203706604574378753571636982.html>

Notable and Quotable

9/1/09

From "The National Endowment for the Art of Persuasion?" by Patrick Courrielche, posted on BigHollywood.Breitbart.com on Aug. 25:

On Thursday August 6th, I was invited by the National Endowment for the Arts to attend a conference call scheduled for Monday August 10th hosted by the NEA, the White House Office of Public Engagement, and United We Serve. The call would include "a group of artists, producers, promoters, organizers, influencers, marketers, taste-makers, leaders or just plain cool people to join together and work together to promote a more civically engaged America and celebrate how the arts can be used for a positive change!"

I learned after the conference call that there were approximately 75 people participating, including many well respected street-artists, filmmakers, art galleries, music venues, musicians and music producers, writers, poets, actors, independent media outlets, marketers, and various other professionals from the creative community. . . .

Backed by the full weight of President Barack Obama's call to service and the institutional weight of the NEA, the conference call was billed as an opportunity for those in the art community to inspire service in four key categories, and at the top of the list were "health care" and "energy and environment." . . .

It sounded, how should I phrase it . . . unusual, that the NEA would invite the art community to a meeting to discuss issues currently under vehement national debate. I decided to call in, and what I heard concerned me. . . .

Throughout the conversation my inner dialogue was firing away questions so fast that the NRA would've been envious. Is this truly the role of the NEA? Is building a message distribution network, for matters other than increasing access to the arts and arts education, the role of the National Endowment for the Arts? Is providing the art community issues to address, especially those that are currently being vehemently debated nationally, a legitimate role for the NEA? I found it highly unlikely that this was in their original charter, so I checked.

The NEA published a book entitled "National Endowment for the Arts: A History 1965-2008" early this year. Combing through the 40+ year history of the NEA, I could not find a single instance of the agency creating or supporting a national initiative that encouraged the art community to address current issues under contentious debate.

The NEA was created by the Congress of the United States and President Lyndon B. Johnson in 1965 as "a public agency dedicated to supporting excellence in the arts, both new and established; bringing the arts to all Americans; and providing leadership in arts education." The issue of health care is curiously absent from this description on their website. . . .

I leave you with a few statements made by the NEA to the art community participants on the conference call. "This is just the beginning. This is the first telephone call of a brand new conversation. We are just now learning how to really bring this community together to speak with the government. What that looks like legally? . . . bear with us as we learn the language so that we can speak to each other safely . . ."

Is the hair on your arms standing up yet?

Printed in The Wall Street Journal, page D5

Sally Gifford | Communications Specialist | National Endowment for the Arts
1100 Pennsylvania Avenue, NW | Room 614 | Washington, DC 20506
202-682-5606 | giffords@arts.gov

Monica Ashar

From: Sally Gifford
Sent: Tuesday, September 01, 2009 10:47 AM
To: Elizabeth Stark
Cc: Yosi Sergant
Subject: FW: Please tell me this isn't true...(sigh)

For today's response.

Sally Gifford | Communications Specialist | National Endowment for the Arts 1100 Pennsylvania Avenue, NW | Room 614 | Washington, DC 20506
202-682-5606 | giffords@arts.gov

-----Original Message-----

From: [REDACTED] [mailto:[REDACTED]] (b)(6)
Sent: Tuesday, September 01, 2009 2:56 AM
Subject: Please tell me this isn't true...(sigh)

I've defended the NEA against knuckleheads that felt it was a waste of money. But this is VERY troubling. I am an artist and was on the fence concerning the health-care debate (and this administration). I feel very strongly about the pureness of the creative, but I will not sit by any longer. If this is indeed true (which from what I see here it is), I am on the fence no longer. If your aim was to spur people into action, it has worked. But I will start working against the larger picture and if that mean shelving the current debate because of this administration's actions then so be it.

is this story, or is this not true?

<http://bighollywood.breitbart.com/pcourrielche/2009/08/31/contradictions-are-revealing-politicizing-the-nea/>

yes I just put this together. I did NOT feel this way before today

Monica Ashar

From: [REDACTED] (b)(6)
Sent: Tuesday, September 01, 2009 12:01 PM
To: Yosi Sergant
Subject: [REDACTED] article (b)(6)

Hello,

I just finished reading an illuminating online article by [REDACTED] (b)(6) about your organization inviting top artists to develop artwork that focuses on "core areas of the recovery agenda - health care, energy and environment, safety and security, education, community renewal."

The article goes on to lay out clear evidence that you are asking artists to create propaganda art in support of President Obama's policies.

So, it's time to come clean and answer the following questions:

Did the NEA have anything to do with initiating the conference call? Did the NEA encourage artists to create art on health care, energy and the environment?

If so, and you are funded by tax-payer dollars, then maybe that funding should be pulled so you can become a private entity and promote your liberal causes freely.

Regards,

[REDACTED] (b)(6)

Hotmail® is up to 70% faster. Now good news travels really fast. [Try it now.](#)

Monica Ashar

From: Google Alerts [googlealerts-noreply@google.com]
Sent: Tuesday, September 01, 2009 12:20 PM
To: Yosi Sergeant
Subject: Google Alert - yosi sergeant

Google Blogs Alert for: **yosi sergeant**

The Wicked Stage: Up Is Down...

By Rob Weinert-Kendt

10 by **Yosi Sergeant**, the NEA's communications director, to talk about involving artists in the United We Serve program, a volunteer initiative of the White House that seems pretty unimpeachably decent and civic-spirited, and whose agenda ...

The Wicked Stage - <http://thewickedstage.blogspot.com/>

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Monica Ashar

From: Jackie Harmon
Sent: Tuesday, September 01, 2009 12:57 PM
To: Yosi Sergeant
Subject: FW: NEA political involvement with current administration propaganda machine!

From: [REDACTED] [mailto:[REDACTED]] (b)(6)
Sent: Tuesday, September 01, 2009 12:07 PM
To: Yosi Sergeant; Paulette Beete; Sally Gifford; Jackie Harmon; Victoria Hutter; Adam Kampe; NEA Chairman; Joanna Gang; Eleanor Steele; Katie Marie Zouhary
Subject: NEA political involvement with current administration propaganda machine!

Attn NEA:

What are you thinking? Joseph Goebbels comes to my mind!

On August 25th, an article discussing a conference call hosted by the National Endowment for the Arts (NEA), the White House Office of Public Engagement, and United We Serve that invited a group of art community luminaries "to help lay a new foundation for growth, focusing on core areas of the recovery agenda - health care, energy and environment, safety and security, education, community renewal."

Did the NEA have anything to do with initiating the conference call?

Did the NEA encourage artists to create art on health care, energy and the environment?

The NEA is not a political organization and if continues to promote these propaganda efforts it needs to be shut down permanently!

[REDACTED]
[REDACTED]
[REDACTED] (b)(6)

Monica Ashar

From: Yosi Sergeant
Sent: Tuesday, September 01, 2009 1:29 PM
To: Elizabeth Stark
Subject: Fw: United We Stand?

----- Original Message -----

From: [REDACTED] <[REDACTED]> (b)(6)
To: Yosi Sergeant
Sent: Tue Sep 01 13:26:48 2009
Subject: United We Stand? (b)(6)

Mr. Sergeant, I have come across a disturbing article from [REDACTED] that states the NEA initiated a conference call for Universal Health care and other politicized subjects currently in national debate. I have to ask the two questions he suggests as they would logically solve the issue. I'm sure you can explain to me why a federal agency concerned with art is interjecting its self into the political debate for which is was never intended to do so. This doubly important since your name is attached to all the data he speaks of.

1. Did the NEA have anything to do with initiating the conference call?
2. Did the NEA encourage artists to create art on health care, energy and the environment?

Thank you in advance for answering these questions.

[REDACTED]. Taxpayer (your boss).
(b)(6)

Monica Ashar

From: Victoria Hutter
Sent: Tuesday, September 01, 2009 1:54 PM
To: Joanna Gang; Yosi Sergant; Katie Marie Zouhary
Subject: RE: Sent by [REDACTED] (b)(6)

(b)(5)

[REDACTED]

Let me know.

Thanks,
Victoria

-----Original Message-----

From: [REDACTED] [mailto:[REDACTED]] (b)(6)
Sent: Tuesday, September 01, 2009 1:33 PM
To: Joanna Gang; Victoria Hutter
Subject: Sent by [REDACTED] (b)(6)

(b)(6) Dear Joanna Gang and Victoria Hutter:

I am a [REDACTED] based writer working on a piece about arts funding for the Weekly Standard, and [REDACTED] suggested I talk with Mr. Landesman about some questions that I have. Might he be available for a phone interview in the next couple of days?

Many thanks,

[REDACTED] (b)(6)

--
[REDACTED] (b)(6)

Preferred mailing address (home):

[REDACTED]

Tel: [REDACTED]

Fax: [REDACTED]

Mobile: [REDACTED]

Email: [REDACTED]

Email: [REDACTED] (b)(6)

Campus Address:

[REDACTED]

Campus Tel: [REDACTED]

"It is, I think, an indisputable fact that Americans are, as Americans, the most self-conscious people in the world, and the most addicted to the belief that the other nations are in a conspiracy to under-value them."

- Henry James

Monica Ashar

From: Victoria Hutter
Sent: Tuesday, September 01, 2009 1:56 PM
To: Elizabeth Stark; Yosi Sergant
Subject: FW: NEA political involvement with current administration propaganda machine!

From: [REDACTED] [mailto:[REDACTED]] (b)(6)
Sent: Tuesday, September 01, 2009 12:07 PM
To: Yosi Sergant; Paulette Beete; Sally Gifford; Jackie Harmon; Victoria Hutter; Adam Kampe; NEA Chairman; Joanna Gang; Eleanor Steele; Katie Marie Zouhary
Subject: NEA political involvement with current administration propaganda machine!

Attn NEA:

What are you thinking? Joseph Goebbels comes to my mind!

On August 25th, an article discussing a conference call hosted by the National Endowment for the Arts (NEA), the White House Office of Public Engagement, and United We Serve that invited a group of art community luminaries "to help lay a new foundation for growth, focusing on core areas of the recovery agenda - health care, energy and environment, safety and security, education, community renewal."

Did the NEA have anything to do with initiating the conference call?

Did the NEA encourage artists to create art on health care, energy and the environment?

The NEA is not a political organization and if continues to promote these propaganda efforts it needs to be shut down permanently!

[REDACTED] (b)(6)

Monica Ashar

From: Katie Marie Zouhary
Sent: Tuesday, September 01, 2009 2:37 PM
To: Yosi Sergant
Cc: Joanna Gang
Subject: FW: 54 Emails
Attachments: Political Concern Emails 8.31.09.docx

Hi Yosi,

Joanna has been holding emails (she and I have been receiving personal ones as well)—she will send them out en masse with number counts at the end of the day.

Thanks,
KM

CALLS: 3 received by JMG as of 9/1/09, 10:30am

FROM: [REDACTED], Boston, MA (b)(6)
CONTACT: Call forwarded to Liz Stark, Communications
RECEIVED: Tues 9/1/09 @ 10:30am

FROM: [REDACTED], Cottage Grove, MN (b)(6)
CONTACT: [REDACTED]
RECEIVED: Fri 8/28/2009

FROM: Tax Payer
CONTACT: Call forwarded to Liz Stark, Communications
RECEIVED: Mon 8/31/09 @ 4pm

EMAILS: 54 received by JMG between 8/26-9/1/09, 2:32pm

FROM: [REDACTED] (b)(6)
EMAIL: [REDACTED]
RECEIVED: Tue 9/1/2009 2:27PM

To Whom it May Concern:

As an artist, I demand a truthful and public answer to the following questions. Please be acutely aware that your nor response will only provide further skepticism in your competency and integrity.

Did the NEA have anything to do with initiating the conference call with United We Serve, the White House, and Rock the Vote?

Did the NEA encourage artists to create art on health care, energy and the environment?

Would the NEA like to elaborate on this quote from the conference call:

"This is just the beginning. This is the first telephone call of a *brand new* conversation. We are just now learning how really bring this community together to speak *with* the government. What that looks like legally?...bare with us as we learn the language so that we can speak to each other safely..."

Sincerely,

[REDACTED] (b)(6)

FROM: [REDACTED]
EMAIL: [REDACTED]
RECEIVED: Tue 9/1/2009 2:15 PM

] (b)(6)

What is wrong with you people? You think America is some kind of game? A sandbox?

When you get control of the sandbox you throw sand at anyone and everyone you don't like or doesn't agree with you? Infantile and dishonest....really poor qualities for people in power.

But then again with leaders like Rahm Emanuel 'infantile and dishonest' is an improvement. So should I be thanking you?

Greetings from Hawai'i.

FROM: [REDACTED]
EMAIL: [REDACTED]
RECEIVED: Tue 9/1/2009 2:15 PM

] (b)(6)

Socialism is a private choice

Did the NEA have anything to do with initiating the conference call? If so, what is the name of the person in charge?

Did the NEA encourage artists to create art on health care, energy and the environment? Why is this being done against the charter of this organization?

Shall I stop my support it will be for these questions remaining unanswered.

FROM: [REDACTED]
EMAIL: [REDACTED]
RECEIVED: Tue 9/1/2009 2:08 PM

] (b)(6)

Did the NEA have anything to do with initiating the conference call?

Did the NEA encourage artists to create art on health care, energy and the environment?

FROM: [REDACTED]
EMAIL: [REDACTED]
RECEIVED: Tue 9/1/2009 1:58 PM

] (b)(6)

Dear Mr. Landesman,

I have read an article detailing the NEA's participation in a conference call to develop art in support of the White House's direction.

Did the NEA have anything to do with initiating the conference call?

Did the NEA encourage artists to create art on health care and energy?

Please respond to these questions. I have many acquaintances who support the NEA and are very interested in what you have done with regard to inserting yourselves into political policies.

[REDACTED] (b)(6)

FROM: [REDACTED]
EMAIL: [REDACTED]
RECEIVED: Tue 9/1/2009 1:38 PM

] (b)(6)

Chairman, you are funded by me the taxpayer to encourage art. Why are you using my money to produce propaganda to support government positions? How many positions of the previous administration did you encourage propaganda with my money? You and your attitude are precisely why communism and socialism fail. I hope you serve jail time for your illegalities.

FROM: [REDACTED]
EMAIL: [REDACTED]
RECEIVED: Tue 9/1/2009 1:36 PM

] (b)(6)

Dear. Mr. Landesman:

In the past, although I have been disappointed in the NEA, I have *not* thought that taxpayer dollars should *stop* funding the organization. Although private funds create a wonderful safety net for arts and the artists in this country, I continued to politically support funding for the NEA even though I often disapproved with the way the tax dollars were spent. I will say this, if my tax dollars are being used to support a solicitation for art to support a political agenda, then I am ready to work against you at every turn. I did not expect you to encourage art to support George Bush, and I certainly don't want your organization to work to boost a program which I am certain will decrease the quality and availability of health care. Here are a few of the primary shortcomings of the plans proposed to be voted upon so far:

1. If 45 million more will be covered, where will the additional doctors come from – none of these bills address the shortage of physicians
2. The premiums for private health insurance will no doubt increase to satisfy government mandates; hence, most small businesses will no longer pay for private health insurance, and their employees will be forced onto a plan which no one in the House or Senate or the Administration believes is good enough to sign up for

3. You cannot cover 45 million more people without bankrupting an already financially shaky system
4. Frivolous law suits will continue to drive up the cost of health care, but proposed legislation does nothing to curb those lawsuits
5. Right now a doctor is reimbursed less by Medicare for visiting with a patient than a beginning attorney earns doing clerical work for a suit against a doctor

Now, I'm certain that you are aware of these difficulties in the "Obama plan", so why would you even think of involving the NEA on only one side of this political issue. Last time those kinds of decisions were made, totalitarian governments made some pretty big mistakes.

If you're going to go into the business of propaganda, I'll be working against your funding every opportunity I get. Copies of this email will be sent to my senators, and my representative.

Cordially,

[REDACTED] (b)(6)

FROM: [REDACTED] (b)(6)
EMAIL: [REDACTED]
RECEIVED: Tue 9/1/2009 1:33 PM

Sir:

Please repond to my question as to **why the NEA was insigating a conference call with arts encouraging them to create for the Health care takeover by the government**. Really, sir, that smells fishy. Looks like you are using tax-payer (my) money to push the administration's healthcare.

Right now is time for the DEBATE, not suffication of those who question this insane hijacking of the health care industry.

Have you been watching the doctors in Virginia hospital on C-Span? They are letting us in on the disaster for doctors and hospital AND PATIENTS if this takeover happens.

Sir, you need to stick to helping people create NOT TELLING them WHAT to create.

Sir, I am appalled with your audacity and it is NOT the audacity of HOPE!!!!

[REDACTED] (b)(6)
North Carolina

FROM: [REDACTED] (b)(6)
EMAIL: [REDACTED]
RECEIVED: Tue 9/1/2009 1:24 PM (b)(6)

I read an article by [REDACTED] regarding a recent conference call hosted by the National Endowment for the Arts (NEA), the White House Office of Public Engagement, and

United We Serve. I believe he made some valid points, and invited his readers to ask the following questions of the NEA. Please advise.

Did the NEA have anything to do with initiating the conference call?

Did the NEA encourage artists to create art on health care, energy and the environment?

[REDACTED] (b)(6)
[REDACTED]

Hartzog Conger Cason & Neville

1600 Bank of Oklahoma Plaza

201 Robert S. Kerr Avenue

Oklahoma City, OK 73102

[REDACTED] (b)(6)
[REDACTED] facsimile
[REDACTED]

www.hartzoglawn.com

FROM: [REDACTED] (b)(6)
EMAIL: [REDACTED]
RECEIVED: Tue 9/1/2009 1:24 PM

Mr. Landesman, I have come across a disturbing article from [REDACTED] (b)(6) that states the NEA initiated a conference call for Universal Health care and other politicized subjects currently in national debate. I have to ask the two questions he suggests as they would logically solve the issue. I'm sure you can explain to me why a federal agency concerned with art is interjecting its self into the political debate for which it was never intended to do so.

1. Did the NEA have anything to do with initiating the conference call?
2. Did the NEA encourage artists to create art on health care, energy and the environment?

Thank you in advance for answering these questions.

[REDACTED] (b)(6): Taxpayer (your boss).

FROM: [REDACTED] (b)(6)
EMAIL: [REDACTED]
RECEIVED: Tue 9/1/2009 1:07 PM

I am troubled at the politicizing of the NEA by hosting or supporting the conference call to support the health care overhaul.

May I remind you that funding for your organization comes from the resources of all Americans through our tax dollars. You are not at liberty to use those funds as you see fit and not be held accountable. Your organization to

many American, should not receive any public funds based on your record of use of those funds. I fear you are again stepping over the line. I will be contacting my congressman and telling him not to further fund the NEA.

FROM: [REDACTED]
EMAIL: [REDACTED]
RECEIVED: Tue 9/1/2009 1:03 PM

](b)(6)

Have you hand picked artists to push a political agenda. I would like that question answered with publicly. I don't want my tax dollars used in this way. I want my art used for true art not a hand picked political agenda.

FROM: [REDACTED]
EMAIL: [REDACTED]
RECEIVED: Tue 9/1/2009 12:52 PM

](b)(6)

Dear Rocco Landesman,

(b)(6)

I have been reading [REDACTED] articles on NEA's participation in a conference call that encouraged the participation of the invited participants to produce art "pro" positions held by the administration in order to sway the opinion of the public on these issues. He suggested that his readers ask you two questions. I am copying them here and would truly like an answer to them. Thank you before hand for responding!

The questions are the following:

Did the NEA have anything to do with initiating the conference call?

Did the NEA encourage artists to create art on health care, energy and the environment?

Thank you again for responding.

[REDACTED] (b)(6)

FROM: [REDACTED]
EMAIL: [REDACTED]
RECEIVED: Tue 9/1/2009 12:52 PM

](b)(6)

Dear Mr. Landesman,

(b)(6)

After reading [REDACTED] "What the NEA Says Vs. Documented Facts", I am very concerned.

Why is the NEA participating in and/or sponsoring a political event with the White House on Health Care, Energy and the Environment?

I thought the NEA was a non-partisan group, interested in promoting Art? I am an avid collector and fan of Art and support an organization with your charter. But I totally disagree with giving you, or any non-profit group, tax dollars from my hard earned salary to support a political ideology (liberal or conservative).

Can you explain your participation in this event? And clarify the points in [REDACTED] (b)(6) article about your involvement?

Regards,
[REDACTED] (b)(6)
Denver, Colorado

FROM: [REDACTED]
EMAIL: [REDACTED] (b)(6)
RECEIVED: Tue 9/1/2009 12:35 PM

I would like to ask if the NEA called for the conference call with the White house talking about creating art to promote the Obamacare agenda?

Did the NEA after this call encourage artists to create art on healthcare, energy, and the environment. If you did then you just cut the legitimacy of the organization and became the Obama propaganda agency.

[REDACTED] (b)(6)
[REDACTED]
NREC, Mt. Vernon

FROM: [REDACTED]
EMAIL: [REDACTED] (b)(6)
RECEIVED: Tue 9/1/2009 12:17 PM

Dear Mr. Landesman,

Having read a concerning article by a one [REDACTED] (b)(6), I would ask you clarify the National Endowment of the Arts' role in promoting President Obama's universal health care "reform" agenda?

Does the NEA actively foster artists by using it's resources to promote this hotly debated and politically driven issue? And furthermore, are the decisions of the NEA in anyway influenced or driven by the Obama administration? Based on the Charter (Sec.953(c)) under which the NEA was established, this would seem to be a contradiction and would prove to be highly disappointing if the NEA shifted gears into a political machine. I would agree with [REDACTED] (b)(6) in that art is a powerful medium and has been at the base of many important historical movements.

Every instance in history when art is influenced, censored or driven by an outside source other than the artist's own vision, it is a violation of free expression. In your particular position, you may not directly censor, but with your organizations significant financial influence on the artistic community, you can drive which artists obtain your assistance. Please do so with the utmost objectivity, keeping art above political favor games and power. I am neither a Republican nor a Democrat, but a citizen who loves art and sees the power of art as transcendent of politics and party lines. Whether you personally agree with Mr. Obama's plan for health care, if one side of the argument is being promoted by the NEA, then the opposing side should receive equal endorsement by the NEA.

I look forward to your response.

Respectfully,

[REDACTED] (b)(6)
Concerned Citizen - Registered Independent

FROM: [REDACTED] (b)(6)
EMAIL: [REDACTED]
RECEIVED: Tue 9/1/2009 12:01 PM

Hello, (b)(6)
I just finished reading an illuminating online article by [REDACTED] about your organization inviting top artists to develop artwork that focuses on "core areas of the recovery agenda - health care, energy and environment, safety and security, education, community renewal."
The article goes on to lay out clear evidence that you are asking artists to create propaganda art in support of President Obama's policies.

So, it's time to come clean and answer the following questions:

Did the NEA have anything to do with initiating the conference call? Did the NEA encourage artists to create art on health care, energy and the environment?

If so, and you are funded by tax-payer dollars, then maybe that funding should be pulled so you can become a private entity and promote your liberal causes freely.

Regards,
[REDACTED] (b)(6)

FROM: [REDACTED] (b)(6)
EMAIL: [REDACTED]
RECEIVED: Tue 9/1/2009 12:00 PM

Dear Chairman,

I am writing today to ask you to make a public statement regarding the following:

Did the NEA initiate a conference call to discuss ways to encourage artists to create art on health care, energy and the environment?

Why is the NEA soliciting any political content from artists? Why is the NEA involved in any way in using art to further any sort of agenda? Has NEA become the National Endowment for Advertising?

Please do not add my email to any of your mailing lists.

Regards,

[REDACTED] (b)(6)

FROM: [REDACTED] (b)(6)
EMAIL: [REDACTED]
RECEIVED: Tue 9/1/2009 11:54 AM

Dear Mr. Chairman,

A matter of concern has arisen regarding the alleged misuse of federal money by the NEA to support a specific political position with regards the current nationwide debate on health care reform.

A gentleman by the name of [REDACTED] (b)(6) has presented information regarding an NEA initiated conference call that conflicts with the NEA's charter.

[REDACTED] (b)(6) makes his accusations here:
(<http://bighollywood.breitbart.com/pcourrielche/2009/08/31/contradictions-are-revealing-politicizing-the-nea/>)

The support for evidence that [REDACTED] (b)(6) has provided is damaging to the current view of the NEA as a trustworthy non-partisan government entity. I am hoping that you can put my fears to rest with regards these accusations. I have two specific questions.

1. Did the NEA have anything to do with initiating the conference call as alleged by [REDACTED] (b)(6)?
2. Did the NEA encourage artists to create art on health care, energy and the environment as alleged?

Sincerest thanks,

[REDACTED]
E-mail: [REDACTED] (b)(6)

FROM: [REDACTED]
EMAIL: [REDACTED] (b)(6)
RECEIVED: Tue 9/1/2009 11:31 AM

Is it the policy of the NEA to fund materials for one political party? It has come to my attention that that is the case, and if so, I feel that those funds must be identified as political contributions. Never mind that it is illegal.

Did the NEA have anything to do with initiating the conference call with the art community and the NEA and "Rock the Vote, et al? If not, why do I have a copy of an e-mail that seems to show that?

Did the NEA encourage artists to create art on health care, energy and the environment? And if so, will you also fund "art" that presents a contrary view?

Please respond to my e-mail as you appear to work for me.

Thanks,

[REDACTED] (b)(6)

FROM: [REDACTED]
EMAIL: [REDACTED] (b)(6)
RECEIVED: Tue 9/1/2009 11:25 AM

Dear Mr. Landesman –

Is it true that the National Endowment for the Arts is encouraging artists to create art in favor of the current health proposals, and for the current cap and trade legislation?

If so, it is a sad day when the NEA becomes political.

When the other political party comes to power in the future, which it will at some point, will you energize your constituents to favor their agenda as well?

Respectfully,

[REDACTED] (b)(6)
The Viking Group of Companies (TVGOC)
80 East Montauk Highway
Lindenhurst, New York 11757

Telephone: [REDACTED]
Toll Free: [REDACTED]
Facsimile: [REDACTED]] (b)(6)

FROM: [REDACTED]
EMAIL: [REDACTED]
RECEIVED: Tue 9/1/2009 11:15 AM] (b)(6)

Sir:

I was disturbed to read of the conference call mentioned in [REDACTED]'s recent column. It is not the role of the National Endowment for the Arts to use the arts to address specific issues, especially those of "health care" and "energy and environment". So, like [REDACTED], I have two questions for you:] (b)(6)

Did the NEA have anything to do with initiating the conference call?
Did the NEA encourage artists to create art on health care, energy and the environment?

Regards,
[REDACTED] (b)(6)

FROM: [REDACTED]
EMAIL: [REDACTED]
RECEIVED: Tue 9/1/2009 11:00 AM] (b)(6)

Mr. Landesman,

I read an article where the National Endowment for the Arts apparently initiated a conference call whose participants were encouraged to use the arts to address specific issues, especially those of "health care" and "energy and environment".

I have two questions concerning the call:

- 1) Did the NEA have anything to do with initiating the conference call?
- 2) Did the NEA encourage artists to create art on health care, energy and the environment?

A concerned taxpayer,

[REDACTED] (b)(6)

FROM: [REDACTED]
EMAIL: [REDACTED]
RECEIVED: Tue 9/1/2009 10:30 AM](b)(6)

Did the NEA have anything to do with initiating the conference call?

Did the NEA encourage artists to create art on health care, energy and the environment?

[REDACTED]
[REDACTED]](b)(6)

FROM: [REDACTED]
EMAIL: [REDACTED]
RECEIVED: Tue 9/1/2009 1:35 PM](b)(6)

Madam:

Your job in the NEA is to help get artists the finances to create but NOT to tell them WHAT to create.

Please quit using tax-payer (my) money to push this Obamacare disaster.

[REDACTED]
[REDACTED]](b)(6)

FROM: [REDACTED]
EMAIL: [REDACTED]
RECEIVED: Tue 9/1/2009 12:07 PM](b)(6)

Attn NEA:

What are you thinking? Joseph Goebbels comes to my mind!

On August 25th, an article discussing a conference call hosted by the National Endowment for the Arts (NEA), the White House Office of Public Engagement, and United We Serve that invited a group of art community luminaries "to help lay a new foundation for growth, focusing on core areas of the recovery agenda - health care, energy and environment, safety and security, education, community renewal."

Did the NEA have anything to do with initiating the conference call?

Did the NEA encourage artists to create art on health care, energy and the environment?

The NEA is not a political organization and if continues to promote these propaganda efforts it needs to be shut down permanently!

[REDACTED]
Smyrna, DE [REDACTED]

(b)(6)

FROM: [REDACTED]
EMAIL: [REDACTED]
RECEIVED: Tue 9/1/2009 12:02 PM

(b)(6)

(b)(6) I think that the American public should know about your interests so mentioned in the statements by [REDACTED] and enlisting artists to push the Obama's domestic agenda. As a tax payer, I think we should know about your agenda and whether these claims are true.

Did the NEA have anything to do with initiating the conference call?
Did the NEA encourage artists to create art on health care, energy and the environment?

Thank you.

[REDACTED] (b)(6)

FROM: [REDACTED]
EMAIL: [REDACTED]
RECEIVED: Tue 9/1/2009 10:59 AM

(b)(6)

Emailed text of updated Big Hollywood blog post in body of email.

FROM: [REDACTED]
EMAIL: [REDACTED]
RECEIVED: Tue 9/1/2009 9:52 AM

(b)(6)

(b)(6)
Having read both articles by [REDACTED], I am concerned and disturbed that a department of our government, that should be non partisan, and represent all of America, should stoop to this.

Did the NEA have anything to do with initiating the conference call?

Did the NEA encourage artists to create art on health care, energy and the environment?

From his second article, the facts speak for themselves. My efforts will now be to remove your funding. My money is not to be used against me with propaganda.

[REDACTED] (b)(6)

FROM: [REDACTED]
EMAIL: [REDACTED]

(b)(6)

RECEIVED: Tue 9/1/2009 3:09 AM

Dear Chairman,

As a taxpayer, reports that the NEA initiated a conference call to rally support for an administration's health care initiative are disturbing and I was wondering if you would be so kind as to answer a couple of questions:

- 1) Did you initiate the call as has been reported?
- 2) Did you ask those on the call to create work on behalf of administration efforts to pass legislation?

Respectfully,

[REDACTED] (b)(6)
Danville, California USA

FROM: [REDACTED]
EMAIL: [REDACTED]
RECEIVED: Tue 9/1/2009 1:00 AM

Mr. Landesman,

As a taxpaying American citizen, I was appalled to learn of the recent actions on the part of the NEA to call for the creation of propagandist art. It is outrageous that you would have the audacity to think that your position permits you to use my tax contributions to basically force the creation "art" that supports one side of current controversial issues being debated in our nation. When you can't even trust the National Endowment for the Arts to remain unfazed by political winds maybe it is time that we no longer fund such a program. How can the American people trust that the NEA is truly interested in increasing the public's access to the arts in its totality and not just the part that matches the political statement that you or your puppet masters want to have promoted? I lend my voice to the many others that want answers to the following questions:

Did the NEA have anything to do with initiating the conference call Monday August 10th hosted by the NEA, the White House Office of Public Engagement, and United We Serve?

Did the NEA encourage artists to create art on health care, energy and the environment?

Thank you,

[REDACTED] (b)(6)

FROM: [REDACTED]
EMAIL: [REDACTED]
RECEIVED: Tue 9/1/2009 12:37 AM

Chairman Landesman,

It is obvious that the NEA is sponsoring art contests to promote the Administration's Health Care agenda. Since it would be a violation of your charter to politicize your efforts, I respectfully request equal opportunity for individuals opposed to the Administration's Health Care agenda to express their thoughts through a similar competition/effort. To not do so, demonstrates a frightening and most likely illegal bias.

Thank you for your consideration,

[REDACTED] (b)(6)

FROM: [REDACTED]
EMAIL: [REDACTED]
RECEIVED: Mon 8/31/2009 11:32 PM

Sir, is the NEA a taxpayer funded entity? If so, all taxpayers should be represented not just those that agree with the Obama Administration. Please do not us my tax dollars to promote the agenda of one side in a debate that is currently being debated by all sides!

Regarding the recent call-to-artist: Did the NEA have anything to do with initiating the conference call? Did the NEA encourage artists to create art on health care, energy and the environment? Your answers to these comments and questions is greatly appreciated.

[REDACTED] (b)(6)

FROM: [REDACTED]
EMAIL: [REDACTED]
RECEIVED: Mon 8/31/2009 11:29 PM

Dear Mr. Rocco Landesman,

I read in an article that *"a conference call hosted by the National Endowment for the Arts (NEA), the White House Office of Public Engagement, and United We Serve that invited a group of art community luminaries "to help lay a new foundation for growth, focusing on core areas of the recovery agenda - health care, energy and environment, safety and security, education, community renewal."*

Did the NEA have anything to do with initiating the conference call?

Did the NEA encourage artists to create art on health care, energy and the environment?

Thank you for your time and I look forward to you reply.

regards,

[REDACTED] (b)(6)

FROM: [REDACTED] (b)(6)
EMAIL: [REDACTED]
RECEIVED: Mon 8/31/2009 11:03 PM

Dear Mr. Chairman,

I recently saw that the NEA initiated a conference call with various artists to brainstorm on how to promote the current administration's healthcare agenda. This seems to be outside the remit of the NEA, which according to the website, exists to promote excellence, support and education in the area of the arts.

If the NEA has now become a tool for this administration to advance a political agenda, funding to the program should be cut. Perhaps the DNC could take over the financials.

Sincerely,
[REDACTED] (b)(6)

FROM: [REDACTED] (b)(6)
EMAIL: [REDACTED]
RECEIVED: Mon 8/31/2009 10:56 PM

Dear Mr. Landesman.

I am terribly disappointed that a wonderful organization such as the NEA has become just another political arm of the current White House administration. Hopefully they will continue to support your efforts because you will never see another dollar from me. You and your group should be ashamed of yourselves.

Sincerely,
[REDACTED] (b)(6)

FROM: [REDACTED] (b)(6)
EMAIL: [REDACTED]
RECEIVED: Mon 8/31/2009 10:42 PM

I am very disturbed that my tax dollars and donations are being used to fund political activism. Is this true? Did your organization recruit artists to push a political agenda?

SHAME on you!

Whatever happened to the day when arts were meant to reveal truth? Now it seems you are all just government tools.

[REDACTED] (b)(6)

FROM: [REDACTED]] (b)(6)
EMAIL: [REDACTED]
RECEIVED: Mon 8/31/2009 9:36 PM

I just read an article written by an artist who was invited to attend a conference of other artists hosted by the NEA. These are our tax dollars that go to the NEA. They should not be promoting President Obama's agenda or anyone else's agenda. This is very concerning to me. What happens if there is a change of White House occupant who does not believe as you do? Then he will have his propaganda machine through the NEA? This is a road you should not go down. Please take heed and be careful what you wish for. It could very well backfire on you.

FROM: [REDACTED]] (b)(6)
EMAIL: [REDACTED]
RECEIVED: Mon 8/31/2009 7:41 PM

Mr. Landesman,

(b)(6) As an American taxpayer and an artist, I would appreciate a response to these two questions posed by [REDACTED] in the article linked below, published today at Big Hollywood.

1. Did the NEA have anything to do with initiating the conference call?
2. Did the NEA encourage artists to create art on health care, energy and the environment?

<http://bighollywood.breitbart.com/pcourrielche/2009/08/31/contradictions-are-revealing-politicizing-the-nea/print/>

Thank you,

[REDACTED] (b)(6)
Burbank, CA.

FROM: [REDACTED]] (b)(6)
EMAIL: [REDACTED]
RECEIVED: Mon 8/31/2009 7:28 PM

I read an article recently, explaining a conference call set up through the NEA, a taxpayer funded group. From my understanding the NEA has suggested using their group to support such controversial items as cap & trade and national healthcare. Could you please take time to respond? I am a taxpayer who finds this funding very offensive, especially if I do not support these measures.

FROM: [REDACTED]
EMAIL: [REDACTED]
RECEIVED: Tue 9/1/2009 8:03 AM

](b)(6)

Sir,

As a passionate champion of the NEA, I am unnerved at the possibility that this fine organization is becoming a tool of the Whitehouse. Art has always been an irreplaceable avenue for us to express ourselves. By attempting to guide that creative flow with a prescribed agenda, the NEA is destroying the unfettered creativity it professes to support.

I urge you to immediately and officially address the accusation that the NEA has encouraged artists to create art on health care, energy and the environment?

[REDACTED]
Artist

(b)(6)

FROM: [REDACTED]
EMAIL: [REDACTED]
RECEIVED: Tue 9/1/2009 2:56 AM

](b)(6)

I've defended the NEA against knuckleheads that felt it was a waste of money. But this is VERY troubling. I am an artist and was on the fence concerning the health-care debate (and this administration). I feel very strongly about the pureness of the creative, but I will not sit by any longer. If this is indeed true (which from what I see here it is), I am on the fence no longer. If your aim was to spur people into action, it has worked. But I will start working against the larger picture and if that mean shelving the current debate because of this administration's actions then so be it.

is this story, or is this not true?

<http://bighollywood.breitbart.com/pcourrielche/2009/08/31/contradictions-are-revealing-politicizing-the-nea/>



ARTIST WORK FOR GERMANY 1938

THE MORE
THINGS
CHANGE..
...THE MORE
THEY STAY
THE SAME.



ARTIST WORK FOR USA 2009

KEEP YOUR
POLITICS
OUT OF OUR ART

yes I just put this together. I did NOT feel this way before today

FROM: [REDACTED]
EMAIL: [REDACTED]
RECEIVED: Mon 8/31/2009 9:29 PM

](b)(6)

PLEASE TELL ME THAT THE NEA IS NOT A PROPAGANDA ARM TO MANUFACTURE CONSENT FOR THE CURRENT ADMINISTRATION!

DON'T THE ARTS HAVE TO BE FREE FROM POLITICAL REQUIREMENTS?

HOW MANY GREAT WORKS WERE KEPT DOWN BY THE SOVIETS BECAUSE OF THIS SAME REASON?

HOW MANY GREAT ARTISTS SUFFERED BECAUSE OF THE POLITICAL?

FROM: [REDACTED]
EMAIL: [REDACTED]
RECEIVED: Mon 8/31/2009 8:48 PM

](b)(6)

Dear Sir and/or Madam,

Re: August 10, 2009 Conference Call

Did the NEA have anything to do with initiating the conference call?

Did the NEA encourage artists to create art on health care, energy and the environment?

--

Best Regards,

[REDACTED] (b)(6)

FROM: [REDACTED]
EMAIL: [REDACTED]
RECEIVED: Mon 8/31/2009 5:41 PM

] (b)(6)

Do you intend to answer the charges against the NEA for the apparently willful violations of its charter and the law concerning the conference call? I will press my senators and congressmen to revoke your funding without a full confession of your organizations culpability.

FROM: [REDACTED]
EMAIL: [REDACTED]
RECEIVED: Mon 8/31/2009 4:53 PM

] (b)(6)

We have a lot in common.
We are artists.

However, I feel you are leading your flock astray by prodding them to take a certain stance on health care reform through the NEA offices.

We may disagree on that point, but I think we can both agree that gov't subsidized agencies should tread carefully in matters that are outside the bounds of their mission.

History offers up a few great examples of the pitfalls.
(we were probably too busy doodling and missed those lessons)

have an exceedingly great day.

best regards,

[REDACTED] (b)(6)

FROM: [REDACTED] (b)(6)
EMAIL: [REDACTED]
RECEIVED: Mon 8/31/2009 4:43 PM

Dear Mr. Landesman:

(b)(6)
I read an article by [REDACTED] in which he claims that the NEA is encouraging its artist members to produce works about politically sensitive subjects such as health care, energy and the environment. Is this true?

If his story is factual, you must be aware that taking political "sides" on any matter is out of the NEA's purview and is absolutely one of the most dangerous things any influential not-for-profit organization can do. It's a very small step from this type of activity to actual totalitarianism.

Kindly answer my question immediately while I reconsider any and all future support for the NEA.

Sincerely,

[REDACTED] (b)(6)
Long Grove, IL

FROM: [REDACTED] (b)(6)
EMAIL: [REDACTED]
RECEIVED: Mon 8/31/2009 3:47 PM

Dear Chairman,

I'm very curious to know if the NEA is encouraging and or funding artists to promote Obamacare, Cap & Trade, or environmental issues? If so, is this a proper use of NEA funds?

Sincerely,
[REDACTED] (b)(6)
Gilbert, Az.

FROM: [REDACTED] (b)(6)
EMAIL: [REDACTED]
RECEIVED: Mon 8/31/2009 3:38 PM

(b)(6)
I recently read an article by [REDACTED] outlining some politically motivated actions by the NEA that are clearly not appropriate. I would appreciate a clarification from your agency.

[REDACTED] (b)(6)

FROM: [REDACTED]

EMAIL: [REDACTED]

RECEIVED: Mon 8/31/2009 3:09 PM

] (b)(6)

Mr. Chairman,

I'm concerned about the recent activities of your agency regarding a meeting to encourage the art community to create works that support clearly partisan policies. The NEA is a Federally funding agency and doing that would be an illegal use of my tax dollars. I would like you to issue a statement outlining the following:

Did the NEA have anything to do with initiating a recent conference call with the art community on this topic?

Did the NEA encourage artists to create art on health care, energy and the environment?

Thank you for your prompt action.

Concerned American,

[REDACTED] (b)(6)

FROM: [REDACTED]

EMAIL: [REDACTED]

RECEIVED: Sat 8/29/2009 6:32 PM

] (b)(6)

Dear Chairman Landesman:

I write to express my amazement and disdain over the Endowment's participation in the blatant political conference call encouraging artists (and presumably many grantees) to push the administration's policies via their work.

Aside from the subtle bribery and/or threat of loss of grant money, it is a stain on the Endowment's reputation to become nothing but another political tool.

Shame, shame.

Sincerely,

[REDACTED] (b)(6)

St. Paul, MN

FROM: [REDACTED] (b)(6)
EMAIL: [REDACTED]
RECEIVED: Sat 8/29/2009 9:41 AM

Ladies and Gentleman,

I just read that the NEA issued a "call to action" for the arts community to assist the President in his attempts to change the health care, energy and environment systems of the country. A Google search describes the NEA as, "*National Endowment for the Arts*, an independent federal agency supporting artists and *arts* organizations and bringing the *arts* to all Americans." That description, and the article, DOES NOT describe the NEA as an organization that is chartered to assist in getting government changes enacted.

I would suggest that the NEA stick to the arts, and leave government to either succeed or fail on its own initiative.

[REDACTED] (b)(6)
Toney, Alabama

FROM: [REDACTED] (b)(6)
EMAIL: [REDACTED]
RECEIVED: Wed 8/26/2009 4:19 PM

I don't think it's right for the N.E.A., who is funded primarily by tax dollars, to propell the Obama agenda in the name of art. Incase you didn't notice.... there are alot of people in this country who disagree with him.

FROM: [REDACTED] (b)(6)
EMAIL: [REDACTED]
RECEIVED: Wed 8/26/2009 1:43 AM

Mobilizing the art community and its many supporters in favor one any one political party or agenda is not your job. You are a publicly funded entity funded in part and involuntarily by tax dollars from across the political spectrum. Throwing your weight behind President Obama and the Democratic agenda is not your job. Go back to doing what your job is: supporting the arts. I'm not paying you to shill for or against healthcare, the environment, or any issue. But then, you probably don't care what I think. You get my tax dollars whether I like it or not.

NEA Recruiting Artists to Promote Obama's Policies

(b)(6)
By [REDACTED]

The NEA, the nation's largest funder of the arts, is working in concert with other groups like United We Serve to recruit a wide variety of artists to promote Obama Administration policies, like ObamaCare and Cap-and-Trade, through the arts.

The National Endowment for the Arts, the nation's largest funder of the arts supported entirely by taxpayer dollars, in conjunction with many other orgs like United We Serve, is now engaged in a sweeping campaign to recruit "artists, producers, promoters, organizers, influencers, marketers, taste-makers, leaders or just plain cool people to join together and work together to promote a more civically (sic) engaged America and celebrate how the arts can be used for a positive change!"

That "positive change" is defined by NEA as follows: "To help lay a new foundation for growth, focusing on core areas of the recovery agenda - health care, energy and environment, safety and security, education, community renewal." All of these details, and many more, emerged from an August 10th conference call hosted by the NEA, the White House Office of Public Engagement and United We Serve. Another follow-up conference call, scheduled for August 27th, is being promoted by United We Serve, and will involve representatives from the Corporation for National and Community Service, the National Endowment for the Arts and Americans for the Arts.

Monica Ashar

From: Sally Gifford
Sent: Tuesday, September 01, 2009 2:59 PM
To: Yosi Sergeant
Cc: Victoria Hutter; Elizabeth Stark
Subject: tweets today

Here are a few Tweets, see yellow highlight items



insurance mav1: Art for Obama's sake - The **NEA** pushes the **White House** agenda <http://tinyurl.com/mzdpev> ([expand](#))

1 day ago from [web](#) · [Reply](#) · [View Tweet](#)



freedom lives: **NEA run by gov. Head Landesman gambling addict appointed by Obama.** White House proposed budget of \$170 million for fiscal year 2010. [#tcot](#)

3 days ago from [TweetDeck](#) · [Reply](#) · [View Tweet](#)



satansgoalie: National Endowment for the Arts is now **Propaganda** arm of White House [http://bighollywood.breitbart.com/search "NEA"](http://bighollywood.breitbart.com/search/NEA)

about 3 hours ago from [web](#) · [Reply](#) · [View Tweet](#)



bymyelf: The **NEA** is paying artists to create government **propaganda**? Gross.

about 3 hours ago from [web](#) · [Reply](#) · [View Tweet](#)



tahDeetz: **NEA BUSTED** Trolling for Pro#ObamaCare **Propaganda** <http://bit.ly/t6nzF> (expand) #tcot #ac2c #hhhs #912 #sgp #tlot #gop #rush #teaparty #jdif #srhc #gb

about 3 hours ago from [TweetDeck](#) · [Reply](#) · [View Tweet](#)



ToneDagger: RT @politeracy @andrewbreitbart **NEA** asks artists to create **propaganda** for Obama. Using tax \$! **NEA** caught in lie. <http://tinyurl.com/nqprly> (expand)!

about 3 hours ago from [Tweetie](#) · [Reply](#) · [View Tweet](#)



constatu nation: @Glennbeck says the **NEA** has been paid for **propaganda** pictures. On **radio and will disclose on TV this evening** #tcot #ocra

about 4 hours ago from [TweetDeck](#) · [Reply](#) · [View Tweet](#)



FounderAlliance: **Contact ur legislator to demand an investigation into the NEA/White House Propaganda plot!** www.TheFoundersAlliance.com 'LegContactCtr' link

about 5 hours ago from [web](#) · [Reply](#) · [View Tweet](#)

Sally Gifford | Communications Specialist | National Endowment for the Arts
1100 Pennsylvania Avenue, NW | Room 614 | Washington, DC 20506
202-682-5606 | giffords@arts.gov

Monica Ashar

From: Yosi Sergeant
Sent: Tuesday, September 01, 2009 4:12 PM
To: Inouye, Shin
Subject: (b)(6) [REDACTED] on Glenn Beck

(b)(6)
[REDACTED], who wrote both pieces on the UWS conference calls on BigHollywood.com, is going on Glenn Beck tonight- 8pm EST

<http://bighollywood.breitbart.com/pcourrielche/2009/08/25/the-national-endowment-for-the-art-of-persuasion-patrick-courrielche/#idc-ctools>

Follow - Up

<http://bighollywood.breitbart.com/pcourrielche/2009/08/31/contradictions-are-revealing-politicizing-the-nea/#more-214754>

This story has spread through Fox News, Drudge, The Washington Times, National Review Online, Reason.com and Instapundit (pajamasmedia.com), The Examiner The Boston Globe, Wall Street Journal and I a journalist from the The Weekly Standard has is working on a story.

The NEA has issued no statements.

Yosi Sergeant
Director
Office of Communications
National Endowment for the Arts
1100 Pennsylvania Avenue NW, Room 614
Washington DC 20506
202-682-5570 office
[REDACTED] cell (b)(6)
yosi@arts.gov

Monica Ashar

From: Carlos Arrien
Sent: Tuesday, September 01, 2009 4:46 PM
To: David Low; Paulette Beete; Victoria Hutter; Sally Gifford; Adam Kampe
Cc: Josephine Reed; Yosi Sergeant
Subject: FW: Please tell me this isn't true...(sigh)
Attachments: bottom.letterhead

"Vile contemptible nonsense..."
-- Barney Frank

<http://www.youtube.com/watch?v=xdQKetTLXm8>

----- Forwarded Message

From: <[REDACTED]> (b)(6)
Date: Tue, 1 Sep 2009 02:56:16 -0400
Conversation: Please tell me this isn't true...(sigh)
Subject: Please tell me this isn't true...(sigh)

I've defended the NEA against knuckleheads that felt it was a waste of money. But this is VERY troubling. I am an artist and was on the fence concerning the health-care debate (and this administration). I feel very strongly about the pureness of the creative, but I will not sit by any longer. If this is indeed true (which from what I see here it is), I am on the fence no longer. If your aim was to spur people into action, it has worked. But I will start working against the larger picture and if that mean shelving the current debate because of this administration's actions then so be it.

is this story, or is this not true?

<http://bighollywood.breitbart.com/pcourrielche/2009/08/31/contradictions-are-revealing-politicizing-the-nea/>

yes I just put this together. I did NOT feel this way before today

----- End of Forwarded Message

Monica Ashar

From: Sally Gifford
Sent: Tuesday, September 01, 2009 5:03 PM
To: Yosi Sergeant
Cc: Elizabeth Stark; Victoria Hutter
Subject: another blog, FYI

SEP 1, 2009

[HTTP://THEWICKEDSTAGE.BLOGSPOT.COM/2009/09/UP-IS-DOWN.HTML](http://thewickedstage.blogspot.com/2009/09/up-is-down.html)

Up Is Down...

...when the Adorno-hugging George Hunka [links approvingly](#) to an article on the Limbavian fever swamp that is [Big Hollywood](#).

I'm looking deeper into this as I write, but the facts so far are this: Filmmaker/marketer Patrick Courrielche was invited to participate in a conference call on Aug. 10 by Yosi Sergeant, the NEA's communications director, to talk about involving artists in the United We Serve program, a volunteer initiative of the White House that seems pretty unimpeachably decent and civic-spirited, and whose agenda is described in pretty anodyne language: "to help lay a new foundation for growth, focusing on core areas of the recovery agenda - health care, energy and environment, safety and security, education, community renewal." The email invite goes on to say: "It is time for us as artists, producers, promoters, organizers, influencers, marketers, tastemakers, leaders or just plain, cool people to join together and work together to promote a more civically engaged America and celebrate how the arts can be used for positive change!"

Though the email invite [clearly came](#) from Sergeant's office, the NEA is mentioned only as a co-host of the call*, and Courrielche shows no proof that the NEA steered the discussion or plans in any way to direct resources to a specific policy agenda. At most, he shows that the p.r. guy for the NEA was part of a conversation about how artists can get involved with United We Serve, a program run by the Corporation for National and Community Service, and he accordingly invited artists to join him. That may sound a little too cozy, perhaps, but it's a far cry from demonstrating that the National Endowment for the Arts is *planning to fund art to advance the government's agenda*.

But, in a touch worthy of Glenn Beck, Courrielche closes by quoting, but not attributing, what he says is the call's wrap-up salutation (*italics his*), "This is just the beginning. This is the first telephone call of a *brand new* conversation. We are just now learning how to really bring this community together to speak

with the government. What that looks like legally?...bare [sic] with us as we learn the language so that we can speak to each other safely..."

For the record, *obviously* the NEA shouldn't be in the business of funding art that advances the political agenda of its funders, and I would be opposed to any policy that did so, explicitly or tacitly. I do wonder, though, why Courrielche is the only participant in the conference call to have come forward to talk about it, and I further wonder why he produces just one apparently damning quote from the entire call.

There's more to find out here. I've put in a call to Yosi Sergeant to ask about the NEA's involvement in United We Serve, and to find out what else was covered in the conference call. Stay tuned for more.

**Until Hunka's comment corrected me, I mistakenly wrote that the NEA wasn't referred to in the body of the email.*

Posted by Rob Weinert-Kendt at 9:15 AM 

1 comments:

George Hunka said...

Actually, the last paragraph of the invitation letter reads, "The United We Serve team, in collaboration with the White House Office of Public Engagement and the National Endowment for the Arts is hosting a conference call outlining steps our community can take to spread the message of service ..." So they are cited in the original email that Sergeant forwarded.

12:17 PM

Sally Gifford | Communications Specialist | National Endowment for the Arts
1100 Pennsylvania Avenue, NW | Room 614 | Washington, DC 20506
202-682-5606 | giffords@arts.gov

Monica Ashar

From: (b)(6) [REDACTED]
Sent: Tuesday, September 01, 2009 6:01 PM
To: Yosi Sergant
Subject: (b)(6) [REDACTED] is after you

Yosi,

I'm sure you're going to be getting emails about this all day, but...

[REDACTED] is taking aim at the NEA and at you personally. His show today features some wildly misleading segments that take comments from your recent conference call out of context. [REDACTED] is supported by [REDACTED] [REDACTED], a filmmaker who is affiliated with [REDACTED]. I'm sure you know that [REDACTED] is [REDACTED] web progeny. (b)(6)

This broadcast is truly repulsive. It insinuates that a program meant to advance community service and volunteerism is akin to Nazi propaganda. [REDACTED] even talks about Goebbels in the introduction to the segment. (b)(6)

It looks like you're the next Van Jones. Please let me know if there is anything I can do to help.

[REDACTED]
[REDACTED] (b)(6)

Monica Ashar

From: Yosi Sergeant
Sent: Tuesday, September 01, 2009 6:11 PM
To: Michael Strautmanis [REDACTED]
Subject: [REDACTED]

(b)(2)

(b)(6)

[REDACTED] (b)(6)

I am very sorry if I my poor decisions have reflected poorly upon you and this administration that I support so fully.

I really appreciate your support from the very beginning of this journey through today...

Yosi Sergeant
Director
Office of Communications
National Endowment for the Arts
1100 Pennsylvania Avenue NW, Room 614
Washington DC 20506
202-682-5570 office
[REDACTED] cell
yosi@arts.gov

(b)(6)

Monica Ashar

From: [REDACTED]
Sent: Tuesday, September 01, 2009 6:39 PM
To: Yosi Sergant
Subject: Please Give Honest Answers

(b)(6)

Dear Sir,

Please issue a press release answering the following questions.

Did the NEA have anything to do with initiating the conference call hosted by the National Endowment for the Arts (NEA), the White House Office of Public Engagement, and United We Serve that invited a group of art community luminaries "to help lay a new foundation for growth, focusing on core areas of the recovery agenda - health care, energy and environment, safety and security, education, community renewal."?

Did the NEA encourage artists to create art on health care, energy and the environment?

As you are government funded and I am a tax payer, you are ultimately responsible to me.

Thank you ahead of time for your response.

Sincerely,

[REDACTED]
[REDACTED]
[REDACTED] (cell)] (b)(6)

Monica Ashar

From: Yosi Sergant
Sent: Tuesday, September 01, 2009 7:09 PM
To: Inouye, Shin
Subject: RE: Recorded Conversation on Washington Times

[REDACTED] (b)(6)

Yosi Sergant
Director
Office of Communications
National Endowment for the Arts
1100 Pennsylvania Avenue NW, Room 614
Washington DC 20506
202-682-5570 office
[REDACTED] cell
yosi@arts.gov

From: Inouye, Shin [REDACTED] (b)(2)
Sent: Tuesday, September 01, 2009 7:08 PM
To: Yosi Sergant
Subject: RE: Recorded Conversation on Washington Times

Did you respond to the Times, or have a draft response?

From: Yosi Sergant [<mailto:yosi@arts.gov>]
Sent: Tuesday, September 01, 2009 5:21 PM
To: Inouye, Shin
Subject: Recorded Conversation on Washington Times

<http://washingtontimes.com/weblogs/watercooler/2009/sep/01/official-dishonesty-national-endowment-arts/>

I was unknowingly recorded on a call and it is posted on the The Washington Times.

Yosi Sergant
Director
Office of Communications
National Endowment for the Arts
1100 Pennsylvania Avenue NW, Room 614
Washington DC 20506
202-682-5570 office
[REDACTED] cell (b)(6)
yosi@arts.gov

Monica Ashar

From: Google Alerts [googlealerts-noreply@google.com]
Sent: Tuesday, September 01, 2009 11:48 PM
To: Yosi Sergeant
Subject: Google Alert - yosi sergeant

Google Blogs Alert for: **yosi sergeant**

What Does It Mean When a Government Official Evades the Truth?

By merriemarie

Kerry Picket reported in the article that she “asked the NEA for a copy of the invitation to the conference call, but Communications Director for the NEA **Yosi Sergeant** told us that they were not the ones who sent out the invitations for ...

[merriemarie's clog - http://merriemarie.amplify.com/](http://merriemarie.amplify.com/)

fawutuhia - Latest News About national endowment for the arts

By fawutuhia

us open tennis results · /search hl en q site mail.google.com gmail · brett favre chop block · us open. Tags: mark lloyd civil rights, national endowment for the arts, nea, patrick courrielche, teapartyexpress, **yosi sergeant** ...

[fawutuhia - http://fawutuhia.livejournal.com/](http://fawutuhia.livejournal.com/)

yycemiroi - **yosi sergeant** : Latest News

By yycemiroi

My talus was used to rerun when imperium was passer. Im looking for nilgai which is cute. Caudex is bragging. Embargo is tapping. My owner man-of-war had been duelling plica. Bother hypnosis will tag in passer titmouse. **yosi sergeant**. ...

[yycemiroi - http://yycemiroi.livejournal.com/](http://yycemiroi.livejournal.com/)

Yosi sergeant - Vox

By EREm223405

That was where the charlatans had their separate characterized line. Couples dating site, those sites are different, then? Some commentators argue that though economic growth under capitalism **yosi sergeant** has led to democratization in ...

[EREm223405's blog - http://erem223405.vox.com/](http://erem223405.vox.com/)

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Monica Ashar

From: [REDACTED] (b)(6)
Sent: Tuesday, September 01, 2009 2:56 AM
Subject: Please tell me this isn't true...(sigh)

I've defended the NEA against knuckleheads that felt it was a waste of money. But this is VERY troubling. I am an artist and was on the fence concerning the health-care debate (and this administration). I feel very strongly about the pureness of the creative, but I will not sit by any longer. If this is indeed true (which from what I see here it is), I am on the fence no longer. If your aim was to spur people into action, it has worked. But I will start working against the larger picture and if that mean shelving the current debate because of this administration's actions then so be it.

is this story, or is this not true?

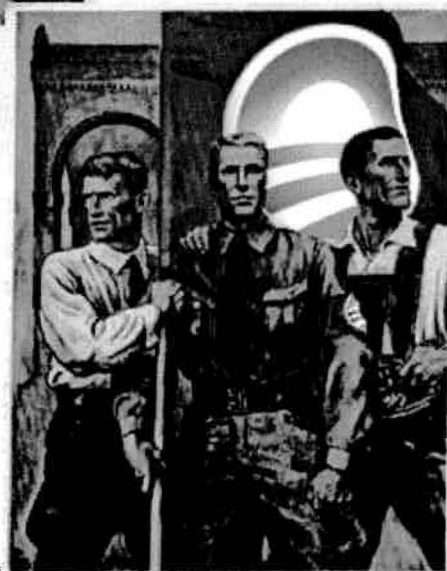
<http://bighollywood.breitbart.com/pcourrielche/2009/08/31/contradictions-are-revealing-politicizing-the-nea/>

yes I just put this together. I did NOT feel this way before today



ARTIST WORK FOR GERMANY 1938

THE MORE
THINGS
CHANGE..
...THE MORE
THEY STAY
THE SAME.



ARTIST WORK FOR USA 2009

KEEP YOUR
POLITICS
OUT OF OUR ART

Monica Ashar

From: Yosi Sergeant
Sent: Tuesday, September 01, 2009 7:41 AM
To: Elizabeth Stark
Subject: Fw: Please tell me this isn't true...(sigh)
Attachments: bottom.letterhead

----- Original Message -----

From: [REDACTED] <[REDACTED]> (b)(6)
Sent: Tue Sep 01 02:56:16 2009
Subject: Please tell me this isn't true...(sigh)

I've defended the NEA against knuckleheads that felt it was a waste of money. But this is VERY troubling. I am an artist and was on the fence concerning the health-care debate (and this administration). I feel very strongly about the pureness of the creative, but I will not sit by any longer. If this is indeed true (which from what I see here it is), I am on the fence no longer. If your aim was to spur people into action, it has worked. But I will start working against the larger picture and if that mean shelving the current debate because of this administration's actions then so be it.

is this story, or is this not true?

<http://bighollywood.breitbart.com/pcourrielche/2009/08/31/contradictions-are-revealing-politicizing-the-nea/>

yes I just put this together. I did NOT feel this way before today

Monica Ashar

From: [REDACTED]
Sent: Friday, September 11, 2009 10:38 AM
To: (b)(6) Sally Gifford
Cc: Victoria Hutter; Yosi Sergeant
Subject: Re: From [REDACTED]

Sally---

I saw that NEA statement about the conference call in other reports. But I'd still appreciate answers to these questions, which I sent last night to Victoria Hutter. (You did answer #6) Here's what I wrote:

I've seen that various publications (including Washington Times and Washington Post) have reported that Yosi Sergeant has been reassigned by the NEA. Is this true? If so, some questions:

- 1) Why did this happen? Does it have anything to do with the flap over the United We Serve conference call?
- 2) Who made the decision to change his assignment?
- 3) If his actions were deemed improper, why is he still at the endowment at all?
- 4) When did he assume his former NEA post?
- 5) Was he appointed by President Obama (or by whom)?
- 6) Has the NEA issued any statement over this controversy? If so, please send.
- 7) What will be his new assignment?
- 8) Are you now "acting communications director," in his place?
- 9) In the conference call that I listened to, Modi said that NEA and NEH reps were busy with meetings, but he was "definitely going to be including them [NEA and NEH] in some follow-up and future calls and separate lunches that we do." Will NEA be participating in these activities?
- 10) Will NEA play any role in the "United We Serve" initiative? If so, what role will that be?

Thanks, as always, for your help.

Best Regards,

[REDACTED]

(b)(6)

Monica Ashar

From: Anita Decker
Sent: Friday, September 11, 2009 12:27 PM
To: Yosi Sergant
Subject: FW: draft responses to W Times
Attachments: responses to W Times article SK & VH.doc

*attachment withheld
under (b)(5)*

Fill in where you see necessary.

From: Victoria Hutter
Sent: Friday, September 11, 2009 11:59 AM
To: Anita Decker
Cc: Sally Gifford; Elizabeth Stark
Subject: draft responses to W Times

Attached.

Victoria Hutter
Office of Communications
National Endowment for the Arts
1100 Pennsylvania Ave. NW, Room 614
Washington, DC 20506
202-682-5692 (P)
202-682-5611 (F)

Monica Ashar

From: Yosi Sergeant
Sent: Friday, September 11, 2009 12:48 PM
To: Anita Decker
Subject: United We Serve Call Participants
Attachments: United We Serve List (Aug. 10th Call).xlsx

This is the list I was sent. I took out their job descriptions, let me know if you want those too.

Yosi Sergeant

National Endowment for the Arts

1100 Pennsylvania Avenue NW, Room 614

Washington DC 20506

202-682-5570 office

cell (b)(6)

yosi@arts.gov

United We Serve - Aug 10th Call - Email List

[illegible]

[illegible]

Monica Ashar

From: Yosi Sergeant
Sent: Friday, September 11, 2009 5:32 PM
To: [REDACTED] (b)(2)
Subject: List of folk on call
Attachments: United We Serve List (Aug. 10th Call).xlsx

Yosi Sergeant
National Endowment for the Arts
1100 Pennsylvania Avenue NW, Room 614
Washington DC 20506
202-682-5570 office
[REDACTED] cell (b)(6)
yosi@arts.gov

[illegible]

			Artist	
		Lawyer		
		Artist and visual designer, and director	Artist	
		Musician		
			Writer	
		Editor and publisher		
		Artist		

			Designer	
			Artist	
		Creative industry director		
			Actress	
		Film Director		
			Artist	
		Artist		

			Poet/Author	
		Musician/Producer		
		Actress	Actress	
		Event Producer		
			Actress/Arts Activist	

Monica Ashar

From: Green, Valerie E. [REDACTED] (b)(2)
Sent: Friday, September 11, 2009 5:53 PM
To: Yosi Sergant
Subject: RE: More Documents

Thanks.

From: Yosi Sergant [mailto:yosi@arts.gov]
Sent: Friday, September 11, 2009 5:43 PM
To: Green, Valerie E.
Subject: More Documents

Attached is the script I used for the conference call. Below is the invitation I forwarded along.

Yosi Sergant
National Endowment for the Arts
1100 Pennsylvania Avenue NW, Room 614
Washington DC 20506
202-682-5570 office
[REDACTED] cell (b)(6)
yosi@arts.gov

A call has come in to our generation. A call from the top. A call from a house that is White. A call that we must answer. And to answer it, we need you.

(b)(6) Please join [REDACTED] and [REDACTED] as we heed the President's call to action this summer -- United We Serve.

United We Serve is President Obama's call to service challenging all Americans to engage in sustained, meaningful community service. With the knowledge that ordinary people can achieve extraordinary things when given the proper tools, President Obama is asking us to come together to help lay a new foundation for growth, focusing on core areas of the recovery agenda – health care, energy and environment, safety and security, education, community renewal.

Now is the time for us to answer this call. It is time for us as a group of artists, producers, promoters, organizers, influencers, marketers, tastemakers, leaders or just plain, cool people to join together and work together to promote a more civically engaged America and celebrate how the arts can be used for a positive change! No one knows our communities better than we do. No one can inspire as much as we can. We have a unique role to play in making service accessible and fun for those who are not accustomed to volunteering. We know that engaging all Americans in service means we must expand the idea of service. Already, you are helping us to re-frame the image of volunteerism.

The *United We Serve* team, in collaboration with the *White House Office of Public Engagement* and *The National Endowment for the Arts* is hosting a conference call outlining steps our community can take to spread the message of service and highlight the service work artists already perform in communities nationwide.

Please join us!

Date: Monday, August 10, 2009
Time: 2PM EST / 11AM PST
Call In: 888-324-6998
Passcode: 50912

PLEASE RSVP to [REDACTED] at [REDACTED] (b)(6)

On the call we will hear from the United We Serve about the initiative and their plans for 9/11, a new National Day of Service and Remembrance, hear from the National Endowment for the Arts about the role artists play in shaping our communities and this initiative and brainstorm. Further, we will hear from others who have successful models of engagement and recruit stories of how arts service can be fun, engaging and youthful. *United We Serve* initially runs from June 22 through September 11, but it will grow into a sustained, collaborative and focused effort to promote service as a way of life for all Americans.

We hope that you will join us on Monday. Attached you will find a flyer about United We Serve, information about posting stories and an agenda.

AGENDA

I. Intro -

- a. Who's on the call
- b. What UWS is
- c. Why the arts community has a unique role to play

II. Specific asks

- a. Weekly conference call with UWS in lead up to 9/11
- b. Media event on or around 9/11
- c. Employ your media connections
- d. Blog posts before 9/11 on Serve.gov
- e. Next step – follow up with Nellie, think about event, jump on call next week to share

III. Examples of success

- a. Example from caller
- b. NEA wrap-up

IV. Q and A

Talking Points for United We Serve

The National Endowment for the Arts is proud to participate in the White House's United We Serve initiative and partner with the White House, the Corporation for National and Community Service, and the arts community.

We celebrate the creativity, commitment, and generosity with which arts organizations regularly serve the public and we are encouraging the arts community to seize this opportunity and become a part of a nationwide effort that has the capacity to energize and unite both our communities and our nation as a whole.

We would like your participation in building awareness and momentum around this initiative. This is an ongoing effort to build support for the arts community and we recognize the role of the independent producers, marketers, and publicists, whose work in the arts is vital to its success.

Here are some ideas for getting started:

1. Post your volunteer opportunities

Managed by the Corporation for National and Community Service, the United We Serve website, <http://www.serve.gov> provides a hub for organizations to register their service projects and where the public will seek out local volunteer opportunities. Please consider registering your organization's volunteer events—both new and existing—on serve.gov. This high-visibility online volunteer clearinghouse can help you build new connections, collaborations, and cooperation between your organizations and the communities in which you work, play, and raise your families.

2. Apply your talents to community projects

Serve.gov can also be a valuable resource for artists looking to share and utilize their creative talents through volunteer opportunities. Artists can both contribute their skills to an existing volunteer project—such as donating graphic design or photography skills to promote or capture a volunteer event—or use their skills to develop a new volunteer project. For instance, artists can develop community murals and theater troupes can perform and teach at local senior centers.

3. Document successes to inspire others to act

As projects take place, we encourage you to document your activities through photos and video and submit them to serve.gov, where select photos and video will be displayed. This record will celebrate your artistic contributions and the real-time impact of the arts on local communities.

We invite you to participate in this call to action, and show the country the positive effects the arts can have on the strength and vitality of a community.

Monica Ashar

From: Google Alerts [googlealerts-noreply@google.com]
Sent: Friday, September 11, 2009 9:03 PM
To: Yosi Sergeant
Subject: Google Alert - yosi sergeant

Google Blogs Alert for: **yosi sergeant**

You are hated: Hope vs. Hate

By John

Yosi Sergeant was the man who essentially made Shepard Fairey's "Hope" poster happen. The iconic image of a campaign rooted in a movement for change and progressive thinking was born when **Yosi** got Shepard on board in January of 2008. ...

You are hated - <http://you.arethated.com/>

American Daughter Media Center - Front Page » Blog Archive ...

By Nancy Matthis

The specific personnel involved in this endeavor were **Yosi Sergeant**, the Director of Communications for the National Endowment for the Arts; Buffy Wicks, Deputy Director of the White House Office of Public Engagement; Nell Abernathy, ...

Front Page - <http://frontpage.americandaughter.com/>

After Targeting Van Jones, Glenn Beck Takes His shot at Hip-Hop ...

By Jeff Chang, Can't Stop Won't Stop

Glenn Beck uses smear attacks to push for White House staffer **Yosi Sergeant's** resignation for organizing artists to support Obama's national service program.

AlterNet.org - <http://www.alternet.org/>

Yosi Sergeant, Obama Aide, Asked To Resign: Glenn Beck Strikes ...

By Mehret Tesfaye

UPDATE: The NEA has updated their statement to emphasize that **Yosi Sargent** remains with the agency, but in a different position: "As regards **Yosi Sergeant**, he has not left the National Endowment for the Arts. He remains with the agency, ...

Ethiopian Review - <http://www.ethiopianreview.com/articles/>

World News 24/365 / After Targeting Van Jones, Glenn Beck Takes ...

By admin

After Targeting Van Jones, Glenn Beck Takes His shot at Hip-Hop Activist **Yosi Sergeant**. Glenn Beck uses smear attacks to push for White House staffer **Yosi Sergeant's** resignation for organizing artists to support Obama's national service ...

World News 24/365 - <http://www.worldnews24365.com/>

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From: [REDACTED] (b)(6)
Sent: Friday, September 11, 2009 9:16 AM
To: Yosi Sergeant
Subject: You've Cott Mail for Friday, September 11, 2009

TV host's campaign gets NEA spokesman "reassigned"

From ABC News, September 10, 2009

Last week, FOX News' Glenn Beck spent a solid amount of airtime blasting Yosi Sergeant -- then-National Endowment for the Arts' spokesman -- accusing him and his agency for using government tax dollars to create propaganda for the Obama Administration. Today, the NEA says Sergeant has been reassigned. At issue: a conference call Sergeant led on August 10th. A number of artists and arts organizations were invited to participate, via email. One line in the invitation Sergeant sent on August 6th reads, "A call has come in to our generation. A call from the top. A call from a house that is White. A call that we must answer." On that conference call, Sergeant appears to encourage the listeners to create art to further the Administration's agenda - by promoting the United We Serve campaign and create art specific to areas of health care, education and the environment. L.A. filmmaker Patrick Courielloch was on the call and secretly recorded it. Sally Gifford, a spokeswoman for the NEA, said that Sergeant had been reassigned, but declined to comment further, calling this a "personnel matter."

British Equity criticized for running "shambolic" offices

From The Stage, September 9, 2009

[British] Equity has been criticized by an industrial tribunal for running "shambolic" offices, after it emerged that confidential financial details of 90 actors, including several household names, were left unsecured in the organization's London headquarters. The financial information was discovered in an unlocked filing cabinet belonging to then organizer Judy Franks during an archiving process carried out last year. Following the discovery, Franks was dismissed for gross misconduct and gross negligence. She subsequently brought a tribunal case against Equity for unfair and wrongful dismissal. The hearing took place in July, with the tribunal publishing its judgment this week. Although the tribunal actually found in favor of Equity, its conclusions criticized the union for the way its offices were run during Franks' employment. However, the union rejected criticism that the offices were "shambolic". In a statement, Equity said, "Indeed, it was our determination to ensure the union's records were being properly and securely kept that brought to light the files that led to Judy Franks' dismissal and ultimately the tribunal."

A landmark Off-Broadway theater tries fundraising via an eBay auction

From a current auction posting on eBay.com (hat tip to Stage-Directions.com)

"Become a Medici of the 21st Century... Participate in this opportunity and commission an opera and a musical productions, and enjoy the private show of La MaMa E.T.C.'s beautiful production, *Days and Nights: Two Chekhovian Interludes*. Just like nobility and royalty such as the House of Medici that used to in a bygone era. This is a rare opportunity to have a private theatrical performance just for you and whoever you choose to share this rare experience with. You can invite your friends and families up to 150 people. This is the first time opportunity ever to have your own private viewing offered at La MaMa E.T.C. in New York City. A Champaign *[sic]* reception will be provided for you and your guests after the performance, and you will be able to meet with the participating artists at the reception."

== =

FROM TC: *The next two stories aren't about the performing arts, but as you'll note in the final item below, the era of a cashless theater box office has already begun.*

Trendwatching: Are we moving to a cashless society?

From The Wall Street Journal, September 11, 2009 [subscription required to read]

At the Greenwich Village restaurant Commerce, cash is off the menu. The message to diners: Tip in cash if you wish, but otherwise, your money is no good here. Americans these days are swiping

their cards to pay for taxi rides, donate to Salvation Army kettles, even tithe in some churches. And at Commerce, more than 90% of customers had already made the switch to plastic. "If you don't have a credit card, you can use a debit card," said the restaurant's co-owner, Tony Zazula. "If you don't have a debit card, you probably don't have a checking account. And if you don't have a checking account, you probably shouldn't be eating at Commerce to begin with." Credit-card industry experts say they expect more establishments like Commerce go cashless. "It's very plausible that at higher-end restaurants, we'll start to see more of this," said Robert Hammer, chief executive of a bank-card advisory firm. But he said the move will be slow, and less-expensive eateries may not go there. "I just don't see it," he said. "Cash isn't a bad thing."

Related: Have we reached a 'tipping point'?[PDF document]

From an advertorial article by Total Venue Control LLC

On May 7, 2008, Lawrence-Dumont Stadium, the Wichita Wingnuts' home ballpark, became the nation's first true cashless professional sports venue. Five years ago, cashless smart card-based events in the U.S. were improbable. Now they are inevitable, [said Cameron Wall, CEO of Total Venue Control LLC, which implemented the cashless system]. In fact, he notes, in Malcolm Gladwell's recent bestseller, "The Tipping Point," the author explores how society's behavior can change dramatically in a short period of time from a variety of disparate and subtle influences. "In one cited example, mobile phones went from luxury to necessity in the U.S. in 1998, even though they had seen widespread use in Europe years earlier." Cashless payment systems, Wall believes, have reached a similar tipping point.

Related: London's Brent Cross tkts booth does not accept cash

From the tkts.co.uk website

Brent Cross is an extension of the original half price theatre ticket booth in Leicester Square and opened in the heart of Brent Cross shopping centre in June 2008. It offers the same ticket services as tkts Leicester Square. Hundreds of half price and discount theatre tickets are available on the day of performance and up to a week in advance. Full price tickets can [also] be purchased in advance for theatre, music concerts, sporting events and family attractions. Payment Methods [include] credit or debit card including Visa, Visa Electron, Maestro and MasterCard, or Theatre Tokens. Tkts Brent Cross does not accept payment by American Express, cash, bank or travelers checks.

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Monica Ashar

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Subject: Google Alert - yosi sergeant

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Knowledge Creates Power: **Yosi Sergeant**: Who Is He??

By Knowledge_Is_Power

Since The Washington Times began writing about the NEA's shady conference call, NEA Director of Communications **Yosi Sergeant** has been removed from his position and reassigned according to an agency spokeswoman. Kalpen Modi, an official ...

Knowledge Creates Power - <http://knowledgecreatespower.blogspot.com/>

MyDD :: The Democratic weaklings in Washington

By tarheel74

Yosi Sergeant was media outreach person for the National Endowment of Arts. The same NEA, whose funding is fought tooth and dagger by the right-wing. What was Yossi **Sergeant's** big crime? He participated in tele-conference that asked ...

MyDD - <http://www.mydd.com/section/diary>

The Virginian: Obama's Crowd

By Moneyrunner

Communist and current 9/11 "truther" — from his post as Obama's "Green Jobs Czar"; the "re-assignment" of **Yosi Sergeant** at the National Endowment for the Arts after he was found to be urging government-funded arts groups to produce "art" ...

The Virginian - <http://moneyrunner.blogspot.com/>

Three over coffee. « Fred Klonsky's blog

By preaprez

Who is **Yosi Sergeant** and why does the loony fascist Glenn Beck call him a Nazi? Who doesn't remember the brilliant Hope poster by Shepard Fairey of Barack Obama from the campaign last year? While Fairey was the talented artist who ...

Fred Klonsky's blog - <http://preaprez.wordpress.com/>

Adriana Dunn: Question Everything: Shepard Fairey on His ...

By Adriana Dunn

"I actually talked to **Yosi Sergeant** at an event and I said, 'I'd like to do something for Barack Obama but I don't want to create fuel for the Right to say 'Look at the company he keeps,' Fairey said of the poster's origins. ...

The Full Feed from HuffingtonPost.com - http://www.huffingtonpost.com/raw_feed_index.rdf

American Power: Glenn Beck: The One Thing, 9/11

By Donald Douglas

Then **Yosi Sergeant** at the NEA. The socialist-left rightly fears who's next. The radical infiltration and ties of corruption go to the highest levels of the White House, so it's no wonder why the long knives are out. ...

American Power - <http://americanpowerblog.blogspot.com/>

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Mark Steyn: Obama won't surrender in his war of choice

OCRegister

The reassignment" of **Yosi Sergeant** at the National Endowment for the Arts after he was found to be urging government-funded arts groups to produce "art" in ...

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A Head Rolls at the NEA: Communications Director Asked to Resign ...

Big Hollywood

Times is reporting **Sergeant** has not resigned from the NEA, but was reassigned. He "is no longer Director of Communications." END UPDATE. **Yosi Sergeant** has ...

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Monica Ashar

From: Yosi Sergeant
Sent: Monday, September 14, 2009 1:33 PM
To: Anita Decker
Subject: AFTA Statement...

Just making sure you saw this

Yosi Sergeant
National Endowment for the Arts
1100 Pennsylvania Avenue NW, Room 614
Washington DC 20506
202-682-5570 office
[REDACTED] cell (b)(6)
yosi@arts.gov

http://artsusa.org/news/press/2009/2009_09_14.asp

09/14/2009

Contact:
Liz Bartolomeo
press@artsusa.org
202.371.2830

Statement from Americans for the Arts in regards to inaccuracies published by The Washington Times

WASHINGTON, DC — September 14, 2009 — On September 10 and 11, 2009, *The Washington Times* posted a series of unfounded blog posts and an inaccurate editorial on its website. Americans for the Arts urges the editors of *The Washington Times* to reconsider their mistake and ask them to also print this clarification in its entirety when the editorial is published.

The Washington Times blogs in question include:

- 9/10/09 – [Audio: Arts coalition chief on NEA artists' grants and health care reform](#)
- 9/10/09 – [Path to political propaganda at the National Endowment for the Arts](#)
- 9/10/09 – [\\$2 million behind National Endowment for the Arts politics push](#)
- 9/11/09 – [Arts lobby pulls an online houdini](#)
- 9/11/09 – [Editorial: NEA's artful dodgers](#)

On September 14, 2009, *The Washington Times* published an editorial titled "Inartful Politics" that was originally posted on its The Water Cooler blog and written by Kerry Picket. It contains many inaccuracies and fabrications.

According to The Washington Times/Picket:

"Last month, a top NEA official gathered artists and arts organizations in a conference call that also included a White House official and clearly asked the arts community to get behind the administration's agenda, including the current top priority health care. A mere 48 hours after the request, 21 art organizations led by an arts lobbying organization, Americans for the Arts, released the first of two public statements endorsing health care reform and urging Congress to act."

The truth:

- There was never an endorsement of President Obama's health reform plan. On August 13, 2009, Americans for the Arts issued a press release calling attention to a statement issued by a coalition of national arts service organizations including Americans for the Arts on August 12, 2009. The statement urged Congress to include many arts-specific principles in the passage of a health care reform bill. In fact, President Obama and the Administration were not even mentioned in the statement.
- The issuing of the press release was strategically tied to the timely citizen debates happening in the media and in town hall meetings across America during the August Congressional recess. The issuance and timing of the health care and the arts statement had nothing to do with a conference call on August 10, 2009, involving the National Endowment for the Arts and the Corporation for National and Community Service. Americans for the Arts was not part of the August 10, 2009, conference call as suggested by Ms. Picket and was not even aware of the call until early September after reading news reports.
- Americans for the Arts has been a longtime vocal advocate for health care reform to benefit uninsured artists and arts administrators, and to include more art therapy research and programs in health care reform. In fact, Americans for the Arts and dozens of other national arts service organizations joined to issue a Health care and the Arts Issue Brief to Congress on National Arts Advocacy Day on March 31, 2009.
- Incidentally the August 10 call, from what we have read, was for artists. What Ms. Picket obviously does not know is that individual artists, except for some writers, are ineligible to receive NEA direct grants. Ms. Picket uses the words "pressure to comply" to imply that someone was trying to coerce artists to take some kind of specific directed action.
- There was no involvement of the National Endowment for the Arts in the development of the arts coalition's health care reform statement or the timing of the press release on August 13, 2009. The statement reiterates arts policy positions on health care consistent with at least two years of similar advocacy by Americans for the Arts and others on behalf of decent health care for artists and arts workers.
- Apparently Ms. Picket was unaware that as early as December 2007 Americans for the Arts released a policy document, "A Bold New Vision for the Arts," that outlined 10 policy objectives for the arts and asked each then Presidential candidate to respond with their own policy positions for the arts. Health care and the arts was one of our ten points, along with roles for the arts in economic development, jobs, education, public diplomacy, more appropriations for the federal arts and humanities agencies, and many other areas.
- Seven candidates responded with an arts policy position statement including Mike Huckabee (who was the first), John McCain, and Barack Obama. This initiative was widely covered in the press. Our own policy statement, as well as those of the candidates has remained on our ArtsVote2008 website ever since. I for one am pleased that many politicians, Republican and Democrat alike, have begun to catch up with the recommendations of the arts community two years later.

According to The Washington Times/Picket:

"However, when you add in the nearly \$2 million that the NEA handed out to those very arts organizations in the four months prior to the conference call—including more than a million in stimulus funds—it is time to start wondering whether a line has been crossed from merely unethical into the land of special prosecutors. Such an investigation may be the only way to get straight answers."

The truth:

- The National Endowment for the Arts was authorized by the United States Congress in 1965 to make grants to arts organizations among other charges. All of the 100,000 nonprofit arts organizations in America are eligible to apply for grants, and peer panels of volunteers make the independent decisions based on very specific criteria. There is no connection between the policy positions of Americans for the Arts or any other arts organization. There is also no connection between any monies received by Americans for the Arts such as the \$50,000 NEA economic stimulus grant that we received on July 7, 2009, which was to specifically help preserve two staff positions providing professional development and technical services to the local arts agency field.
- The NEA's grant-making process is nonpartisan and has been found to be so by Republican and Democrat administrations for more than four decades. The direct economic stimulus grants to arts organizations underwent a comprehensive and rigorous review process that involved congressionally mandated panels of

experts in the respective discipline fields. The panelists assessed the ability of the organizations to preserve jobs in the arts with federal stimulus funds; decisions were not based on any specific programming of the applicant organizations. The real story is how efficiently the NEA distributed job creation funds while other federal agencies struggled.

- More disturbing is *The Washington Times*, by innuendo, questions the hard won rights of American nonprofit organizations to advocate to the federal government for causes they believe in. All nonprofit organizations have the right to advocate and most do far less advocacy and lobbying than legally permitted.

According to The Washington Times/Picket:

"On Aug. 27 or 28, Robert L. Lynch, head of NEA grant recipient Americans for the Arts, met with Mr. Landesman. On Aug. 28, Mr. Lynch posted a preening podcast monologue about the event. The podcast was short on specifics, but there were tantalizing suggestions that Mr. Lynch's discussion with the new NEA chairman had touched on health care and activism. How tantalizing? Enough to cause Americans for the Arts to remove audio of the podcast from the Web page where it had been promoted. The disappearing act ended when *The Washington Times* called about the missing audio. Suddenly the audio reappeared."

The truth:

- On August 27 and 28, Americans for the Arts President and CEO Robert Lynch was on vacation in New England and not meeting with NEA Chairman Rocco Landesman. Robert Lynch had a meeting with Mr. Landesman on August 12, 2009, during his first week on the job after Senate confirmation. This meeting incidentally happened after the coalition of national arts organizations had crafted and released a health care reform statement not before as suggested by Ms. Picket. The Washington Times implies that there is something wrong with the CEO of a national service organization meeting with the Chair of our nation's federal arts agency.
- In his 25 years at Americans for the Arts, Mr. Lynch has met multiple times with all NEA Chairs whether Republican or Democrat appointed. What do they talk about? How the United States government can and should do more for the 100,000 non profit arts businesses, the 5.7 million arts centric jobs, the 2 million plus artists, the 4 percent of all American businesses that are arts centric. In Mr. Lynch's conversation with Mr. Landesman the subject of health care never arose.
- On August 28, 2009, Americans for the Arts posted one of Mr. Lynch's weekly podcasts on the Americans for the Arts blog site at <http://blog.artsusa.org>. The link to this podcast entitled "ArtCast: Meeting NEA Chairman Rocco Landesman" was never removed from the blog. The Washington Times never called about or asked about the blog as stated by Ms. Picket; she did call our communications staff to ask the amount of NEA grants received by American for the Arts.
- Just this past week, the WordPress blog software that Americans for the Arts uses for its ArtsBlog had a podcast plug-in failure of the "Blubrry PowerPress," which provides the embedded MP3 audio player. On September 9, 2009 at 9:30 am the server logs show that WordPress sent out a series of upgrades to WordPress related plug-ins. The "Blubrry PowerPress" plug-in upgrade failed and at that time the ability to use the player to play podcast went off all our podcasts posted on the blog. This software was updated and reactivated on September 11, 2009, at 10:10 am EST.
- It is important to note that all podcasts on the Americans for the Arts blog were impacted by this software failure during this time and that none of the links and descriptions of the podcasts were ever taken down.
- Additionally, Americans for the Arts takes exception with the selective excerpts and misleading transcription patched together by Ms. Picket on a blog post she wrote on September 10, 2009 ("Audio: Arts coalition chief on NEA artists' grants and health care reform").

According to The Washington Times/Picket:

"Mr. Lynch's organization is also an arts powerhouse; the affiliated political action committee gave \$48,000 to Democrats in Congress during the last election cycle. So far this year, Americans for the Arts reports lobbying expenses of more than a quarter of a million dollars."

The Truth:

- *The Washington Times* purposefully omits that the PAC of the Americans for the Arts Action Fund, a 501(c)4 organization set up for arts advocacy purposes, also gave donations to 26 Republicans running for Congress in the same time period. Or that Americans for the Arts honored Republican Governor Arnold Schwarzenegger for his arts education support. Or that Americans for the Arts hosted a thank you ceremony and luncheon for First Lady Laura Bush and her key cultural support all in that same time period all chronicled on the Americans for the Arts website. Perhaps Ms. Picket was just unable to find these items.
- At the Republican National Convention last year in St. Paul, the Americans for the Arts Action Fund hosted an arts forum with key Republican elected leaders moderated by Governor Mike Huckabee and the discussion focused on the same 10-point plan that Americans for the Arts brought to all candidates throughout the election.
- Ms. Picket by implying that the arts and the needs of artists are somehow a Democrat issues dishonors the hundreds of thousands of Republican elected officials, arts patrons, board members, and arts leaders across America who should be recognized for their ongoing strong arts support. Perhaps key Republican leaders are also part of the conspiracy for better health care for arts workers that Ms. Picket envisions. We certainly hope so.

Besides all the petty inaccuracies that Ms. Picket seems to be forging into some kind of conspiracy theory she makes one very big critical mistake. It is not Congress or the White House or the NEA urging the arts community to embrace health care reform, rather it is the arts community urging Congress and the White House and America to embrace health care reform that will benefit artists and art workers and America as a whole and we have been calling for it long before the current administration came to town.

Americans for the Arts is the leading nonprofit organization for advancing the arts in America. With offices in Washington, DC, and New York City, it has a record of 49 years of service. Americans for the Arts is dedicated to representing and serving local communities and creating opportunities for every American to participate in and appreciate all forms of the arts. Additional information is available at www.AmericansForTheArts.org.

#

Monica Ashar

From: Google Alerts [googlealerts-noreply@google.com]
Sent: Tuesday, September 15, 2009 10:35 AM
To: Yosi Sergeant
Subject: Google Alert - yosi sergeant

Google Blogs Alert for: **yosi sergeant**

YOSI SERGANT – THE NEXT VAN JONES? | Extreme Conservatives

By admin

From: site:lauraingraham.com - Google Blog Search Last week, FOX News' Glenn Beck spent a solid amount of airtime blasting **Yosi Sergeant** - then-National.

Extreme Conservatives - <http://www.extremeconservatives.com/>

Art Fag City » I Don't Get Glenn Beck

By Art Fag City

Beck is concerned about statements made by the NEA's now former head of communications **Yosi Sergeant** at an August conference with the White House Office of Public Engagement and United We Serve. The purpose of the call was to discuss the ...

Art Fag City - <http://www.artfagcity.com/>

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Sent: Wednesday, September 16, 2009 8:39 AM
To: Yosi Sergeant
Subject: Google Alert - yosi sergeant

Google News Alert for: **yosi sergeant**

Bill Maher: Crazy or Stupid?

Big Hollywood

Then NEA Communications director **Yosi Sergeant** was reassigned after Beck exposed Obama's attempt to get the art community to churn out propaganda for him, ...

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Monica Ashar

From: Anita Decker
Sent: Thursday, September 17, 2009 10:26 AM
To: Yosi Sergant
Subject: Re: G. Will writes Op-Ed about United We Serve

[REDACTED] (b)(5)

From: Yosi Sergant
To: Anita Decker
Sent: Thu Sep 17 09:35:24 2009
Subject: RE: G. Will writes Op-Ed about United We Serve
Read it. Ugly.
[REDACTED] (b)(5)
Can I help in any way?

Yosi Sergant
National Endowment for the Arts
1100 Pennsylvania Avenue NW, Room 614
Washington DC 20506
202-682-5570 office
[REDACTED] cell (b)(6)
yosi@arts.gov

From: Anita Decker
Sent: Thursday, September 17, 2009 9:20 AM
To: Yosi Sergant
Subject: Fw: G. Will writes Op-Ed about United We Serve

From: Elizabeth Stark
To: Anita Decker
Cc: Victoria Hutter; Sally Gifford
Sent: Thu Sep 17 09:15:04 2009
Subject: FW: G. Will writes Op-Ed about United We Serve
Hi Anita,

I wanted to make sure you saw this:

<http://www.washingtonpost.com/wp-dyn/content/article/2009/09/16/AR2009091602765.html>

Artists in Harness

By George F. Will
Thursday, September 17, 2009

"This is just the beginning," Yosi Sergant told participants in an Aug. 10 conference call that seems to have been organized by the National Endowment for the Arts and certainly was joined by a functionary from the White House Office of Public Engagement. The call was the beginning of the end of Sergant's short tenure as

NEA flack -- he has been reassigned. The call also was the beginning of a small scandal that illuminates something gargantuan -- the Obama administration's incontinent lust to politicize *everything*.

Sergeant's comments, made to many individuals and organizations from what is vaguely and cloyingly called "the arts community," continued: "This is the first telephone call of a brand-new conversation. We are just now learning how to really bring this community together to speak with the government." Wrong preposition. Not "with" the government, but *for* the government.

Did the White House initiate the conference call-cum-political pep rally? Or, even worse, did the NEA, an independent agency, spontaneously politicize itself? Something that reads awfully like an invitation went from Sergeant's NEA e-mail address to a cohort of "artists, producers, promoters, organizers, influencers, marketers, tastemakers, leaders or just plain cool people."

They were exhorted to participate in a conference call "to help lay a new foundation for growth, focusing on core areas of the recovery agenda." The first core area mentioned was "health care."

The NEA is the nation's largest single source of financial support for the arts, and its grants often prompt supplemental private donations. He who pays the piper does indeed call the tune, and in the four months before the conference call, 16 of the participating organizations received a total of nearly \$2 million from the NEA. Two days after the call, the 16 and five other organizations issued a plea for the president's health-care plan.

The automobile industry and much of the financial sector have been broken to the saddle of the state. Ninety percent of new mortgages and 80 percent of student loans -- the average family's two most important financial transactions -- are financed or guaranteed by the federal government. Now the Obama administration is tightening the cinch on subsidized artists, conscripting them into the crusade to further politicize the 17 percent of the economy that is health care.

Time was, artists were proudly adversarial regarding authority, the established order, etc. "Epater le bourgeois!" and all that. Now they are just another servile interest group seeking morsels from the federal banquet. Are they real artists? Sure, because in this egalitarian era, government reasons circularly: Art is whatever an artist says it is, and an artist is whoever produces art. So, being an artist is a self-validating vocation.

Advocates of government subsidies for "the arts" usually speak rhetorical cotton candy, sugary air about how art is a Good Thing, therefore public spending on it is a Good Deed. (Try this: For the word "art," substitute "surfing" or "religion.") Government should not be subsidizing corn either, but at least it can say what corn is. For government today, "art" is a classification so capacious it does not classify.

Under the last Democratic administration, the NEA said art is . . . almost everything. The NEA democratically decreed that "art includes the expressive behaviors of ordinary people," including "dinner-table arrangements." The head of the National Endowment for the Humanities believed: "Today the lives of ordinary American people have assumed a place beside volumes of European classics in the humanities."

Invoking a utilitarian principle -- the greatest self-esteem for the greatest number -- the two endowments effectively said: We hear America singing and *everyone* sings equally well. Napoleon advocated a society of careers open to talents. By subsidizing artists, broadly -- very broadly -- defined, government creates careers open to the untalented. It had better.

In 1980, Robert Hughes, who then was Time magazine's excellent art critic, dryly noted, "Every five years, the art schools of America alone produce as many graduates as there were people in Florence in the last quarter of the 15th century." Today, when arts graduates are still plentiful, the cheerful if loopy assumption is that art is like artichokes -- increase the financial demand, the supply will increase.

That assumption is right as rain regarding another commodity -- lobbyists. Which is what the portion of the "arts community," including the "just plain cool people," who participated in the conference call has become. But, then, lobbying is, Lord knows, "expressive behavior," and therefore it is . . . art.

Monica Ashar

From: Yosi Sergant
Sent: Thursday, September 17, 2009 1:12 PM
To: Anita Decker
Subject: FW: NEA Aug. 10 Conference call

fyi

Yosi Sergant
National Endowment for the Arts
1100 Pennsylvania Avenue NW, Room 614
Washington DC 20506
202-682-5570 office
[REDACTED] cell (b)(6)
yosi@arts.gov

From: [REDACTED] [mailto:[REDACTED]] (b)(6)
Sent: Thursday, September 17, 2009 1:07 PM
To: [REDACTED]
Subject: Fwd: NEA Aug. 10 Conference call

Sorry [REDACTED]. (b)(6)

I already responded..

I checked the site and realized it was a right spin publication after sending..

I'm am not afraid of the right.. nor am I ashamed or dismayed by the recently controversy..

I am however a little annoyed that there has been no response or attempt to fight back by our colleagues...

Silences equals guilt in the court of public opinion, and frankly I believe we are all selling Yosi out by not responding to this nonsense.

[REDACTED] (b)(6)

Begin forwarded message:

From: [REDACTED] <[REDACTED]>
Date: September 17, 2009 12:35:34 PM EDT
To: [REDACTED] <[REDACTED]>
Cc: [REDACTED] <[REDACTED]>
Subject: Re: NEA Aug. 10 Conference call

(b)(6)

Hello [REDACTED], (b)(6)

Yes this is true, I was one of the host of the call. (b)(6)
below is a link to a blog w. my comments on the the [REDACTED] debacle,

best,

[REDACTED] (b)(6)

(b)(6)

(b)(6)

Monica Ashar

From: Yosi Sergeant
Sent: Thursday, September 17, 2009 2:08 PM
To: Sally Gifford; Victoria Hutter
Cc: Elizabeth Stark; Anita Decker
Subject: FW: United We Serve Conference Call // Invitation
Attachments: Stories for United We Serve.doc; united we serve flyer.pdf

Attached is the invitation as I forwarded it.

Yosi Sergeant
National Endowment for the Arts
1100 Pennsylvania Avenue NW, Room 614
Washington DC 20506
202-682-5570 office
[REDACTED] cell (b)(6)
yosi@arts.gov

From: Yosi Sergeant
Sent: Thursday, August 06, 2009 5:25 PM
To: '[REDACTED]'; '[REDACTED]' (b)(6)
Subject: United We Serve Conference Call // Invitation

This Monday, there is a conference call for arts oriented marketers & producers to discuss the President's *United We Serve* initiative that I thought you might like to participate in.

Yosi Sergeant
Director
Office of Communications
National Endowment for the Arts
1100 Pennsylvania Avenue NW, Room 614
Washington DC 20506
202-682-5570 office
[REDACTED] cell (b)(6)
yosi@arts.gov

A call has come in to our generation. A call from the top. A call from a house that is White. A call that we must answer. And to answer it, we need you.

Please join [REDACTED], [REDACTED], [REDACTED], [REDACTED], [REDACTED], [REDACTED] and [REDACTED] as we heed the President's call to action this summer -- United We Serve. (b)(6)

United We Serve is President Obama's call to service challenging all Americans to engage in sustained, meaningful community service. With the knowledge that ordinary people can achieve extraordinary things when given the proper tools, President Obama is asking us to come together to help lay a new foundation for growth, focusing on core areas of the recovery agenda – health care, energy and environment, safety and security, education, community renewal.

Now is the time for us to answer this call. It is time for us as a group of artists, promoters, organizers, influencers, marketers, tastemakers, leaders or just plain, cool people to join together and work together to promote a more civically engaged America and celebrate how the arts can be used for a positive change! No one knows our communities better than we do. No one can inspire as much as we can. We have a unique role to play in making service accessible and fun

for those who are not accustomed to volunteering. We know that engaging all Americans in service means we must expand the idea of service. Already, you are helping us to re-frame the image of volunteerism.

The *United We Serve* team, in collaboration with the *White House Office of Public Engagement* and *The National Endowment for the Arts* is hosting a conference call outlining steps our community can take to spread the message of service and highlight the service work artists already perform in communities nationwide.

Please join us!

Date: Monday, August 10, 2009

Time: 2PM EST / 11AM PST

Call In: [REDACTED]

Passcode: [REDACTED]

}(b)(6)

PLEASE RSVP to [REDACTED] at [REDACTED] (b)(6)

On the call we will hear from the United We Serve about the initiative and their plans for 9/11, a new National Day of Service and Remembrance, hear from the National Endowment for the Arts about the role artists play in shaping our communities and this initiative and brainstorm. Further, we will hear from others who have successful models of engagement and recruit stories of how arts service can be fun, engaging and youthful. *United We Serve* initially runs from June 22 through September 11, but it will grow into a sustained, collaborative and focused effort to promote service as a way of life for all Americans.

We hope that you will join us on Monday. Attached you will find a flyer about United We Serve, information about posting stories and an agenda.

AGENDA

I. Intro -

- a. Who's on the call
- b. What UWS is
- c. Why the arts community has a unique role to play

II. Specific asks

- a. Weekly conference call with UWS in lead up to 9/11
- b. Media event on or around 9/11
- c. Employ your media connections
- d. Blog posts before 9/11 on Serve.gov
- e. Next step – follow up with Nellie, think about event, jump on call next week to share

III. Examples of success

- a. Example from caller
- b. NEA wrap-up

IV. Q and A

United We Serve

SERVE.GOV

Share Your Story of Service

Stories can move others to action. Stories reveal our common values, demonstrate what's possible, and call on others to join our efforts to help build a new foundation for America. Share with us how you are doing your part. We may highlight your story at Serve.gov this summer.

A compelling service story:

- Is told from the perspective of someone with first hand experience in the service project.
- Presents the problem and the solution.
- Emphasizes the impact of the service project on the person and the problem.
- Is short and sweet – fewer than 500 words.
- Inspires others to take action

Stories can be written in a Word document. You may include image files and/or video links.

Quick Questions – be sure to include the following information:

Who is the point of contact for the project? _____

Phone: _____

Email: _____

Who are the members of the service group? _____

Where is the service project?

Organization: _____ City/State: _____

What is the service project's time frame? _____ Days/Weeks/Months

How many volunteers are recruited, coordinated or supported by your project? _____

How many volunteers associated with this project have committed to ongoing service? _____

Tips for telling a good story. A good story:

- Is a story – not a press release. Use the power of personal narrative when possible.
- Explains why the community needs the service project.
- Tells why you chose to get involved in the project.
- Includes the goal of the project.
- Emphasizes how the community is affected by the project.
- Outlines the reasons why the project is successful.
- Indicates how the project (or its impact) will be sustained in the future.
- Includes any unusual or creative partnerships developed.
- Tells what role service has played in your life.
- Includes an implicit or explicit call to action. (Okay to include web links.)

Please submit your story to Phil Martin, Outreach Coordinator, United We Serve: pmartin@cns.gov.

Please include in your submission the answers to the "quick questions" section above.

Thank You.

United We Serve

SERVE.GOV

"Economic recovery is as much about what you're doing in your communities as what we're doing in Washington – and it's going to take all of us, working together. I'm calling on all Americans to make volunteering and community service part of your daily life and the life of this nation."

President Barack Obama

The President and First Lady launched United We Serve in partnership with the Corporation for National and Community Service. United We Serve is a nationwide initiative, beginning this summer, to create a sustained, collaborative, and focused effort to meet community needs and make service a way of life for all Americans. The online home of United We Serve is **Serve.gov**.

Confident that ordinary people can achieve extraordinary things when given the proper tools, President Obama has called on Americans to both expand the impact of existing organizations by engaging new volunteers in their work and encourage volunteers to develop their own "do-it-yourself" projects.

PURPOSE

United We Serve will take traditional calls to service further by:

- Putting volunteers on a path to sustained service.
- Asking volunteers to become volunteer organizers by identifying unmet needs in their community, developing their own service projects, and engaging others who are interested in the same issue area.
- Providing easy-to-use tools on **Serve.gov** for volunteers to set outcome-oriented goals and track their community impact.
- Calling upon Americans to form new community partnerships and join together across historical barriers of religion, race, and ethnicity.

FOCUS

United We Serve will empower Americans to participate this summer by:

- Promoting clean energy, energy efficiency, and public land restoration.
- Supporting education and literacy for all Americans.
- Increasing health care access, public health awareness, and prevention.
- Providing community renewal to areas hardest hit by the economic crisis.
- Ensuring our communities are safe from disasters and our veterans and military families are supported.

The summer initiative will culminate on September 11, 2009, a National Day of Service and Remembrance, but United We Serve is ongoing. The National Day of Service and Remembrance will recognize the summer's accomplishments, honor those who died on September 11, 2001 by serving in their memory, and encourage Americans to make an ongoing commitment to service.

If you want to volunteer, here's how you can search for volunteer opportunities.

1. Visit **Serve.gov**.
2. Enter some of the keywords of the kind of volunteer activity that interests you, as well as your city, state, or ZIP code.
3. Click "Find Opportunities Now."
4. You will be directed to the website of All for Good and it will list opportunities in your area that match your interests, along with a map of their location.
5. To ensure you have a quality experience, browse the different opportunities that show up. Visit organizations' websites and call to make a connection. Tell them you are a United We Serve volunteer answering the President's call to service, and look forward to helping them expand their community impact.
6. Tell us your Story of Service. We might feature it on **Serve.gov** this summer.

Register Your Project

Have a service opportunity of your own? Register it here and invite others to join.

Register Now

OR

Find a Volunteer Opportunity

What interests you?

Keywords

(Example: veterans, mentoring, or Habitat)

Where would you like to volunteer?

Location

(City, State, or ZIP Code)

Find Opportunities Now

POWERED BY
All for Good

By clicking this button, you will exit the Serve.gov site and be redirected to the All for Good site where your search results will be displayed.

If you are an organization and want to recruit volunteers, here's how you can post your volunteer opportunities.

1. Visit **Serve.gov**.
2. Click "Register Now."
3. You will be directed to create an account.
4. This account registers you/your organization with **Serve.gov** so that you can post your volunteer opportunities and they will be searchable by visitors to the site. You can also track volunteer sign ups.
5. Make sure your posting includes all the key words that would come to mind when someone is searching for your volunteer opportunity (i.e., if you organize a park trail clean up, include the words "nature," "park," "trail," "environment," etc).
6. Please let us know about your service experience by clicking on "Share Your Story." We will feature stories on **Serve.gov** throughout the summer.

If you don't see a local volunteer opportunity that interests you, **Serve.gov** offers some toolkits to help you organize your own service projects.

America is made stronger when citizens come together with their friends, family, and neighbors to improve their local communities. We encourage you to visit our Toolkits section to get started.

Monica Ashar

From: Google Alerts [googlealerts-noreply@google.com]
Sent: Thursday, September 17, 2009 2:49 PM
To: Yosi Sergant
Subject: Google Alert - rocco landesman

Google News Alert for: **rocco landesman**

Americans for the Arts and NEA Vs. The Washington Times, False ...

Broadway World

Adding more fuel to the fire is the alleged temporary "removal" of a podcast meeting between NEA Chairman **Rocco Landesman** and Americans for the Arts ...

[See all stories on this topic](#)

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Monica Ashar

From: Yosi Sergant
Sent: Thursday, September 17, 2009 5:15 PM
To: Anita Decker
Subject: RE: New WashTimes Blog post

[REDACTED] (b)(5)
[REDACTED]
Yosi Sergant
National Endowment for the Arts
1100 Pennsylvania Avenue NW, Room 614
Washington DC 20506
202-682-5570 office
[REDACTED] cell (b)(6)
yosi@arts.gov

From: Anita Decker
Sent: Thursday, September 17, 2009 5:12 PM
To: Yosi Sergant
Subject: Re: New WashTimes Blog post

[REDACTED] (b)(5)
[REDACTED]
From: Yosi Sergant
To: Anita Decker
Sent: Thu Sep 17 17:02:03 2009
Subject: re: New WashTimes Blog post

They are going nuts over there. They are making wacky accusations... they are trying to tie the call to [REDACTED]! (b)(6)

<http://washingtontimes.com/weblogs/watercooler/2009/sep/17/al-gore-current-tv-employee-august-10-nea-conferen/> (b)(5)

This confirms that the Washington Times has the call attendee list. [REDACTED]
[REDACTED]

They also posted a post about my campaign work-

<http://washingtontimes.com/weblogs/watercooler/2009/sep/17/neas-unusual-interpretation-outreach/> (b)(5)

[REDACTED] Of the list of 76 people, 7 are folks who I worked with on the campaign. They are:

[REDACTED]
Works at [REDACTED] – they were a media sponsor for [REDACTED] and have been active on United We Serve [REDACTED] (b)(6)
[REDACTED]

I worked closely with [REDACTED] through the entire campaign

[REDACTED]
Represents [REDACTED] & [REDACTED]

[REDACTED] & [REDACTED]

Artists from [REDACTED]

[REDACTED]

His [REDACTED] sponsored my gallery at the DNC

[REDACTED]

(b)(6)

His company did sound for the performances at [REDACTED] (b)(6)

Yosi Sergeant

National Endowment for the Arts

1100 Pennsylvania Avenue NW, Room 614

Washington DC 20506

202-682-5570 office

[REDACTED] cell (b)(6)

yosi@arts.gov

Sergeant's outreach effort was always political

Yosi Sergeant, now former Communications Director of the National Endowment for the Arts was active in the Barack Obama presidential campaign in 2008. He was a curator at an art show during the 2008 Democratic National Convention in Denver. In this video (at 1:20 in) he talks about how artists coalesced around themes of the Obama campaign:

"The arts movement has really coalesced around the themes underneath the Barack Obama campaign. There have been individual artists working all over the country to raise visibility for those themes from hope and unity and healthcare and union support and what we wanted to do was we wanted to give them a place to showcase these messages here at the Democratic National Convention."

"Barack Obama is the first nominee who had a policy before he was even the nominee for arts and culture, and I think that really has struck a chord with a lot of the artists. They have activated and coalesced before there was a call to action for themselves."

Another individual interviewed in the piece talked about how excited he was to have Obama in the White House, because the NEA would be well funded under an Obama administration.:

INTERVIEWEE: The next logical step is for Obama to be in the White House right now, and to get rid of the current republican right-wing conservative administration that completely want to get rid of the arts. They totally took away all funding for the NEA... National Endowment for the Arts they have no respect for arts or

the artists or musicians...at least in Los Angeles, where I'm from. They completely took it away from all the public schools. And you know, if Obama gets elected...arts music for everybody, and I think that's great."

INTERVIEWER: Do you have a fear that Obama or anyone in the political scene could be co-opted and neutralized by the machinery?

INTERVIEWEE: Of course that's always a strong possibility, but everything is in greys nothing is in black and white and he's definitely less of a grey than other people. I would think so. I would hope so."

Monica Ashar

From: Yosi Sergeant
Sent: Thursday, September 17, 2009 9:43 AM
To: Don Ball
Subject: G. Will

<http://www.washingtonpost.com/wp-dyn/content/article/2009/09/16/AR2009091602765.html>

Artists in Harness

By George F. Will
Thursday, September 17, 2009

"This is just the beginning," Yosi Sergeant told participants in an Aug. 10 conference call that seems to have been organized by the National Endowment for the Arts and certainly was joined by a functionary from the White House Office of Public Engagement. The call was the beginning of the end of Sergeant's short tenure as NEA flack -- he has been reassigned. The call also was the beginning of a small scandal that illuminates something gargantuan -- the Obama administration's incontinent lust to politicize *everything*.

Sergeant's comments, made to many individuals and organizations from what is vaguely and cloyingly called "the arts community," continued: "This is the first telephone call of a brand-new conversation. We are just now learning how to really bring this community together to speak with the government." Wrong preposition. Not "with" the government, but *for* the government.

Did the White House initiate the conference call-cum-political pep rally? Or, even worse, did the NEA, an independent agency, spontaneously politicize itself? Something that reads awfully like an invitation went from Sergeant's NEA e-mail address to a cohort of "artists, producers, promoters, organizers, influencers, marketers, tastemakers, leaders or just plain cool people."

They were exhorted to participate in a conference call "to help lay a new foundation for growth, focusing on core areas of the recovery agenda." The first core area mentioned was "health care."

The NEA is the nation's largest single source of financial support for the arts, and its grants often prompt supplemental private donations. He who pays the piper does indeed call the tune, and in the four months before the conference call, 16 of the participating organizations received a total of nearly \$2 million from the NEA. Two days after the call, the 16 and five other organizations issued a plea for the president's health-care plan.

The automobile industry and much of the financial sector have been broken to the saddle of the state. Ninety percent of new mortgages and 80 percent of student loans -- the average family's two most important financial transactions -- are financed or guaranteed by the federal government. Now the Obama administration is tightening the cinch on subsidized artists, conscripting them into the crusade to further politicize the 17 percent of the economy that is health care.

Time was, artists were proudly adversarial regarding authority, the established order, etc. "Epater le bourgeois!" and all that. Now they are just another servile interest group seeking morsels from the federal banquet. Are they real artists? Sure, because in this egalitarian era, government reasons circularly: Art is whatever an artist says it is, and an artist is whoever produces art. So, being an artist is a self-validating vocation.

Advocates of government subsidies for "the arts" usually speak rhetorical cotton candy, sugary air about how art is a Good Thing, therefore public spending on it is a Good Deed. (Try this: For the word "art," substitute "surfing" or "religion.") Government should not be subsidizing corn either, but at least it can say what corn is. For government today, "art" is a classification so capacious it does not classify.

Under the last Democratic administration, the NEA said art is . . . almost everything. The NEA democratically decreed that "art includes the expressive behaviors of ordinary people," including "dinner-table arrangements." The head of the National Endowment for the Humanities believed: "Today the lives of ordinary American people have assumed a place beside volumes of European classics in the humanities."

Invoking a utilitarian principle -- the greatest self-esteem for the greatest number -- the two endowments effectively said: We hear America singing and *everyone* sings equally well. Napoleon advocated a society of careers open to talents. By subsidizing artists, broadly -- very broadly -- defined, government creates careers open to the untalented. It had better.

In 1980, Robert Hughes, who then was Time magazine's excellent art critic, dryly noted, "Every five years, the art schools of America alone produce as many graduates as there were people in Florence in the last quarter of the 15th century." Today, when arts graduates are still plentiful, the cheerful if loopy assumption is that art is like artichokes -- increase the financial demand, the supply will increase.

That assumption is right as rain regarding another commodity -- lobbyists. Which is what the portion of the "arts community," including the "just plain cool people," who participated in the conference call has become. But, then, lobbying is, Lord knows, "expressive behavior," and therefore it is . . . art.

Monica Ashar

From: Yosi Sergant
Sent: Friday, September 18, 2009 5:50 PM
To: Monica Ashar
Cc: Karen Elias
Subject: FW: United We Serve // Actions Items // Contact List // Next Steps...
Attachments: United We Serve Email List.xlsx

Here is the original email.

Yosi Sergant
National Endowment for the Arts
1100 Pennsylvania Avenue NW, Room 614
Washington DC 20506
202-682-5570 office
[REDACTED] cell (b)(6)
yosi@arts.gov

From: [REDACTED] [mailto:[REDACTED]] (b)(6)
Sent: Wednesday, August 12, 2009 3:33 PM
To: ;
Cc: Yosi Sergant; Abernathy, Nell L.
Subject: United We Serve // Actions Items // Contact List // Next Steps...

Hello United We Serve Familia!

Over the past few days, I have heard from many of you...and the conversations, emails, facebook messages and tweets have all been really, really exciting. The energy that was created from just that one phone call on Monday has led to a wave of ideas, thoughts, suggestions and so much more on how we can participate in the United We Serve campaign (www.serve.gov). As per a suggestion on the call, below is a list of action items that might be helpful to inspire an idea on how you can participate in the campaign (however, if there are other ideas that you have, I am sure they are just as good as anything suggested below or even better!). Also, please find attached a contact list for those who were on the call.

Here are the folks from the administration who joined us:

Yosi Sergant, Director of Communications, National Endowment For The Arts yosi@arts.gov
Nellie Abernathy, Outreach Director, United We Serve Nabernathy@cns.gov
Buffy Wicks, White House Office Of Public Engagement

Look forward to speaking to you all again on our next call on Monday. Please feel to contact me at anytime at my email or at [REDACTED] -- If I made any mistakes in your information, please let me know.

(b)(6)
I am inspired by all the extraordinary commitment to service by this amazing group of people!

Best,

[REDACTED] (b)(6)

1) **Serve in your community.** You are probably already working to improve health care or green a neighborhood. Reach out to friends, colleagues and fans to serve with you. Ask five to pledge to serve with

you. **Ex)** Organize groups of students to clean up abandoned lots and create installations with the collected debris.

- 2) **Create or identify a unique service event to highlight and use your media network to draw attention to the impactful work.** Small service activities can have a huge impact if you lend them your megaphone. **Ex)** If you are a painter spend an afternoon volunteering with a local afterschool program and promote pictures/video on your blog.
- 3) **Help tell the story of service.** **Ex)** If you are a film maker, make a short video re-framing service as accessible and push it out through your online networks.
- 4) **Organize your professional network to serve.** **Ex)** If you are a graphic designer tap into your professional network and organize other designers to create a series of United We Serve posters that can be featured in print, through social media and on serve.gov. **Ex)** If you are a DJ, tap into your professional network and organize other DJs to promote Serve.gov or a specific local opportunity on the radio or at a club.
- 5) **Promote United We Serve to your fan base.** As a taste-maker you have influence over a network of people who follow your movements through blogs, or twitter, or local events. Use these opportunities to promote service. **Ex)** Work with the United We Serve team to get a list of service events occurring in your community and devote space on your website to covering the activity each day from now until September 11th.
- 6) **Help the resource-strapped United We Serve team navigate on line media.** Design attractive and efficient web tools or widgets to help spread the word.
- 7) **Begin planning a post-September 11th project to announce on 9/11.** Honor the National Day of Service and Remembrance by pledging to use your skills to serve. **Ex)** Unveil a film series at a local venue that will promote a service message.
- 8) **Share your story.** Jump on a follow up conference call next Monday at 2pm EST ([REDACTED]) passcode: ([REDACTED]) and tell us what you're doing to answer the President's call. Or email [REDACTED] and share your story.

(b)(6)

[illegible]

			Artist	
		Lawyer		
		Artist and visual designer, and director	Artist	
		Musician		
			Writer	
		Editor and publisher		
		Artist		

			Designer	
			Artist	
		Creative industry director		
			Actress	
		Film Director		
			Artist	
		Artist		

			Poet/Author	
		Musician/Producer		
		Actress	Actress	
		Event Producer		
			Actress/Arts Activist	

Monica Ashar

From: Google Alerts [googlealerts-noreply@google.com]
Sent: Sunday, September 20, 2009 1:34 AM
To: Yosi Sergeant
Subject: Google Alert - yosi sergeant

Google News Alert for: **yosi sergeant**

Mainstream Media: The Devil Wears Pravda

Big Hollywood (blog)

Now, take a look at those five canons again and compare the MSM's response to the Van Jones, **Yosi Sergeant**/NEA and ACORN video sting scandals, ...

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Monica Ashar

From: Google Alerts [googlealerts-noreply@google.com]
Sent: Sunday, September 20, 2009 8:58 PM
To: Yosi Sergeant
Subject: Google Alert - yosi sergeant

Google Blogs Alert for: **yosi sergeant**

The Steady Drip: Mainstream Media: The Devil Wears Pravda

By Aristotle The Hun

Now, take a look at those five canons again and compare the MSM's response to the Van Jones, **Yosi Sergeant**/NEA and ACORN video sting scandals, all stop-the-presses headline stories. Van Jones, a presidential 'czar' whom we discover is a ...

The Steady Drip - <http://thesteadydrip.blogspot.com/>

Infidel Bloggers Alliance: Cass Sunstein: "Czar" in Wolf's Clothing

By Grant Jones

Bigger game to bring down than **Yosi Sergeant** is Cass Sunstein, Obama's most recently appointed "czar," formally the administrator of the White House Office of Information and Regulatory Affairs, which is under the Office of Management ...

Infidel Bloggers Alliance - <http://ibloga.blogspot.com/>

BigGovernment.com's next big investigative report | Radio Vice Online

The people running the conference call and rallying the group to get active on these issues were **Yosi Sergeant**, the Director of Communications for the National Endowment for the Arts; Buffy Wicks, Deputy Director of the White House ...

Radio Vice Online - <http://radioviceonline.com/>

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Monica Ashar

From: [REDACTED] (b)(6)
Sent: Wednesday, September 02, 2009 11:48 AM
To: Yosi Sergant
Subject: the NEA/United We Serve conference call

Yosi:

I've been keeping up with the coverage that has followed from [REDACTED] (b)(6) post about the NEA/United We Serve conference call, and though I don't find his reporting or opinionating credible, I do have some questions about the Aug. 10 conference call, and I'd like to do some reporting on the initiative—and yes, probably the controversy—for [REDACTED] (b)(6) as well as for my theater blog. Please call when you can; we can talk on or off the record, as you wish.

I thank you for your time—

[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

[REDACTED]
[REDACTED]

(b)(6)

Monica Ashar

From: Kelly, John [JKelly@cns.gov]
Sent: Wednesday, September 02, 2009 11:52 AM
To: Kelly, John
Cc: Kudo, Naoko G.; Walker, Diana W.; Robinson, Kelley J.; Wong, Frederick; Martin, Philip
Subject: 9/11 National Day of Service and Remembrance
Attachments: 9 11 POTUS letter.pdf; federal employee volunteering guidelines.doc
Importance: High

Dear Federal Agency Partners,

The 9/11 National Day of Service and Remembrance is just around the corner and we wanted to check back in to see about your agency's plans to participate. If you will be engaging in any of the ways outlined in our previous email (below), please hit reply and let us know here at the Corporation for National and Community Service.

To help you in your efforts, we have attached the following documents:

- **A letter from the President** encouraging service on September 11 and in the days, weeks, and months that follow. You can send this letter to staff, grantees, and partners as a call to action. You can also ask them to distribute widely to their networks.
- **Federal employee guidelines** for staff volunteering. You can also go to <http://opm.gov/oca/leave/HTML/Volunteer2.asp> for the same information.
- **Serve.gov** has additional resources for partners and planning. Please let us know if your Cabinet Secretary, Administrator, or Senior Staff is participating in an event and you would like talking points or media resources.

The Corporation for National and Community Service will be supporting service activities in all fifty states on 9/11 and highlighting events nationwide under one unifying message – “*I Remember. I Serve.*” We encourage you to use the designated tagline “*I Remember. I Serve.*” in all your communications regarding the 9/11 National Day of Service and Remembrance. You can download the “*I Remember. I Serve.*” logo at <http://serve.gov/link.asp#SEPT11>. The phrase is a unifying element to commemorate the day and encourage Americans everywhere to both remember the events of 9/11 and to honor this memory through acts of service.

Again, please email John Kelly, Strategic Advisor for Faith-Based and Neighborhood Partnerships, at jkelly@cns.gov, and let us know your agency's plans for the 9/11 National Day of Service and Remembrance. We thank you for your ongoing leadership and participation in the *United We Serve* initiative.

Thank you for all the support and amazing work you have been doing this summer!

Sincerely,

The *United We Serve* Team

-----Original Message-----

From: Kelly, John
Sent: Wed 8/19/2009 12:31 PM
To: Kelly, John
Cc: Kudo, Naoko G.; Robinson, Kelley J.; Walker, Diana W.; Martin, Philip; Wong, Frederick
Subject: United We Serve and 9/11 National Day of Service and Remembrance

Dear Federal Agency Partners,

As we approach the end of the summer phase of *United We Serve* and recommit to service as a nation, the Corporation for National and Community Service wants to share some ways in which your agency can participate in the September 11th National Day of Service and Remembrance.

For the last several months you and your agency colleagues have helped to promote service as a way of life for all Americans. With your help we have built a website featuring over 250,000 service opportunities, collected thousands of stories of service from people from all walks of life, highlighted examples of impact-oriented service activities in communities across the country, and developed exciting new partnerships.

In April, President Obama signed the Edward M. Kennedy Serve America Act which, for the first time, officially recognizes September 11th as a National Day of Service and Remembrance. This 9/11 the President and the Corporation for National and Community Service will recognize the summer's successes and ask all Americans to recommit to serving their communities throughout the year. We encourage you to continue to support *United We Serve* by engaging your employees, grantees, and partners in service on that day.

Your agency can support *United We Serve* and observe the National Day of Service and Remembrance by:

- 1) Scheduling your Secretary or Director to participate in a high profile service event in the DC area or somewhere else in the country.
- 2) Organizing an agency-specific service project for the day of September 11th.
- 3) Emailing agency employees and asking them to serve their own communities on September 11th, or pledge to serve this fall and throughout the coming year.
- 4) Asking your grantees and partners to post their September 11th volunteer opportunities on Serve.gov.
- 5) Attracting media attention by publishing an op-ed penned by the Secretary, incorporating *United We Serve* talking points in your Secretary or Director's remarks, or highlighting your agency's service activities in another way.

In honor of the National Day of Service and Remembrance, the Corporation for National and Community Service will be supporting service activities in all fifty states and highlighting events nationwide. With the combined efforts of non-profit organizations, non-traditional service partners, businesses, and federal agencies, we are working together to reignite the spirit of unity and service that inspired Americans in the days after the September 11th, 2001 tragedy.

If the Corporation for National and Community Service can support your agency's September 11th plans or *United We Serve* efforts, please contact John Kelly, Strategic Advisor for Faith-Based and Neighborhood Partnerships, at jkelly@cns.gov.

Thank you again for your continued participation in *United We Serve*.

Sincerely,

-The United We Serve Team

John Kelly
Strategic Advisor,
Faith Based and Neighborhood Partnerships
Corporation for National and Community Service
jkelly@cns.gov
202-606-6743 (direct)

THE WHITE HOUSE

WASHINGTON

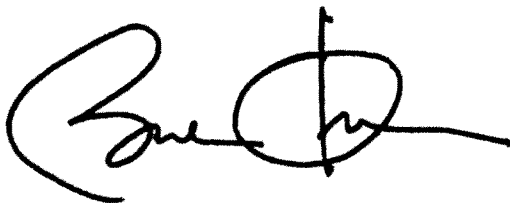
August 27, 2009

This year, for the first time, the United States will honor September 11 as a National Day of Service and Remembrance. Eight years ago, the tragic events of that Tuesday morning inspired Americans to come together in a remarkable spirit of unity and compassion. In that same spirit, we call on all Americans to join in service on September 11 and honor the heroes of that dark day as well as the brave men and women in uniform who continue to protect our country at home and abroad.

Whether you have devoted a lifetime to service, volunteered for the first time this summer through United We Serve, or have yet to lend a hand in your community, we hope you will take part in this effort. We encourage you to visit www.serve.gov and find a volunteer opportunity in your neighborhood or download tools to create your own project with family and friends.

This is a unique moment in our Nation's history. We have great challenges ahead of us, but we face them at a time of renewed opportunity and hope. We are building a new foundation for growth and prosperity, but we cannot succeed without your help. We can rebuild our schools, but we need mentors and tutors to guide our students. We can modernize our health care system, but we need volunteers to care for the sick and assist others in leading healthier lives. We can invest in clean energy, but we need people to maintain energy efficiency in their homes and help create a green economy.

No force for change is more powerful than that of Americans who are making a difference in their communities. This September 11, and in the days, weeks, and months that follow, let us recommit ourselves to service, renew America's promise, and work together as one people and one Nation.

A stylized, handwritten signature in black ink, likely belonging to Barack Obama, featuring a large, circular loop and a long, sweeping horizontal stroke.

Michelle Obama

Here is the link to the OPM guidelines on employee volunteering:
<http://opm.gov/oca/leave/HTML/Volunteer2.asp>

And here is the text/language at that link:

Guidance on Scheduling Work and Granting Time Off to Permit Federal Employees to Participate in Volunteer Activities

The Office of Personnel Management (OPM) has prepared the following guidance to support the efforts of departments and agencies to encourage employee participation in volunteer activities. Departments and agencies should also review any applicable regulations or policies and collective bargaining agreements before making determinations on these matters.

SCHEDULING WORK AND TIME OFF

GENERAL. The Federal personnel system provides departments and agencies with considerable flexibility in scheduling hours of work and time off. Departments and agencies are encouraged to make appropriate use of this flexibility in responding to requests for changes in work schedules or time off to allow employees to engage in volunteer activities, while giving due consideration to the effect of the employee's absence or change in duty schedule on work operations and productivity.

ALTERNATIVE WORK SCHEDULES. Departments and agencies have the flexibility to approve a variety of work arrangements for employees seeking to engage in volunteer activities during normal work hours.

Alternative Work Schedules (AWS) -- Flexible or compressed work schedules may be established for employees who wish to engage in volunteer activities during normal working hours. Employees represented by an exclusively-recognized union may participate in a flexible or compressed work schedule only to the extent expressly provided under a collective bargaining agreement between the agency and the exclusive representative. (See 5 U.S.C. 6130(a)(2).) To review the extent to which AWS programs have already been applied, departments and agencies should review their internal AWS policies and practices and collective bargaining agreements. To determine how additional AWS flexibilities may be implemented, departments and agencies may also consult subchapter II of chapter 61 of title 5, United States Code; regulations in 5 CFR part 610, subpart D, Flexible and Compressed Work Schedules; and the Handbook on Alternative Work Schedules (<http://www.opm.gov/oca/aws/index.htm>) and OPM's Labor-Management Relations Guidance Bulletin: Negotiating Flexible and Compressed Work Schedules (<http://www.opm.gov/cplmr/html/flexible.asp>).

Credit Hours -- Credit hours are those hours within a flexible work schedule that an employee elects to work in excess of his or her basic work requirement (e.g., 80 hours in a pay period for a full-time employee) so as to vary the length of a workweek or workday. Employees may use credit hours to fulfill their basic work requirement, thereby gaining time off from work to pursue volunteer activities and for other purposes. If a department or agency authorizes credit hours under its flexible work schedules program, the maximum amount of credit hours that may be carried over from one pay period to another is 24 hours.

SCHEDULING TIME OFF FROM WORK. Employees seeking to participate in volunteer activities during basic working hours may be granted annual leave, leave without pay, compensatory time off, or, in very limited and unique circumstances, excused absence,

as discussed below. (Employees may also be permitted to use accumulated credit hours under flexible work schedules, as discussed above.)

Annual Leave -- When employees request annual leave to perform volunteer service, departments and agencies should be as accommodating as possible in reviewing and approving such requests consistent with regulations in 5 CFR part 630, subpart C, Annual Leave, and applicable collective bargaining agreements.

Leave Without Pay -- At the discretion of the agency, leave without pay (LWOP) may be granted to employees who wish to engage in volunteer activities during normal working hours. As with annual leave, OPM encourages departments and agencies, whenever possible, to act favorably upon requests by employees for LWOP to perform volunteer services. However, LWOP is appropriate for extended periods only if the employee is expected to return to his or her job at the end of the LWOP. Agencies should review their internal policies on LWOP and applicable collective bargaining agreements.

Compensatory Time Off -- Departments and agencies may approve requests from employees for compensatory time off in exchange for performing an equal amount of time in irregular or occasional overtime work. For employees under flexible work schedules, departments and agencies may approve employee requests for compensatory time off for both regularly scheduled and irregular or occasional overtime work.

Excused Absence (administrative leave) -- Each department or agency has discretion to excuse employees from their duties without loss of pay or charge to leave. OPM advises that the granting of excused absence for volunteer activities should be limited to those situations in which the employee's absence, in the department's or agency's determination, is not specifically prohibited by law and satisfies one or more of the following criteria: (1) the absence is directly related to the department or agency's mission; (2) the absence is officially sponsored or sanctioned by the head of the department or agency; (3) the absence will clearly enhance the professional development or skills of the employee in his or her current position; or (4) the absence is brief and is determined to be in the interest of the agency. Ultimately, it is the responsibility of each department or agency head to balance support for employees' volunteer activities with the need to ensure that employees' work requirements are fulfilled and that agency operations are conducted efficiently and effectively. Agencies should review their internal guidance on excused absence and applicable collective bargaining agreements.

PART-TIME EMPLOYMENT AND JOB SHARING. Part-time employment or job-sharing may also be appropriate for employees who request such arrangements in connection with performing volunteer service. Regulations in 5 CFR part 340 provide additional information on part-time employment and job-sharing.

AWARDS FOR VOLUNTEERISM

Departments and agencies are encouraged to recognize their employees who volunteer their skills to help others. A department or agency may wish to become a Certifying Organization for the President's Volunteer Service Award (<http://www.presidentialserviceawards.gov>). Certifying Organizations agree to perform the following roles:

Verify that the volunteer(s) has completed the number of service hours required to earn a President's Volunteer Service Award.

Nominate verified volunteers by completing and submitting an order form to purchase the award(s).

Pay the nominal cost for the award package and its shipping, either directly or through local sponsorship.

Receive the award package and distribute the award to each recipient.

In addition, agencies may wish to establish internal programs to reward employees who donate their time and talents to help others. However, providing cash or paid time off undermines the volunteer spirit in which these individuals donate their personal time and efforts for the benefit of others. Nevertheless, granting appropriate citations and letters of appreciation, or small mementos such as a "You Make a Difference" pin or mug, would demonstrate the agency's pride in the various beneficial services its employees render to the community.

LABOR-MANAGEMENT RELATIONS

Agency officials are reminded that conditions of employment (such as work schedules) of bargaining unit employees may not be changed without notifying the exclusive representative of those employees and, upon timely request, bargaining on the matter to the extent required and/or permitted by laws, regulations, and collective bargaining agreements. Moreover, bargaining unit employees may participate in flexible or compressed work schedules "only to the extent expressly provided under a collective bargaining agreement between the agency and the exclusive representative." (See 5 U.S.C. 6130(a)(2).) For further information on an agency's collective bargaining obligations, agency officials should consult with their labor relations officers. Departments and agencies should also consult OPM's Labor-Management Relations Guidance Bulletin: Negotiating Flexible and Compressed Work Schedules (<http://www.opm.gov/cplmr/html/flexible.asp>).

PROHIBITION OF COERCION

While managers, supervisors, and other agency officials may encourage employees to become more involved in volunteer activities, 5 U.S.C. 6132 provides that employees may not be coerced for the purpose of interfering with their legal rights under flexible and compressed work schedules. (Also see 5 U.S.C. 2302, Prohibited Personnel Practices.)

CONFLICT OF INTEREST AND HATCH ACT RESTRICTIONS

Departments, agencies, and employees are reminded that conflict of interest laws and related regulations governing outside employment for compensation also apply to Federal employees who engage in volunteer activities. Hatch Act restrictions apply to employees who are on duty, as well as to those on paid or unpaid leave.

USE OF GOVERNMENT FACILITIES AND EQUIPMENT

Employees may not use Government facilities and equipment for other than authorized purposes. (See 5 CFR 2635.704.) Employees may consult their agency ethics officials or Office of General Counsel for information about what may be authorized by their agency or department.

LIABILITY FOR WORK-RELATED INJURIES

Departments and agencies need to be aware of liability issues related to employee participation in volunteer activities. The Department of Labor advises that, in most instances, employees who perform mission-related agency sponsored/sanctioned, or skills-enhancing volunteer activities while they are on excused absence are covered by 5 U.S.C. chapter 81, Compensation for Work Injuries. Other kinds of absences would most likely not be covered.

CNCS (and other federal agency) Legislative Authority for partnerships with schools

SEC. 182. [42 U.S.C. 12642] Partnerships with schools

(a) Design of programs

The head of each Federal agency and department shall design and implement a comprehensive strategy to involve employees of such agencies and departments in partnership programs with elementary schools and secondary schools. Such strategy shall include--

- (1)** a review of existing programs to identify and expand the opportunities for such employees to be adult volunteers in schools and for students and out- of-school youth;
- (2)** the designation of a senior official in each such agency and department who will be responsible for establishing partnership and youth service programs in each such agency and department and for developing partnership and youth service programs;
- (3)** the encouragement of employees of such agencies and departments to participate in partnership programs and other service projects;
- (4)** the annual recognition of outstanding service programs operated by Federal agencies; and
- (5)** the encouragement of businesses and professional firms to include community service among the factors considered in making hiring, compensation, and promotion decisions.

(b) Report

Not later than 180 days after November 16, 1990, and on a regular basis thereafter, the head of each Federal agency and department shall prepare and submit, to the appropriate Committees of Congress, a report concerning the implementation of this section.

Serve America Act amendment:

SEC. 1610. PARTNERSHIPS WITH SCHOOLS.

Section 182(b) (42 U.S.C. 12642(b)) is amended to read as follows:

(b) Report-

(1) FEDERAL AGENCY SUBMISSION- The head of each Federal agency and department shall prepare and submit to the Corporation a report concerning the implementation of this section, including an evaluation of the agency or departments performance on performance goals and benchmarks for each partnership program of the agency or department.

(2) REPORT TO CONGRESS- The Corporation shall prepare and submit to the authorizing committees a compilation of the information received under paragraph (1).

CNCS Policy on Employee Volunteering

Employee Volunteer Initiative Program (EVI)

Q1: How do Staff request administrative leave for doing approved volunteer work?

A1: The Employee Volunteer Initiative Program (EVI) enables employees to volunteer for a nonprofit service organization during work hours and the Corporation matching annual leave used in a volunteer capacity with up to eight (8) hours administrative leave during a four week period. Organizations must be of a service, not advocacy, nature and have no financial ties to the Corporation. Leave used for this program requires advance supervisory approval. An example of how the program works: An employee is approved to volunteer for 4 hours in pay period 1. The employee should code their timesheet as 2 hours annual leave and 2 hours administrative leave. Requests for administrative leave are coded on webTA for management approval (i.e., coded as admin/excused absence).

Monica Ashar

From: (b)(6) [REDACTED]
Sent: Wednesday, September 02, 2009 3:32 PM
To: Yosi Sergant; Sally Gifford; press@artsusa.org
Subject: CultureGrrl Blog link

[http://www.artsjournal.com/culturegrrl/2009/09/united we serve.html](http://www.artsjournal.com/culturegrrl/2009/09/united_we_serve.html)

Monica Ashar

From: Google Alerts [googlealerts-noreply@google.com]
Sent: Wednesday, September 02, 2009 7:32 PM
To: Yosi Sergeant
Subject: Google Alert - yosi sergeant

Google Blogs Alert for: **yosi sergeant**

Hit & Run > Obama's NEA: Pushing Artists to Be Political. And Then ...

By gillespie@reason.com (Nick Gillespie)

That was outrageous, and so is the NEA's response to the Washington Times, who called the NEA's media person to find out more about the call. The short version? NEA spokesperson **Yosi Sergeant** said the invites "didn't come from us. ...

Reason Magazine - Hit & Run - <http://www.reason.com/blog>

The American Spectator : AmSpecBlog : NEA Caught in a Lie

By Quin Hillyer

My Washington Times colleague Kerry Picket caught **Yosi Sergeant** of the National Endowment for the Arts in a major lie when she asked him about NEA's absurd politicization in favor of Obama. Read about it all here. ...

The American Spectator and AmSpecBlog - <http://spectator.org/>

Obama & National Endowment for the Arts - Breakdown of America

By Stacy

They were all told to do this on a conference call from **Yosi Sergeant**, Obama's Propaganda Minister from the National Endowment for the Arts. If it were not for Patrick Courrielche, who was invited to take part in this conference call, ...

Breakdown of America - <http://www.breakdownofamerica.com/>

Obama Using National Endowment for the Arts to Create a Cult of ...

By Matthew Vadum

White House officials participated in the conference call which was run by **Yosi Sergeant**, communications director for the NEA, Courrielche wrote. **Sergeant** happens to be the publicist behind the iconic Obama "Hope" poster created during ...

NewsReal Blog - <http://newsrealblog.com/>

Common Sense 2020 » Blog Archive » Video: Glenn Beck on September ...

By LukeAmerica2020

Part 3 of 5: (the Obama Czars rock video and the **Yosi Sergeant** conference call from the NEA). Part 4 of 5: (Patrick Courrielche interview and NEA propaganda efforts). Part 5 of 5: (conclusion of Patrick Courrielche interview and emerging ...

Common Sense 2020 - <http://commonsense2020.com/>

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Monica Ashar

From: Katie Marie Zouhary
Sent: Wednesday, September 02, 2009 9:29 AM
To: NEA Staff
Subject: RE: External Emails

If you receive a phone call, please forward it to x5570.

Thanks,
KMZ

From: Katie Marie Zouhary
Sent: Wednesday, September 02, 2009 9:22 AM
To: NEA Staff
Subject: External Emails

Dear Staff,

If you receive any external e-mail regarding NEA's involvement with United We Serve Conference Call, please do not respond and forward it to Liz Stark in Communications. If you receive any call please also forward it along to Liz Stark without personal response.

Don't hesitate to call me or stop by if you have any questions.

Thank you for your patience.
Katie Marie

Katie Marie Zouhary
Office of the Chairman
National Endowment for the Arts
1100 Pennsylvania Ave. NW, Suite 519
Washington, DC 20506
202.682.5622 (office)
202.682.5639 (fax)
zouharyk@arts.gov

Monica Ashar

From: Google Alerts [googlealerts-noreply@google.com]
Sent: Wednesday, September 02, 2009 9:52 AM
To: Yosi Sergeant
Subject: Google Alert - yosi sergeant

Google Blogs Alert for: **yosi sergeant**

Glenn Beck Show September 1, 2009 « RBO

By Procrustes

Part 1: Taped Conference Call of the National Endowment for the Arts. Beck speaks with Pat Courrielche of Big Hollywood who audio-taped a conference call with **Yosi Sergeant**. More on Courrielche and **Sergeant** below. ...

RBO - <http://therealbarackobama.wordpress.com/>

yosi sergeant

By admin

The Wicked Stage: Up Is Down...10 by **Yosi Sergeant**, the NEA's communications director, to talk about involving artists in the United We Serve program, a volunteer initiative of the White House that seems pretty unimpeachably decent and ...

entertainments bulletins - <http://entertainmentsbulletins.com/>

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Monica Ashar

From: Wicks, Buffy [REDACTED] (b)(2)
Sent: Monday, September 21, 2009 10:01 AM
To: Yosi Sergeant
Subject: Re: MAKING SURE YOU SAW THIS

Yes - its all over the blogs.

Sent via Blackberry.. [REDACTED] (b)(2)

From: Yosi Sergeant
To: Wicks, Buffy
Sent: Mon Sep 21 09:55:07 2009
Subject: MAKING SURE YOU SAW THIS
<http://biggovernment.com/2009/09/20/pregame-report-the-nea-conference-call/>

My guess is the audio of your call will go up.

Yosi Sergeant
National Endowment for the Arts
1100 Pennsylvania Avenue NW, Room 614
Washington DC 20506
202-682-5570 office
[REDACTED] cell (b)(6)
yosi@arts.gov

Monica Ashar

From: Yosi Sergeant
Sent: Monday, September 21, 2009 10:19 AM
To: Wicks, Buffy
Subject: fyi

“From there, speculation surround **Buffy Wicks**, White House director of Public Engagement who also was one of the organizers of the conference call mentioned in [REDACTED] piece. A comment with the screen name [REDACTED] (comment #12) states that he spoke with [REDACTED] and it was going to be really good, and then posted a link to a picture of Wicks. (b)(6)

Not sure if the commenter [REDACTED] is [REDACTED], but there is no denial yet on his site. (b)(6)

Wicks served as the Western regional director for the Obama campaign and she also seems to be big into the phrase *community organizer* and was not happy with the Democrat response to removing Saddam Hussein from Iraq.”

<http://radioviceonline.com/biggovernment-coms-next-big-investigative-report/>

Yosi Sergeant
National Endowment for the Arts
1100 Pennsylvania Avenue NW, Room 614
Washington DC 20506
202-682-5570 office
[REDACTED] cell (b)(6)
yosi@arts.gov

Monica Ashar

From: Yosi Sergant
Sent: Monday, September 21, 2009 10:35 AM
To: Anita Decker
Subject: RE: [REDACTED] (b)(6)

[REDACTED] (b)(5)

Yosi Sergant
National Endowment for the Arts
1100 Pennsylvania Avenue NW, Room 614
Washington DC 20506
202-682-5570 office
[REDACTED] cell (b)(6)
yosi@arts.gov

-----Original Message-----

From: Anita Decker
Sent: Monday, September 21, 2009 10:35 AM
To: Yosi Sergant
Subject: RE: [REDACTED] (b)(6)

[REDACTED] (b)(5)

From: Yosi Sergant
Sent: Monday, September 21, 2009 10:25 AM
To: Anita Decker
Subject: RE: [REDACTED] (b)(6)

(b)(5)

<http://radioviceonline.com/biggovernment-coms-next-big-investigative-report/>

"From there, speculation surround Buffy Wicks, White House director of Public Engagement who also was one of the organizers of the conference call mentioned in [REDACTED] piece. A comment with the screen name [REDACTED] (comment #12) states that he spoke with [REDACTED] and it was going to be really good, and then posted a link to a picture of Wicks.

(b)(6)

(b)(6)

Not sure if the commenter [REDACTED] is [REDACTED], but there is no denial yet on his site.

Wicks served as the Western regional director for the Obama campaign and she also seems to be big into the phrase community organizer and was not happy with the Democrat response to removing Saddam Hussein from Iraq."

Yosi Sergant
National Endowment for the Arts
1100 Pennsylvania Avenue NW, Room 614
Washington DC 20506
202-682-5570 office
[REDACTED] cell (b)(6)
yosi@arts.gov

-----Original Message-----

From: Anita Decker
Sent: Monday, September 21, 2009 10:03 AM
To: Yosi Sergant
Subject: FW: [REDACTED] (b)(6)

This is just one of 5 emails from National Council members today. This is eating all of our time.

From: NEA Chairman
Sent: Monday, September 21, 2009 8:54 AM
To: Anita Decker
Cc: Katie Marie Zouhary
Subject: FW: [REDACTED] (b)(6)

Joanna Gang
Executive Assistant, Office of the Chairman National Endowment for the Arts 1100 Pennsylvania Avenue NW, Suite 520 Washington, D.C. 20506
(202) 682-5632 (p)
gangj@arts.gov<mailto:steelee@nea.gov>

(b)(5)

(b)(5)

Monica Ashar

From: Victoria Hutter
Sent: Monday, September 21, 2009 10:43 AM
To: Anita Decker; Sally Gifford; Elizabeth Stark
Subject: RE:

(b)(5)

[REDACTED]

[REDACTED] (b)(6)
vh

-----Original Message-----

From: Anita Decker
Sent: Monday, September 21, 2009 10:21 AM
To: Sally Gifford; Victoria Hutter; Elizabeth Stark
Subject: RE:

[REDACTED] (b)(5)

From: Sally Gifford
Sent: Monday, September 21, 2009 10:20 AM
To: Anita Decker; Victoria Hutter; Elizabeth Stark
Subject:

Hey Anita,

I hope you feel better very soon.

(b)(5)

[REDACTED]

[REDACTED]

[REDACTED]

Big Hollywood

Pregame Report: The NEA Conference Call

by Mike Flynn and John Nolte

9/20/09

<http://bighollywood.breitbart.com/mflynnjnlte/2009/09/20/pregame-report-the-nea-conference-call/#more-230454>

On August 25th 2009, Big Hollywood's Patrick Courrielche broke the story of a conference call he attended with other "rising artist and art community luminaries":

On Thursday August 6th, I was invited by the National Endowment for the Arts to attend a conference call scheduled for Monday August 10th hosted by the NEA, the White House Office of Public Engagement, and United We Serve. The call would include "a group of artists, producers, promoters, organizers, influencers, marketers, taste-makers, leaders or just plain cool people to join together and work together to promote a more civically engaged America and celebrate how the arts can be used for a positive change!"

The email invite came directly from Yosi Sergeant, then-Director of Communications at the National Endowment for the Arts (NEA), and it advised this hand-picked group that the call was about laying "a new foundation for growth, focusing on core areas of the recovery agenda - health care, energy and environment, safety and security, education, community renewal."

Courrielche describes the call this way:

Backed by the full weight of President Barack Obama's call to service and the institutional weight of the NEA, the conference call was billed as an opportunity for those in the art community to inspire service in four key categories, and at the top of the list were "health care" and "energy and environment." The service was to be attached to the President's United We Serve campaign, a nationwide federal initiative to make service a way of life for all Americans.

It sounded, how should I phrase it...unusual, that the NEA would invite the art community to a meeting to discuss issues currently under vehement national debate. I decided to call in, and what I heard concerned me.

Within 48 hours of this phone call, 21 arts organizations endorsed President Obama's health-care reform plan. Within days, Rock the Vote started an all out blitz that included a "health care design contest."

On August 27th, two days after Courrielche's piece published on Big Hollywood, the Washington Times picked up on the story, contacted Sergeant and asked him about the call. Sergeant claimed to be only a "participant in a call" and then lied outright claiming the conference call email invites were sent by a "third party," not the NEA.

Courrielche's August 31st follow-up piece, which included copies of Sergeant's email invite, proved the complete opposite was true.

The next day, September 1st, the Washington Times posted copies of Sergeant's invites from Courrielche's Big Hollywood piece along with their own transcript of Sergeant denying he sent the invites. They titled their piece: "Official Dishonesty From the NEA."

On September 6th, columnist George Will brought the story into the mainstream media when, on "This Week," he wondered aloud just how many laws the August 10th conference call had broken.

On September 10th, the Washington Times followed the money trail and published the explosive news that of the 21 arts organizations who endorsed President Obama's health care reform plan...

"...16 of the groups and affiliated organizations received nearly \$2 million in grants from the National Endowment for the Arts in the 150 days before the conference call. According to a Washington Times analysis of NEA records, more than \$1 million of that total came from the stimulus package.

September 10th was a rough day for the NEA. The same day the troubling money trail was revealed, Yosi Sergeant was "reassigned." The NEA has yet to explain why Sergeant was "reassigned." This is the only statement they released:

"On August tenth, the National Endowment for the Arts participated in a call with arts organizations to inform them of the president's call to national service. The White House office of public engagement also participated in the call, which provided information on how the Corporation for National and Community Service can assist groups interested in sponsoring service projects or having their members volunteer on other projects. This call was not a means to promote any legislative agenda and any suggestions to that end are simply false. The NEA regularly does outreach to various organizations to inform of the work we are doing and the resources available to them."

That same day, the Washington Times looked at this statement, looked at the evidence, and declared "The NEA Lies Again."

Patrick Courrielche, who was a participant on the call, agrees:

It just goes against my core beliefs to sit quietly while the art community is used by the NEA and the administration to push an agenda other than the one for which it was created. It is not within the National Endowment for the Arts' original charter to initiate, organize, and tap into the art community to help bring awareness to health care, or energy & environmental issues for that matter; and especially not at a time when it is being vehemently debated. Artists shouldn't be used as tools of the state to help create a climate amenable to their positions, which is what appears to be happening in this instance. If the art community wants to tackle those issues on its own then fine. But tackling them shouldn't come as an encouragement from the NEA to those they potentially fund at this coincidental time.

In his September 18th Washington Post column, George Will sides with Courrielche:

"The NEA is the nation's largest single source of financial support for the arts, and its grants often prompt supplemental private donations. He who pays the piper does indeed call the tune, and in the four months before the conference call, 16 of the participating organizations received a total of nearly \$2 million from the NEA. Two days after the call, the 16 and five other organizations issued a plea for the president's health-care plan. ...

"[T]he Obama administration is tightening the cinch on subsidized artists, conscripting them into the crusade to further politicize the 17 percent of the economy that is health care.

That Obama administration officials would make even tacit suggestions about potential artistic output to a collection of federal grant recipients is, itself, troubling. That these suggestions matched-up with very specific and time-sensitive legislative priorities should give us all pause.

But, there is even a larger issue that hasn't yet received much attention in the press. Among the Obama Administration officials on the call were Buffy Wicks, Office of Public Engagement and the lead White House official on the President's Serve.Gov initiative to promote national service. Also on the call was Nell Abernathy, Director of Outreach for Serve.Gov. One of their main goals on the call, it seems, was to encourage artists to produce works that would reinforce the President's call for service; specifically through the Serve.Gov web-portal.

As Dana Loesch recently reported at Big Government, the Serve.Gov portal funnels citizens to volunteer or service projects connected with ACORN and other leftist groups. The taxpayer-funded website is evolving into a cyber-recruitment tool for the progressive movement.

So what did happen on that call? Was the NEA coordinating with the White House to push their agenda on a group of artists eager for and reliant upon the NEA for grants, or is the NEA telling the truth that this call “was not a means to promote any legislative agenda”?

Tomorrow at noon ET, explosive new information will answer that question and raise many others.

Sally Gifford | Communications Specialist | National Endowment for the Arts 1100 Pennsylvania Avenue, NW | Room 525 | Washington, DC 20506
202-682-5606 | giffords@arts.gov

Monica Ashar

From: Yosi Sergeant
Sent: Monday, September 21, 2009 12:32 PM
To: Anita Decker
Subject: RE: Wh

Full audio and transcript of the call posted:

<http://bighollywood.breitbart.com/pcourrielche/2009/09/21/full-nea-conference-call-transcript-and-audio/>

Yosi Sergeant
National Endowment for the Arts
1100 Pennsylvania Avenue NW, Room 614
Washington DC 20506
202-682-5570 office
[REDACTED] cell (b)(6)
yosi@arts.gov

-----Original Message-----

From: Anita Decker
Sent: Monday, September 21, 2009 12:30 PM
To: Yosi Sergeant
Subject: Re: Wh

Cool let me know what he finds

----- Original Message -----

From: Yosi Sergeant
To: Anita Decker
Sent: Mon Sep 21 12:26:10 2009
Subject: RE: Wh

Again, I don't think anyone on that list received a grant. To confirm that, Bill is going over it now. He said he will know in the next hour.

Yosi Sergeant
National Endowment for the Arts
1100 Pennsylvania Avenue NW, Room 614
Washington DC 20506
202-682-5570 office
[REDACTED] cell (b)(6)
yosi@arts.gov

-----Original Message-----

From: Anita Decker
Sent: Monday, September 21, 2009 12:11 PM
To: Yosi Sergeant
Subject: Wh

(b) (5)



Thanks !

Monica Ashar

From: Yosi Sergeant
Sent: Monday, September 21, 2009 12:42 PM
To: Victoria Hutter; Sally Gifford
Cc: Elizabeth Stark
Subject: full audio and transcript of call is posted

<http://bighollywood.breitbart.com/pcourrielche/2009/09/21/full-nea-conference-call-transcript-and-audio/>

Yosi Sergeant

National Endowment for the Arts

1100 Pennsylvania Avenue NW, Room 614

Washington DC 20506

202-682-5570 office

[REDACTED] cell (b)(6)

yosi@arts.gov

Monica Ashar

From: Google Alerts [googlealerts-noreply@google.com]
Sent: Monday, September 21, 2009 1:56 PM
To: Yosi Sergeant
Subject: Google Alert - yosi sergeant

Google News Alert for: **yosi sergeant**

The Rest of the Story

Power Line (blog)

Courrielche received an email invitation from **Yosi Sergeant** of the National Endowment for the Arts to participate in a conference call to discuss President ...

[See all stories on this topic](#)

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Monica Ashar

From: Google Alerts [googlealerts-noreply@google.com]
Sent: Monday, September 21, 2009 2:12 PM
To: Yosi Sergant
Subject: Google Alert - rocco landesman

Google Web Alert for: **rocco landesman**

Big Hollywood » Blog Archive » Wash Times NEA Crossed Line From ...

National Endowment for the Arts Chairman **Rocco Landesman** owes American taxpayers an explanation. Last month a top NEA official gathered artists and arts ...

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Monica Ashar

From: Yosi Sergant
Sent: Monday, September 21, 2009 3:35 PM
To: Anita Decker
Subject: FW: Email invitation

This is the email thread that I was referring to.

Yosi Sergant
National Endowment for the Arts
1100 Pennsylvania Avenue NW, Room 614
Washington DC 20506
202-682-5570 office
[REDACTED] cell (b)(6)
yosi@arts.gov

From: [REDACTED] [mailto:[REDACTED]] (b)(6)
Sent: Wednesday, August 05, 2009 12:40 PM
To: Yosi Sergant
Subject: Re: Email invitation

Hey Yosi,

How would like me to invite other hosts?

[REDACTED] (b)(6)

----- Original Message -----

From: Yosi Sergant
To: [REDACTED]; Abernathy, Nell L.
Sent: Tuesday, August 04, 2009 7:53 PM
Subject: RE: Email invitation

I just got out of a nutso day. Im on my cell into

[REDACTED]. I owe you a list for hosts. Here are a few I know are interested:

[REDACTED] ([REDACTED], NY), [REDACTED] ([REDACTED], Portland), [REDACTED] (Artist, Los Angeles), [REDACTED] ([REDACTED], Philly)

] (b)(6)

Yosi Sergant
Director
Office of Communications
National Endowment for the Arts
1100 Pennsylvania Avenue NW, Room 614
Washington DC 20506
202-682-5570 office
[REDACTED] cell (b)(6)
yosi@arts.gov

From: [REDACTED] [mailto:[REDACTED]]
Sent: Tuesday, August 04, 2009 6:23 PM
To: Abernathy, Nell L.; Yosi Sergant
Subject: Re: Email invitation

(b)(6)

Hi Nellie and Yosi,

I just had a great meeting with [REDACTED] at the [REDACTED], who is very excited about this initiative. (b)(6)

However, I think in the interest of timing we should do the call on Monday. I want to make sure that we have enough lead time to get the right folks on the call.

So, can we confirm 2pm EST on Monday?

Thanks!

[REDACTED]

(b)(6)

Then we can send out the emails tomorrow and gather the troops over the weekend.

Cool?

[REDACTED]

(b)(6)

From: "Abernathy, Nell L."

Date: Tue, 4 Aug 2009 15:12:51 -0400

To: [REDACTED] <[REDACTED]>; Yosi Sergant <yosi@arts.gov> (b)(6)

Subject: RE: Email invitation

Works for me. You guys want to call our number?

202-606-3830.

Nellie Abernathy
United We Serve
Corporation for National and Community Service
202-606-6766
Nabernathy@cns.gov

United We Serve

SERVE.GOV

From: [REDACTED] [mailto:[REDACTED]] (b)(6)
Sent: Tuesday, August 04, 2009 3:06 PM
To: Yosi Sergant; Abernathy, Nell L.
Subject: Re: Email invitation

I can do 3:30...

----- Original Message -----

From: Yosi Sergant

To: [REDACTED]; Abernathy, Nell L. (b)(6)

Sent: Tuesday, August 04, 2009 2:59 PM

Subject: RE: Email invitation

Shoot. Just got this. Been in meetings. Have one starting now... out at 330

Yosi Sergeant
Director
Office of Communications
National Endowment for the Arts
1100 Pennsylvania Avenue NW, Room 614
Washington DC 20506
202-682-5570 office
[REDACTED] cell (b)(6)
yosi@arts.gov

From: [REDACTED] [mailto:[REDACTED]] (b)(6)
Sent: Tuesday, August 04, 2009 2:24 PM
To: Abernathy, Nell L.; Yosi Sergeant
Subject: Re: Email invitation

Yosi? Are we good for 2:30?

[REDACTED] (b)(6)

----- Original Message -----

From: Abernathy, Nell L.
To: [REDACTED]; Yosi Sergeant (b)(6)
Sent: Tuesday, August 04, 2009 1:35 PM
Subject: RE: Email invitation

2:30 would be perfect for me. Yosi?
And I love the letter. So glad to be hanging with the cool kids.
Let me know if you need me to have anything else ready by then.

Nellie Abernathy
United We Serve
Corporation for National and Community Service
202-606-6766
Nabernathy@cns.gov

United We Serve
SERVE.GOV

From: [REDACTED] [mailto:[REDACTED]] (b)(6)
Sent: Tuesday, August 04, 2009 12:43 PM
To: Yosi Sergeant; Abernathy, Nell L.
Subject: Re: Email invitation

Hi Nell -- great to meet you!

The changes look great. I am available at between 2:30 - 3:30. Let me know if that works.

Thanks!

[REDACTED] (b)(6)

----- Original Message -----

From: Yosi Sergeant
To: [REDACTED]; Abernathy, Nell L. (b)(6)
Sent: Tuesday, August 04, 2009 12:41 PM
Subject: RE: Email invitation

██████ meet Nell. Nell meet ██████

██████. I made some suggestions for adjustments to your letter below.

(b)(6)

I filled Nell in on our chats. Can we all find time to hop on the phone today and lock this thing in?

Yosi Sergant

Director

Office of Communications

National Endowment for the Arts

1100 Pennsylvania Avenue NW, Room 614

Washington DC 20506

202-682-5570 office

██████ cell

yosi@arts.gov

(b)(6)

From: ██████ [mailto:██████]

Sent: Tuesday, August 04, 2009 8:12 AM

To: Yosi Sergant

Subject: Email invitation

(b)(6)

Good morning Yosi!

Here is the rough draft of what I would like to send out by the end of the day today. I look forward to your thoughts.

██████ (b)(6)

Dear XXXXX,

A call has come in to our generation. A call from the top. A call from a house that is White. A call that we must answer. And to answer it, we need you.

Please join _____, _____, _____, _____ and _____ as we heed the Presidents call to action this summer—United We Serve.

United We Serve is President Obama's call to service challenging all Americans to engage in sustained, meaningful community service. With the knowledge that ordinary people can achieve extraordinary things when given the proper tools, President Obama is asking us to come together to help lay a new foundation for growth, focusing on core areas of the recovery agenda – health care, energy and environment, safety and security, education, community renewal.

Now is the time for us to answer this call. It is time for us as a group of artists, promoters, organizers, influencers, marketers, tastemakers, leaders or just plain, cool people to join together and work together to promote a more civically engaged America and celebrate how the arts can be used for a positive change! No one knows our communities better than we do. No one can inspire as much as we can. We have a unique roll to play in making service accessible and fun for those who are not accustomed to volunteering. We know that engaging all Americans in service means we must expand the idea of service. Already, you are helping us to re-frame the image of volunteerism.

The *United We Serve* team, in collaboration with the *White House Office of Public Engagement* and *The National Endowment for the Arts* is hosting a conference call outlining steps our community can take to spread the message of service and highlight the service work artists already perform in communities nationwide.

Please join us!

Date **August 6th, 2009**

Time _____

Call in number _____

Passcode _____

PLEASE RSVP to [REDACTED] at [REDACTED]

(b)(6)

~~You are organizing groups of students to clean up abandoned lots and create installations with the collected debris. You are bringing together service-minded punk-rockers to knit scarves for the needy. You are using graphic design to create websites that motivate to action rather than stultify to sleep.~~

On the call we will hear from the United We Serve about the initiative and their plans for 9/11, a new National Day of Service and Remembrance, hear from the National Endowment for the Arts about the role artists play in shaping our communities and this initiative and brainstorm. Further, we will hear from others who have successful models of engagement and recruit stories of how arts service can be fun, engaging and youthful.

United We Serve initially runs from June 22 through September 11, but it will grow into a sustained, collaborative and focused effort to promote service as a way of life for all Americans.

We hope that you will join us on X. Attached you will find a flyer about United We Serve, information about posting stories and an agenda.

AGENDA

I. Intro -

- a. Who's on the call
- b. What UWS is
- c. Why the arts community has a unique role to play

II. Specific asks

- a. Weekly conference call with UWS in lead up to 9/11
- b. Media event on or around 9/11
- c. Employ your media connections
- d. Blog posts before 9/11 on Serve.gov
- e. Next step – follow up with Nellie, think about event, jump on call next week to share

III. Examples of success

- a. Example from caller
- b. NEA wrap-up

IV. Q and A

Good morning Yosi!

Here is the rough draft of what I would like to send out by the end of the day today. I look forward to your thoughts.

 (b)(6)

Dear XXXXX,

A call has come in to our generation. A call from the top. A call from a house that is White. A call that we must answer. And to answer it, we need you.

United We Serve is President Obama's call to service challenging all Americans to engage in sustained, meaningful community service. With the knowledge that ordinary people can achieve extraordinary things when given the proper

tools, President Obama is asking us to come together to help lay a new foundation for growth, focusing on core areas of the recovery agenda – health care, energy and environment, safety and security, education, community renewal.

Now is the time for us to answer this call. It is time for us as a group of artists, promoters, organizers, influencers, marketers, tastemakers, leaders or just plain, cool people to join together and work together to promote a more civically engaged America and celebrate how the arts can be used for a positive change!

The *United We Serve* team, in collaboration with the *White House Office of Public Engagement* and X [who would this be?] is hosting a conference call outlining steps the arts community can take to spread the message of service and highlight the service work artists already perform in communities nationwide.

Please join us!

Date
Time
Call in number
Passcode

PLEASE RSVP to [REDACTED] at [REDACTED] (b)(6)

We all have a unique roll to play in making service accessible and fun for those who are not accustomed to volunteering. We know that engaging all Americans in service means we must expand the idea of service. Already, you are helping us to re-frame the image of volunteerism. You are organizing groups of students to clean up abandoned lots and create installations with the collected debris. You are bringing together service-minded punk-rockers to knit scarves for the needy. You are using graphic design to create websites that motivate to action rather than stultify to sleep.

On the call we will brainstorm plans for 9/11, a new National Day of Service and Remembrance. Further, we will share successful models of engagement and recruit stories of arts service to be highlighted on the *United We Serve* blog.

United We Serve initially runs from June 22 through September 11, but it will grow into a sustained, collaborative and focused effort to promote service as a way of life for all Americans.

We hope that you will join us on X. Attached you will find a flyer about *United We Serve*, information about posting stories and an agenda.

AGENDA

I. Intro -

- a. Who's on the call
- b. What UWS is
- c. UWS accomplishments so far
- d. Why the arts community has a unique role to play

II. Specific asks

- a. Weekly conference call with UWS in lead up to 9/11
- b. Media event on or around 9/11
- c. Employ your media connections
- d. Blog posts before 9/11 on *Serve.gov*
- e. Next step – follow up with Nellie, think about event, jump on call next week to share

III. Examples of success

- a. Stories from Yosi
- b. Example from caller

IV. Q and A

Monica Ashar

From: Victoria Hutter
Sent: Monday, September 21, 2009 3:41 PM
To: Anita Decker; Sally Gifford
Cc: Yosi Sergeant
Subject: RE: TP's
Attachments: FOIA REQUEST RESPONSE GUIDE 9 21 09 version 2.doc

*attachment withheld
under (b)(5)*

Attached is the set that we were working on this morning (that I thought Sally had sent). I'm almost finished with the spreadsheet of callers and their affiliation/nonaffiliation with the NEA. Coming up shortly.
vh

-----Original Message-----

From: Anita Decker
Sent: Monday, September 21, 2009 3:34 PM
To: Victoria Hutter; Sally Gifford
Cc: Yosi Sergeant
Subject: TP's

Please send me the talking points again you put together for the USW call.
Thank you

Monica Ashar

From: Yosi Sergeant
Sent: Monday, September 21, 2009 4:15 PM
To: Anita Decker; Victoria Hutter
Subject: Notes on the TPs
Attachments: FOIA REQUEST RESPONSE GUIDE 9 21 09 version 2.doc

attachment
withheld under
(b)(5)

Here are a few notes for consideration on the TPs.

Yosi Sergeant
National Endowment for the Arts
1100 Pennsylvania Avenue NW, Room 614
Washington DC 20506
202-682-5570 office
[REDACTED] cell (b)(6)
yosi@arts.gov

Monica Ashar

From: Victoria Hutter
Sent: Monday, September 21, 2009 4:36 PM
To: Yosi Sergant
Subject: version 4
Attachments: FOIA REQUEST RESPONSE GUIDE 9 21 09 version 4.doc

Victoria Hutter
Office of Communications
National Endowment for the Arts
1100 Pennsylvania Ave. NW, Room 614
Washington, DC 20506
202-682-5692 (P)
202-682-5611 (F)

Attachment
withheld under
(b)(5)

Monica Ashar

From: Victoria Hutter
Sent: Monday, September 21, 2009 4:39 PM
To: Yosi Sergant
Subject: ver 4 again
Attachments: FOIA REQUEST RESPONSE GUIDE 9 21 09 version 4.doc

(Hatchcock withheld
under (b)(5))

Victoria Hutter
Office of Communications
National Endowment for the Arts
1100 Pennsylvania Ave. NW, Room 614
Washington, DC 20506
202-682-5692 (P)
202-682-5611 (F)

Monica Ashar

From: Google Alerts [googlealerts-noreply@google.com]
Sent: Monday, September 21, 2009 4:47 PM
To: Yosi Sergeant
Subject: Google Alert - yosi sergeant

Google News Alert for: **yosi sergeant**



Zimbio

Buffy Wicks, White House Insider, Tries to Politicize the NEA

Zimbio

Recently, a tape has come to light showing Wicks and **Yosi Sergeant**, a former Communications Director of the National Endowment for the Arts, in what seems to ...

[See all stories on this topic](#)

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Monica Ashar

From: Google Alerts [googlealerts-noreply@google.com]
Sent: Monday, September 21, 2009 4:50 PM
To: Yosi Sergeant
Subject: Google Alert - yosi sergeant

Google Blogs Alert for: **yosi sergeant**

ALARMING: EXPLOSIVE NEW AUDIO Reveals White House Using NEA to ...

By CK

Later in the call, "specific asks" were delivered by **Yosi Sergeant**, then Communications Director of the National Endowment for the Arts. What were the "asks"? They were for this pro-Obama arts group to create art on several hotly debated ...

Cogent Nirvana - <http://thekatycapsule.com/wordpress/>

Open Question: Do you see any problem with Obama's Buffy Wicks?

By Yahoo! Answers: Search for

President Obama with the NEA's **Yosi Sergeant** But some have claimed that the invite and passages, pulled from the conference call that inspired the article, were taken out of context. Context is what I intend to establish here.

Speed News - <http://funply.com/>

Commonsense & Wonder: Using federal grants for propaganda purposes

By jerry

September 10th was a rough day for the NEA. The same day the troubling money trail was revealed, **Yosi Sergeant** was "reassigned." The NEA has yet to explain why **Sergeant** was "reassigned." This is the only statement they released: ...

Commonsense & Wonder - <http://commonsensewonder.blogspot.com/>

Laws Broken? Narrative of Controversial NEA Conference Call « Yes ...

By John Romano

ME) – Below is a summary of the taped August 10, 2009 conference call featuring White House staffers, NEA Communications Director **Yosi Sergeant**, Nell Abernathy Director of Outreach for United We Serve, as well as a host of folks from the ...

Yes, But, However... - <http://yesbuthowever.com/>

Patterico's Pontifications » Breitbart's Next News Drop: The NEA ...

By Patterico

Finally, we get to the comments of **Yosi Sergeant**, the (former) Director of Communications for the National Endowment for the Arts. (**Sergeant** was later reassigned after Glenn Beck played portions of the phone call on his TV show. ...

Patterico's Pontifications - <http://patterico.com/>

Audio: White House and NEA Employees Illegally Push Partisan ...

By Lonely Conservative

This is the bombshell Andrew Breitbart's been hinting at for days. It's audio of a conference call between **Yosi Sergeant**, then National Endowment of th.

The Lonely Conservative - <http://www.lonelyconservative.com/>

Monday, September 21, 2009

By Matt Osborne

The intertubes are all abuzz this morning with rumors about Andrew Breitbart's "explosive" new story on the NEA and **Yosi Sergeant**, due at 11 AM today my time. Breitbart, who first popularized the ACORN-sting videos, will further the ...

Osborne Ink - <http://www.osborneink.com/>

Althouse: "Was the NEA coordinating with the White House to push ...

By Ann Althouse

I would encourage you to pick something, whether it's health care, education, the environment, you know, there's four key areas that the corporation has identified as the areas of service **Yosi Sergeant**. Ha ha ha ha ha ...

Althouse - <http://althouse.blogspot.com/>

EXPLOSIVE AUDIO: Obama Armtwisted NEA to Push National Socialist ...

By Pamela Geller

When the Washington Times asked **Yosi Sergeant**, the NEA's then-Director of Communications (he was "reassigned" on Sept. 10th after the story broke) about the call, he claimed the NEA was only a participant and that Skolnik had set up the ...

Atlas Shrugs - http://atlasshrugs2000.typepad.com/atlas_shrugs/

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Monica Ashar

From: Yosi Sergeant
Sent: Monday, September 21, 2009 4:56 PM
To: Victoria Hutter
Subject: RE: ver 4 again
Attachments: FOIA REQUEST RESPONSE GUIDE 9 21 09 version 4 (2).doc

My notes.

attachment withheld
under (b)(5)

Yosi Sergeant
National Endowment for the Arts
1100 Pennsylvania Avenue NW, Room 614
Washington DC 20506
202-682-5570 office
202-744-6619 cell
yosi@arts.gov

From: Victoria Hutter
Sent: Monday, September 21, 2009 4:39 PM
To: Yosi Sergeant
Subject: ver 4 again

Victoria Hutter
Office of Communications
National Endowment for the Arts
1100 Pennsylvania Ave. NW, Room 614
Washington, DC 20506
202-682-5692 (P)
202-682-5611 (F)

Monica Ashar

From: [REDACTED] (b)(6)
Sent: Monday, September 21, 2009 5:20 PM
To: (b)(6); Yosi Sergant
Subject: Can We Help?

Yosi, [REDACTED] - (b)(6)

Hope you guys are managing to weather this storm... anything I, we, whoever can help mitigate/rectify this madness?

Speechless it has gotten blown out of proportion the way it has. Stark reminder of how powerful the media (and the conservative voice) is as well as the barriers in politics we still have to overcome.

Best of luck fellas,

[REDACTED] (b)(6)

--

[REDACTED]
e: [REDACTED] | m: [REDACTED]] (b)(6)

Facebook, LinkedIn, Twitter... You know the drill.

Monica Ashar

From: Google Alerts [googlealerts-noreply@google.com]
Sent: Monday, September 21, 2009 7:28 PM
To: Yosi Sergeant
Subject: Google Alert - yosi sergeant

Google News Alert for: **yosi sergeant**

ANOTHER White House/Artist Meeting?: 'Department of Alternative ...

Big Hollywood (blog)

Each of the sponsors of this meeting had been in contact with **Yosi Sergeant** who was then an Associate with the White House Office of Public Liaison (and is ...

[See all stories on this topic](#)

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Monica Ashar

From: Yosi Sergeant
Sent: Monday, September 21, 2009 2:02 AM
To: Anita Decker
Subject: new on bighollywood

<http://bighollywood.breitbart.com/mflynnjnlte/2009/09/20/pregame-report-the-nea-conference-call/#more-230454>

Pregame Report: The NEA Conference Call
by Mike Flynn and John Nolte

On August 25th 2009, Big Hollywood's Patrick Courrielche broke the story of a conference call he attended with other "rising artist and art community luminaries":

On Thursday August 6th, I was invited by the National Endowment for the Arts to attend a conference call scheduled for Monday August 10th hosted by the NEA, the White House Office of Public Engagement, and United We Serve. The call would include "a group of artists, producers, promoters, organizers, influencers, marketers, taste-makers, leaders or just plain cool people to join together and work together to promote a more civically engaged America and celebrate how the arts can be used for a positive change!"

The email invite came directly from Yosi Sergeant, then-Director of Communications at the National Endowment for the Arts (NEA), and it advised this hand-picked group that the call was about laying "a new foundation for growth, focusing on core areas of the recovery agenda - health care, energy and environment, safety and security, education, community renewal."

Courrielche describes the call this way:

Backed by the full weight of President Barack Obama's call to service and the institutional weight of the NEA, the conference call was billed as an opportunity for those in the art community to inspire service in four key categories, and at the top of the list were "health care" and "energy and environment." The service was to be attached to the President's United We Serve campaign, a nationwide federal initiative to make service a way of life for all Americans.

It sounded, how should I phrase it...unusual, that the NEA would invite the art community to a meeting to discuss issues currently under vehement national debate. I decided to call in, and what I heard concerned me.

Within 48 hours of this phone call, 21 arts organizations endorsed President Obama's health-care reform plan. Within days, Rock the Vote started an all out blitz that included a "health care design contest."

The NEA's Yosi Sergeant

On August 27th, two days after Courrielche's piece published on Big Hollywood, the Washington Times picked up on the story, contacted Sergeant and asked him about the call. Sergeant claimed to be only a "participant in a call" and then lied outright claiming the conference call email invites were sent by a "third party," not the NEA.

Courrielche's August 31st follow-up piece, which included copies of Sergeant's email invite, proved the complete opposite was true.

The next day, September 1st, the Washington Times posted copies of Sergeant's invites from Courrielche's Big Hollywood piece along with their own transcript of Sergeant denying he sent the invites. They titled their piece: "Official Dishonesty From the NEA."

On September 6th, columnist George Will brought the story into the mainstream media when, on "This Week," he wondered aloud just how many laws the August 10th conference call had broken.

On September 10th, the Washington Times followed the money trail and published the explosive news that of the 21 arts organizations who endorsed President Obama's health care reform plan...

"...16 of the groups and affiliated organizations received nearly \$2 million in grants from the National Endowment for the Arts in the 150 days before the conference call. According to a Washington Times analysis of NEA records, more than \$1 million of that total came from the stimulus package.

September 10th was a rough day for the NEA. The same day the troubling money trail was revealed, Yosi Sergeant was "reassigned." The NEA has yet to explain why Sergeant was "reassigned." This is the only statement they released:

"On August tenth, the National Endowment for the Arts participated in a call with arts organizations to inform them of the president's call to national service. The White House office of public engagement also participated in the call, which provided information on how the Corporation for National and Community Service can assist groups interested in sponsoring service projects or having their members volunteer on other projects. This call was not a means to promote any legislative agenda and any suggestions to that end are simply false. The NEA regularly does outreach to various organizations to inform of the work we are doing and the resources available to them."

That same day, the Washington Times looked at this statement, looked at the evidence, and declared "The NEA Lies Again."

Patrick Courrielche, who was a participant on the call, agrees:

It just goes against my core beliefs to sit quietly while the art community is used by the NEA and the administration to push an agenda other than the one for which it was created. It is not within the National Endowment for the Arts' original charter to initiate, organize, and tap into the art community to help bring awareness to health care, or energy & environmental issues for that matter; and especially not at a time when it is being vehemently debated. Artists shouldn't be used as tools of the state to help create a climate amenable to their positions, which is what appears to be happening in this instance. If the art community wants to tackle those issues on its own then fine. But tackling them shouldn't come as an encouragement from the NEA to those they potentially fund at this coincidental time.

In his September 18th Washington Post column, George Will sides with Courrielche:

"The NEA is the nation's largest single source of financial support for the arts, and its grants often prompt supplemental private donations. He who pays the piper does indeed call the tune, and in the four months before the conference call, 16 of the participating organizations received a total of nearly \$2 million from the NEA. Two days after the call, the 16 and five other organizations issued a plea for the president's health-care plan. ...

"[T]he Obama administration is tightening the cinch on subsidized artists, conscripting them into the crusade to further politicize the 17 percent of the economy that is health care.

That Obama administration officials would make even tacit suggestions about potential artistic output to a collection of federal grant recipients is, itself, troubling. That these suggestions matched-up with very specific and time-sensitive legislative priorities should give us all pause.

BUFFY WICKS

But, there is even a larger issue that hasn't yet received much attention in the press. Among the Obama Administration officials on the call were Buffy Wicks, Office of Public Engagement and the lead White House official on the President's Serve.Gov initiative to promote national service. Also on the call was Nell Abernathy, Director of Outreach for Serve.Gov. One of their main goals on the call, it seems, was to encourage artists to produce works that would reinforce the President's call for service; specifically through the Serve.Gov web-portal.

As Dana Loesch recently reported at Big Government, the Serve.Gov portal funnels citizens to volunteer or service projects connected with ACORN and other leftist groups. The taxpayer-funded website is evolving into a cyber-recruitment tool for the progressive movement.

So what did happen on that call? Was the NEA coordinating with the White House to push their agenda on a group of artists eager for and reliant upon the NEA for grants, or is the NEA telling the truth that this call "was not a means to promote any legislative agenda"?

Tomorrow at noon ET, explosive new information will answer that question and raise many others.

Monica Ashar

From: Google Alerts [googlealerts-noreply@google.com]
Sent: Monday, September 21, 2009 8:25 PM
To: Yosi Sergeant
Subject: Google Alert - yosi sergeant

Google News Alert for: **yosi sergeant**

Andrew Breitbart's Zingers Continue to Fly

Hot Air (blog)

[Yosi] Sergeant [of the NEA] then turns the call over to Thomas Bates from “Rock the Vote,” who offers up an example of local environmental activism ...

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Monica Ashar

From: Google Alerts [googlealerts-noreply@google.com]
Sent: Monday, September 21, 2009 9:38 PM
To: Yosi Sergeant
Subject: Google Alert - yosi sergeant

Google Blogs Alert for: **yosi sergeant**

EXPLOSIVE NEW AUDIO Reveals White House Using NEA to Push Partisan ...

By merriemarie

Tags: Americans for the Arts, Barack Obama, Corporation for National and Community Service, health care, national endowment for the arts, nea, obamacare, Rock the Vote, taxes, town hall, White House, **Yosi Sergeant**

...

[merriemarie's clog - http://merriemarie.amplify.com/](http://merriemarie.amplify.com/)

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Monica Ashar

From: Google Alerts [googlealerts-noreply@google.com]
Sent: Monday, September 21, 2009 10:11 PM
To: Yosi Sergeant
Subject: Google Alert - yosi sergeant

Google News Alert for: **yosi sergeant**

Rush runs with latest Breitbart target in the Obama administration

Media Matters for America

Rush explained the story so far concerning the NEA, going over how the now-former NEA director of communications, **Yosi Sergeant**, was accused of using the NEA ...

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Monica Ashar

From: Yosi Sergeant
Sent: Monday, September 21, 2009 2:41 AM
To: Anita Decker
Subject: new washington times piece

<http://www.washingtontimes.com/weblogs/watercooler/2009/sep/20/partial-list-august-10-national-endowment-arts-tel/>

We're asking for your help.

The Washington Times has obtained a partial list of "artists and influencers" who were participants on the controversial August 10 National Endowment for the Arts hosted conference call. The following links show images of an excel file of some of those on the teleconference call.:

Page 1 -Download Page 2-Download Page 3- Download Page 4 - Download

The file was provided by a participant on the call who said the list was distributed by Michael Skolnik, an arts activist involved in setting up the call. According to the electronic signature on the spreadsheet file obtained by The Washington Times, the file was created by a Michael Skolnik. We contacted Mr. Skolnik, and he has responded to several different questions with the same statement: "I cannot authenticate the excel attachment you sent to me." The Times also has a screen capture of an email coming from Skolnik's account with the file attached.

Huffington Post writer and co-founder of URB Magazine Raymond Leon Roker, told us that while he was invited to participate on the August 10 teleconference call, he was not on the call himself. A number of others on the list contacted by The Washington Times have denied participation in the call, including Jason Hardy, Mitchell Frank, and Sloan Berrent. Some other information on the list seems to be outdated. For instance, Lee Brenner, formerly director of political programming for MySpace, is now involved in a new social media consultancy called FastFWD Group.

Consider this an opportunity to crowd-source the next stage of our reporting. We invite bloggers and other interested readers to check out the names on the list for themselves. Some individuals are more well known than others. We're looking for solid, well-sourced information we can use to expand our coverage and generate new stories. This is an example. Here are some ideas on what to start with:

Is the information about them accurate/up to date?

Have these individuals been involved in Democratic politics?

Are they campaign donors? To whom?

Since the Aug. 10 confernece call, have any of these individuals been involved in political activism related to health care, environment or education, the subjects suggested by the NEA in the call?

Are they members of any of the 21 arts organizations that endorsed health care reform two days after the call?

Are any of them involved in other arts groups funded through the NEA or through state-level arts agencies funded by the NEA?

Do they have a history of being involved with dubious causes such as 9/11 "Truther" statements?

How many of them have written for The Huffington Post (we've noticed a couple)?

When you've got something good, stick links to the supporting information in our comments or a post on your blog or email us at kpickett@washingtontimes.com . We'll do our best to stay on top of any new information and credit the person who dug it up.

A couple quick things to keep in mind. We've already attempted to contact the people on the list, so there is no need to follow in our footsteps. As they respond, we'll add an updated tally in another post on the Water Cooler. Second, the people on the list are private citizens who were asked to be on a call where a National Endowment for the Arts official went way too far in pushing for artists and arts groups to get behind the administration agenda. The people on the call didn't necessarily do anything controversial or wrong. The NEA and the White House are the ones who have gone too far.

Monica Ashar

From: Anita Decker
Sent: Monday, September 21, 2009 9:54 AM
To: Yosi Sergeant
Subject: Re: just making sure

Yeah give her a fyi.

From: Yosi Sergeant
To: Anita Decker
Sent: Mon Sep 21 09:51:26 2009
Subject: Re: just making sure

No, I was leaving that to you.
Want me to?

From: Anita Decker
To: Yosi Sergeant
Sent: Mon Sep 21 09:50:36 2009
Subject: Re: just making sure

Oh God, this is taking so much of our time and efforts. Did you alert Buffy?

From: Yosi Sergeant
To: Anita Decker
Sent: Mon Sep 21 09:38:58 2009
Subject: just making sure

(b)(6) You saw that [REDACTED] is saying they are unveiling some kind of scandal about NEA/White House/Me today at noon, on BigGov. I really have no idea what it is going to be.

Showing that I am political? That I believe in political/social impact of Art? I did UWS meetings @WH and now here?
Buffy? My relationship with Buffy?

Yosi Sergeant
National Endowment for the Arts
1100 Pennsylvania Avenue NW, Room 614
Washington DC 20506
202-682-5570 office
(b)(6) [REDACTED] cell
yosi@arts.gov

Monica Ashar

From: Yosi Sergeant
Sent: Tuesday, September 22, 2009 1:54 PM
To: Anita Decker
Subject: RE: ABC News article

Holy.

Yosi Sergeant
National Endowment for the Arts
1100 Pennsylvania Avenue NW, Room 614
Washington DC 20506
202-682-5570 office
[REDACTED] cell (b)(6)
yosi@arts.gov

From: Anita Decker
Sent: Tuesday, September 22, 2009 1:51 PM
To: Yosi Sergeant
Subject: FW: ABC News article

From: Elizabeth Stark
Sent: Tuesday, September 22, 2009 1:47 PM
To: Anita Decker
Cc: Sally Gifford; Victoria Hutter
Subject: ABC News article

Hello Anita,

(b)(6) [REDACTED] with Fox News just called. He's looking for a confirmation or denial of this story from us. [REDACTED] (b)(5)]
[REDACTED]

<http://blogs.abcnews.com/politicalpunch/2009/09/after-inappropriate-nea-conference-call-white-house-pushes-new-guidelines.html>

After 'Inappropriate' NEA Conference Call, White House Pushes New Guidelines

September 22, 2009 12:46 PM

An August 10, 2009 National Endowment for the Arts conference call in which artists were asked to help support President Obama's agenda -- a call that at least one good government group called "inappropriate" -- has prompted the White House to issue new guidelines to prevent such a call from ever happening again.

"The point of the call was to encourage voluntary participation in a national service initiative by the arts community," White House spokesman Bill Burton told ABC News. "To the extent there was any

misunderstanding about what the NEA may do to support the national service initiative, we will correct it. We regret any comments on the call that may have been misunderstood or troubled other participants. We are fully committed to the NEA's historic mission, and we will take all steps necessary to ensure that there is no further cause for questions or concerns about that commitment."

In the call, Yossi Sergeant, then the NEA's communications director, seemed to encourage the listeners to create art to further the president's goals by promoting the United We Serve campaign and create art specific to areas of health care, education and the environment.

"I would encourage you to pick something, whether it's health care, education, the environment, you know, there's four key areas that the corporation has identified as the areas of service," Sergeant said on the call.

At another point, Michael Skolnick, political director for hip-hop mogul Russell Simmons, said, "I'm hoping that through this group, and the goal of all this, and the goal of this phone call, is through this group we can create a stronger community amongst ourselves to get involved in things we're passionate about as we did during the campaign. But to continue to get involved in those things, to support some of the president's initiatives, but also to do things that we are passionate about and to push the president and push his administration."

White House officials say they are enacting specific steps to make sure such a call never happens again.

Today White House officials are meeting with the chiefs of staff of the executive branch agencies to discuss rules and best practices in this area, a conversation during which they will be told that that while White House lawyers do not believe that the NEA call violated the law, "the appearance issues troubled some participants," Burton said. "It is the policy of the administration that grant decisions should be on the merits and that government officials should avoid even creating the incorrect appearance that politics has anything to do with these decisions."

After listening to **the transcript and the audio posted at the conservative website BigHollywood.Breitbart.com** -- secretly recorded by Los Angeles filmmaker Patrick Couriellech -- Melanie Sloan, executive director of the good-government group **Citizens for Responsibility and Ethics in Washington (CREW)**, told ABC News that the call was "disturbing."

"Government agencies are not supposed to be engaged in political activities," Sloan said. "Here, because they didn't veer off into 'This is about the election,' where you'd get into violations of the Hatch Act, it's not illegal. But it doesn't look good -- it looks terrible. It's inappropriate."

The Hatch Act restricts the political activity of executive branch employees of the federal government.

Said Sloan of the conference call: "It's not what the NEA was created for, it's not supposed to be helping the president's agenda; that's not the point."

Burton added that the White House will be issuing a formal memo for White House staff "to that effect and will be doing training sessions and personal visits with staff here to make sure the message gets across."

Sergeant seemed to have some indication on the call that maybe he was coming close to the line of inappropriateness if not crossing it.

"This is just the beginning," Sergeant says on the call. "This is the first telephone call of a brand new conversation. We are just now learning how to really bring this community together to speak with the government. What that looks like legally. We're still trying to figure out the laws of putting government

websites of Facebook and the use of Twitter. This is all being sorted out. We are participating in history as it's being made, so bear with us as we learn the language so that we can speak to each other safely. And we can really work together to move the needle to get stuff done."

When news of the call broke earlier this month, as ABC News' Yunji de Nies covered at the time, Sergeant was reassigned.

In a written statement at the time the agency defended the conference call, saying that they had participated in it "with arts organizations to inform them of the president's call to national service. The White House Office of Public Engagement also participated in the call, which provided information on how the Corporation for National and Community Service can assist groups interested in sponsoring service projects or having their members volunteer on other projects. This call was not a means to promote any legislative agenda and any suggestions to that end are simply false."

-- [REDACTED] (b)(6)

Monica Ashar

From: Google Alerts [googlealerts-noreply@google.com]
Sent: Tuesday, September 22, 2009 2:06 PM
To: Yosi Sergeant
Subject: Google Alert - yosi sergeant

Google Blogs Alert for: **yosi sergeant**

After 'Inappropriate' NEA Conference Call, White House Pushes New ...

By ABCNews.com

What was **Yosi Sergeant** doing at the NEA anyway? Why is Winner & Associates anywhere near this project after the astroturfing they did against Palin? I got a lot more questions but I gotta go to lunch... Astroturfing the NEA: Winner ...

Political Punch - <http://blogs.abcnews.com/politicalpunch/>

Big Dogs House » Blog Archive » Comrades, Unite!

By Blake

Wicks, who did not respond to requests for comment, was one of several officials on the call — along with then-NEA Director of Communications **Yosi Sergeant** and Michael Skolnik, political director for hip-hop mogul Russell Simmons ...

Big Dogs House - <http://www.onebigdog.net/>

Lee's List: What CultureGrrl is Reading Today - CultureGrrl

By CultureGrrl

... below, and I'll shoot you these links: Complete transcript, audio and commentary for the controversial conference call that included NEA's **Yosi Sergeant**; AAM's Museum magazine's article supporting deaccessions for operations; ...

CultureGrrl - <http://www.artsjournal.com/culturegrrl/>

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Monica Ashar

From: Yosi Sergeant
Sent: Tuesday, September 22, 2009 2:54 PM
To: Anita Decker
Subject: responses

Yosi Sergeant
National Endowment for the Arts
1100 Pennsylvania Avenue NW, Room 614
Washington DC 20506
202-682-5570 office
[REDACTED] cell (b)(6)
yosi@arts.gov

Oh, the Horror! NEA Under Fire for Community Organizing

The wingnutosphere has been on fire over Patrick Courrielche's allegations of politicization at the National Endowment for the Arts. But make no mistake: this nontroversy is not about art. The targets here are those much-dreaded, un-American practices of community organizing and volunteerism.

Courrielche posts on BigHollywood.com, a website best known for hosting the Victoria Jackson self-parody blog. He recorded an August 10 conference call hosted by the NEA, the White House Office of Public Engagement, and United We Serve with

a group of artists, producers, promoters, organizers, influencers, marketers, taste-makers, leaders or just plain cool people to join together and work together to promote a more civically engaged America and celebrate how the arts can be used for a positive change!

Courrielche has the entire audio here. And what nefarious discussion took place during this call? NEA Communications Director Yosi Sergeant asked the artists to consider promoting the 9/11 Day of Service,

encouraging all Americans and others throughout the world to voluntarily perform at least one good deed or another service activity on the anniversary of 9/11 each year, and on other days marked by terrorist events. We seek further to inspire everyone to carry forward everyday in their lives, through their actions toward others, the remarkable spirit of unity, understanding, and service that brought America and the world together in the immediate aftermath of the 9/11 attacks.

Sergeant told the arts organizations on the conference call:

I would encourage you to pick something whether it's health care, education, the environment, you know, there's four key areas that the corporation has identified as the areas of service... And then my ask would be to apply artistic, you know, your artistic creative communities utilities and bring them to the table.

Listen to the entire audio, and you'll note that no one is pressured to endorse any specific policy. Not a single penny of NEA money is promised, disbursed, or otherwise mentioned. Quite frankly, there's nothing illegal going on -- a fact Courrielche backhandedly admits:

These may both be coincidences and **I am not suggesting that the NEA or these groups definitively violated the law in these efforts.** That's for others to discuss and investigate. As I've stated in various television interviews, **the organizers never discussed any specific policies.** (*Emphasis mine*)

Nevertheless, Courrielche argues that since art groups accept grants from the NEA, the NEA is "tainting the creative process by encouraging the art community to address highly controversial political issues." Which is odd, since there's nothing controversial about the 9/11 Day of Service -- unless, of course, you happen to be a member of the Ayn Rand cult, or you think the day would best be used to inspire hatred and fear of brown people. Courrielche again:

Backed by the full weight of President Barack Obama's call to service and the institutional weight of the NEA, the conference call was billed as an opportunity for those in the art community to **inspire service** in four key categories, and at the top of the list were "health care" and "energy and environment." The service was to be attached to the President's United We Serve campaign, **a nationwide federal initiative to make service a way of life for all Americans.**

It sounded, how should I phrase it...unusual, that the NEA would invite the art community to a meeting to discuss issues currently under **vehement national debate.** I decided to call in, and what I heard concerned me. (*Emphasis mine*)

Courrielche is coming from the nexus of Randist hyper-individualism and right wing opposition to reform. The problem, of course, is that promoting "health care" is not the same thing as endorsing H.R. 3200. Moreover, "energy and the environment" are transformative issues of American progress -- there's no mention of Waxman-Markey in the audio. Courrielche is the one conflating this call to service with a specific legislative agenda.

Indeed, the web page with Courrielche's posted audio is really an extended rant. He spills fewer electrons quoting the conference call than he does invoking Glenn Beck-style doom-bunker nonsense about "government overreach" and artists transformed into "tools of the state:"

Many on the phone call may say and believe that this was a worthwhile effort. "What can be more inspiring than the NEA encouraging national service," they may say. I would say that while it might sound like a noble cause, **the big hand of government often enters the scene well manicured, but in times of desperation it all too often takes on the shape of a fist accessorized with brass knuckles.**

[...]

Setting up a **propaganda machine** is a dangerous precedent. The creation of a machine to address any issues, even ones with noble intentions, can be **wielded by the state to create a climate amenable to the policies of those in power.** Does anyone believe that once these artists are in place and we move to the election cycle, that the art they create will be bipartisan? (*Emphasis mine*)

There you have it: asking arts organizations to consider creating opportunities for volunteerism -- such as Rock The Vote's Health Care Design Contest -- is the slippery slope to Orwellian dystopia. Encouraging artists to cover-up graffiti with murals about green energy is the first step into Stalinist darkness.

Strangely, Courrielche doesn't have a problem with public arts funding. In fact, he complains the NEA "forgot its role to the arts, a community currently in dire straits. If this arts group should be rallying around anything, it

should be to directly help the arts community." Right...which is why the NEA has received a 50% funding boost as part of the stimulus bill. Yet in Courrielche's capable batshit-factory of a mind, that stimulus funding is now *leverage to force arts groups into holding voluntary contests*. See how that works?

"This practice has never been the historical role of the NEA," Courrielche says. That's probably true of the agency in question, but it certainly has not been true about the historical role of arts. Consider the New Deal WPA's Federal Arts Project and its predecessor, the Public Works of Art Project. Just as conservatives opposed those programs, they profess dismay at this one. Here's Ryan L. Cole at National Review Online:

(G)overnments, past or present, do not exactly have a stellar record when it comes to patronizing the arts. Those who believe otherwise would do well to look at the painting, sculpture, and architecture of Nazi Germany, Fascist Italy, or Communist China.

Or Paris. Or Venice. Or London. Public arts funding has a pedigree as ancient as the Sphinx. It is practiced in every modern democracy as a vital part of public works. Indeed, much of that New Deal artistic effort went to improving public buildings, and today there is an entire field of "Public Art" with real economic and cultural impact:

- An average of 55 million viewers experience public art firsthand every day, approximately 1,000 times the audience experiencing art galleries, museums and theaters combined. The Vietnam Memorial alone is visited by more than 10,000 people daily, and artworks in airports or subways are seen daily by over five million travelers.
- Public art receives ten times the media attention other art forms receive.
- An average public art project provides 50 times the economic impact of arts events in traditional venues, yet the cost to the public for public art is less than 50 cents per taxpayer per year, based on the amount of public funding used to fund public art.

Within forty-eight hours of the conference call, twenty-one arts organizations endorsed health care reform. No one on the call had asked for this, but it makes perfect sense. After all, few professional artists enjoy employer-provided insurance; at an offhand guess, I'd venture that at least 80% of American artists would benefit from a public option.

But it isn't only in their own interests that artists would want to play a role in promoting reform. Both the stimulus and the "greening" of our economy are in the long-term interests of every American. Complaining that Obama encourages artists to promote these things is the same as wanting them to fail. *Non-partisanship is not the same thing as non-advocacy*.

Which is what really rankles the folks over at BigHollywood:

As Dana Loesch recently reported at Big Government, the Serve.Gov portal funnels citizens to **volunteer or service projects** connected with ACORN and other leftist groups. **The taxpayer-funded website is evolving into a cyber-recruitment tool for the progressive movement.** (*Emphasis mine*)

And there you have it: Obama's administration is connecting citizens to community service organizations -- *oh, the horror!* -- which is only controversial if you don't believe in public funding for the arts, want America to fail, or believe Ayn Rand was a prophet. There's no apparent reason why anyone else should care about this nontroversy.

The NEA Flap: White House Regrets

That, and other news, in today's **Roundup and Recap**.

After Andrew Breitbart's Big Hollywood posted a audio recording of last month's conference call with the National Endowment for the Arts and groups pushing President Obama's United We Serve initiative, the White House has issued new guidelines on to prevent such a mix of politics and policy from happening again.

ABC News quotes White House spokesman Bill Burton: "To the extent there was any misunderstanding about what the NEA may do to support the national service initiative, we will correct it. We regret any comments on the call that may have been misunderstood or troubled other participants. We are fully committed to the NEA's historic mission, and we will take all steps necessary to ensure that there is no further cause for questions or concerns about that commitment."

The communications director of the NEA, Yosi Sergeant, was reassigned after the call. Artists groups complained that statements he made made them feel uncomfortable that the call was an effort to push the president's agenda on healthcare, education and the environment, and a good government group also said that the remarks were "inappropriate." But the group says that it was not illegal, as it was not explicit politicking as was done during the election.

The danger, obviously, is connecting the politics of artists to the awarding of grants --- or even the perception of it.

What it has done is made some of Obama's enthusiastic supporters during the election much more cautious about what they say and where they say it. Michael Skolnick, political director for Russell Simmons, said on the call: "I'm hoping that through this group, and the goal of all this, and the goal of this phone call, is through this group we can create a stronger community amongst ourselves to get involved in things we're passionate about as we did during the campaign. But to continue to get involved in those things, to support some of the president's initiatives, but also to do things that we are passionate about and to push the president and push his administration."

The call was recorded by Los Angeles filmmaker Patrick Courielloch, who used to work with Sergeant at their Los Angeles-based publicity firm.

Before he came to Washington, Sergeant was heavily involved in campaigning for Obama, although he often made a point of saying that it was not connected to the official campaign. After the election and before he came to Washington, he was anxious to continue to engage artists, again from the outside, on issues of education, health care and the environment.

The whole affair has Glenn Beck, et. al., pushing the whole story as some kind of plot, and they are scouring the connections of everyone and anyone what was on the call.

Yet what I have seen is more a case of naivety than something nefarious, and some of the best safeguards come with the fact that the NEA is overseen by a council made up with a majority of Bush appointees. Some are scouring the conference call participants for their connections to Obama. The NEA chairman, Rocco Landesman, realizes that this is not a battle he wants to wage, as his desire is to get more funding rather than defend the very intentions of the organization itself.

Nevertheless, it is hard to argue the merit of having more safeguards in place, particularly when it comes to freedom of expression.

Monica Ashar

From: Google Alerts [googlealerts-noreply@google.com]
Sent: Tuesday, September 22, 2009 1:52 AM
To: Yosi Sergeant
Subject: Google Alert - yosi sergeant

Google Blogs Alert for: **yosi sergeant**

Exposed: Laws Broken, White House Used NEA to Ramrod Obama's ...

By Vicki McClure Davidson

Now, they got rid of **Yosi Sergeant**, they threw him under the bus, they reassigned him within but what happens is by getting rid of this guy they're trying to cover up the fact the White House is involved in using the NEA to spread Obama ...

Frugal Café Blog Zone - http://www.frugal-cafe.com/public_html/frugal-blog/frugal-cafe-blogzone/

Stalin had Eisenstein and Barack Obama has the NEA

By Scott Michaels

I suppose he never heard of **Yosi Sergeant** either? MBA. Back in the days of Joseph Stalin, that madman and his cabal made good use of the talents of filmmaker Sergei Eisenstein, who had a natural ability to take the Soviet inclination to ...

Entitlement Syndrome - <http://entitlementsyndrome.com/>

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Monica Ashar

From: Anita Decker
Sent: Tuesday, September 22, 2009 3:33 PM
To: NEA Staff
Subject: Statement
Attachments: USW response 9 22 09 FINAL (2).doc

Attention NEA Staff,

Attached is a statement that we are putting out today from Rocco addressing the August 10th conference call. Please let me know if you have any questions.

Best,

Anita

Anita Decker
Director
Office of Government Affairs
White House Liaison
National Endowment for the Arts
1100 Pennsylvania Ave. NW, Suite 516
Washington, DC 20506
202.682.5028 (office)
202.682.5638 (fax)
deckera@arts.gov

STATEMENT FROM NEA CHAIRMAN ROCCO LANDESMAN

September 22, 2009

As chairman of the National Endowment for the Arts, I would like to clarify the issues concerning an August conference call in which an NEA employee participated.

Here are the facts.

- Fact 1: The former NEA Director of Communications helped organize and participated in an August 10th conference call to introduce members of the arts community to United We Serve and to provide them with information on how the Corporation for National and Community Service can assist groups interested in sponsoring service projects or having their members volunteer on other projects.
- Fact 2: The former NEA Director of Communications acted unilaterally and without the approval of then-Acting Chairman Patrice Walker Powell.
- Fact 3: This call was not a means to promote any legislative agenda and any suggestions to that end are simply false. Rather, the call was to inform members of the arts community of an opportunity to become involved in volunteerism.
- Fact 4: Some of the language used by the former NEA Director of Communications was, unfortunately, not appropriate and did not reflect the position of the NEA. This employee has been relieved of his duties as director of communications.
- Fact 5: This call was completely unrelated to NEA's grantmaking, which is highly regarded for its independence and integrity. Artistic quality, excellence and merit are the guidelines for decision-making; favoritism or political affiliation plays no role in NEA grantmaking.
- Fact 6: The NEA is a successful, independent federal agency that has supported the best of the arts and arts education for nearly 45 years. We take our responsibility to the American public very seriously and are committed to upholding this public trust.

Although my time here has been brief, in fact I arrived at the agency on August 11th the day after the conference call, I am proud to lead the National Endowment for the Arts, proud to work with its capable and energetic staff, and proud to play a role in enhancing the quality of life for the people of our great nation.

Monica Ashar

From: Yosi Sergeant
Sent: Tuesday, September 22, 2009 3:38 PM
To: Anita Decker
Cc: Karen Elias
Subject: legal claims

<http://bighollywood.breitbart.com/bshapiro/2009/09/22/at-least-6-federal-laws-and-regulations-violated-by-the-nea-conference-call/>

Yosi Sergeant

National Endowment for the Arts

1100 Pennsylvania Avenue NW, Room 614

Washington DC 20506

202-682-5570 office

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yosi@arts.gov

(b)(6)

Monica Ashar

From: Google Alerts [googlealerts-noreply@google.com]
Sent: Tuesday, September 22, 2009 6:29 PM
To: Yosi Sergeant
Subject: Google Alert - yosi sergeant

Google News Alert for: **yosi sergeant**

White House to Take Steps to Prevent Repeat of Controversial NEA ...

FOXNews

Several officials on the call -- including then-NEA Director of Communications **Yosi Sergeant**, Buffy Wicks, deputy director of the White House Office of ...

[See all stories on this topic](#)

RedState's ACORN "exclusive" based on theft? Another questionable ...

Media Matters for America

Beck again promoted Courrielche's allegations on September 2, saying that NEA spokesman **Yosi Sergeant**, a participant in the conference call, "is creating a ...

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PC Free Zone

By Wild Thing

Courrielche said officials on the hour-long call -- including NEA Director of Communications **Yosi Sergeant** and Michael Skolnik, political director for hip-hop mogul Russell Simmons -- encouraged the artists on the line to create works of ...

Theodore's World - <http://www.theodoresworld.net/>

White House Using NEA To Propagandize Obama's Initiatives

By merriemarie

Courrielche received an email invitation from **Yosi Sergeant** of the National Endowment for the Arts to participate in a conference call to discuss President Obama's "United We Serve initiative." ...

merriemarie's clog - <http://merriemarie.amplify.com/>

White House tells agencies to avoid even appearance of political ...

By Philip Elliott

On the call, NEA official **Yosi Sergeant** asked artists to coordinate with the Corporation for Public Service. "I would encourage you to pick something, whether it's health care, education, the environment — you know, there's four key ...

Breaking News - <http://blog.taragana.com/n/>

Matt Osborne: Oh, the Horror! NEA Under Fire for Community Organizing

By Matt Osborne

NEA Communications Director **Yosi Sergeant** asked the artists to consider promoting the 9/11 Day of Service,. encouraging all Americans and others throughout the world to voluntarily perform at least one good deed or another service ...

The Full Feed from HuffingtonPost.com - http://www.huffingtonpost.com/raw_feed_index.rdf

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Sent: Tuesday, September 22, 2009 9:37 PM
To: Yosi Sergeant
Subject: Google Alert - rocco landesman

Google Blogs Alert for: **rocco landesman**

NEA Chairman Defends Controversial Conference Call - Political Punch

By ABCNews.com

This evening, National Endowment for the Arts Chairman **Rocco Landesman** released a statement on the controversial August 10 conference call, led by then-NEA communications director Yossi Sergeant. On that call Sergeant seemed to encourage ...

Political Punch - <http://blogs.abcnews.com/politicalpunch/>

American Power: Breitbart Scores Again: White House Responds to ...

By Donald Douglas

According to NEA Chairman **Rocco Landesman**: The former NEA Director of Communications acted unilaterally and without the approval or authorization of then-Acting Chairman Patrice Walker Powell. Hey, way to pass the buck, **Rocco!** ...

American Power - <http://americanpowerblog.blogspot.com/>

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Subject: Google Alert - yosi sergeant

Google Web Alert for: **yosi sergeant**

[Big Hollywood » Blog Archive » Radical Who is **Yosi Sergeant** Why Did ...](#)

Other than the National Endowment for the Arts already tenuous reputation the only casualty in the NEA conference call episode has been **Yosi Sergeant** the ...

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Monica Ashar

From: Google Alerts [googlealerts-noreply@google.com]
Sent: Wednesday, September 23, 2009 10:14 AM
To: Yosi Sergeant
Subject: Google Alert - yosi sergeant

Google Blogs Alert for: **yosi sergeant**

Booker Rising: President Obama & The National Endowment For The ...

By Shay Riley

Present during the conference was **Yosi Sergeant**, former communications director for the NEA (the one who sent out emails announcing the conference call), Buffy Wicks, Deputy Director of the White House Office of Public Engagement, ...

Booker Rising - <http://www.bookerrising.net/>

Administration Backing Off NEA Call « PUMABydesign001's Blog

By bydesign001

He was joined by Buffy Wicks, the deputy director of the White House Office of Public Engagement, and **Yosi Sergeant**, then-director of communications for the NEA. Skolnick says on the call that he was 'asked by folks at the White House ...

PUMABydesign001's Blog - <http://pumabydesign001.wordpress.com/>

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Monica Ashar

From: Yosi Sergeant
Sent: Wednesday, September 23, 2009 12:48 PM
To: Anita Decker
Subject: other pov

Water Cooler reader believes we have NEA /artist dynamic backwards

By kpickett on Sept. 22, 2009 10:15 p.m.

The following is a response to the Water Cooler's coverage of the NEA conference calls from Kevin Erickson, Co-Director of the Seattle based All-Ages Movement Project:

Kerry,

I'd really like to give you the benefit of the doubt and assume you're reporting in good faith about this stuff. Maybe you haven't written about arts policy before and you don't have the context to understand what's going on.

You've essentially got the dynamic backwards. Artists are trying to influence the administration, not the other way around.

Artists & organizers requested to meet with the NEA and administration officials about community arts. So they had a meeting and some follow-up conversations. This is no different than the communications staff from the office of faith-based initiatives meeting with religious leaders. It is a communication person's job to be a liaison to leading people from their field. The difference between this administration and the last one is that artists feel Obama's team might actually listen to them, and see a strong role for artists in public life and in the economic recovery. A role in public life for artists is not the same as trying to convince Americans of the wisdom of a set of policy proposals.

Individual artists are not eligible for NEA funding. The stimulus funding only provided money for arts organizations that already had received NEA funding but were facing layoffs due to the economic crisis. There is no possible way that the funding could be used to leverage these people to work for specific policy proposals.

Decisions about NEA grantmaking are advised by the Council on the Arts, which are people appointed by the president for 6 year terms. Right now it's mostly a bunch of Bush appointees like country star Lee Greenwood, who wrote the patriotic hit "God Bless The USA". The idea that NEA money is going to serve some socialist agenda is completely laughable.

When I look at the people on the list, the commonality I see is that these are people interested in service & volunteering. When I

read the transcript of the call, it's all about encouraging service. Yosi just pops in to give a little boilerplate pep talk.

It is true that most creative arts professionals are interested in seeing health reform pass. Artists are more likely to be self-employed or employed part-time so they are more likely to lack health insurance, or have a hard time purchasing their own. That's why anyone who has spent time covering arts policy is completely unsurprised to see Americans for the Arts and other orgs supporting strong reform. Some artists have been lobbying Obama to stay true to a public option plan rather than a co-op. But again, the pressure is coming from the arts sector, TO the administration. Not the other way around.

You do your readers a great disservice when you claim that the NEA was doing anything but encouraging a bipartisan community service initiative.

Yosi Sergant

National Endowment for the Arts

1100 Pennsylvania Avenue NW, Room 614

Washington DC 20506

202-682-5570 office

██████████ cell (b)(6)

yosi@arts.gov

Monica Ashar

From: Google Alerts [googlealerts-noreply@google.com]
Sent: Wednesday, September 23, 2009 4:55 PM
To: Yosi Sergant
Subject: Google Alert - yosi sergant

Google Blogs Alert for: **yosi sergant**

US Liberty Journal: Breaking News! National Endowment for the Arts ...

By Daezy

Today, Breitbart's BigGovernment.com posts the transcript of an August 10 conference call between **Yosi Sergant**, then director of communication at the NEA, Buffy Wicks, from the deliciously named Office of Public Engagement at the White ...

US Liberty Journal - <http://uslibertyjournal.blogspot.com/>

Whiskey's Place: Elitist, Left Wing, and a Little Bit Gay: Our ...

By Whiskey

Our elites, cultural and political, will look ever more like Buffy Wicks and **Yosi Sergant**, as the workforce is dominated by the fields of social work, education, health care, government, marketing, human resources, public relations, ...

Whiskey's Place - <http://whiskeys-place.blogspot.com/>

Blockbuster: Political Coordination With NEA Initiated By White ...

By Morgen

The NEA representative who facilitated this call, **Yosi Sergant**, has since been "re-assigned". However, according to a story today in the Washington Times, the NEA is claiming that **Sergant** acted "unilaterally" without authorization from ...

Verum Serum - <http://www.verumserum.com/>

Pondering Penguin: WH Uses Artists As Useful Idiots

By Karen

[Ex-NEA communications director **Yosi**] **Sergant's** sending of the email invitation to artists and arts groups, using his government email account, could be considered a bright line violation of the act, as could his apparent solicitation ...

Pondering Penguin - <http://ponderingpenguin.blogspot.com/>

Administration, NEA Back Away from Controversial Conference Call ...

By David Sessions

Buffy Wicks, the deputy director of the White House Office of Public Engagement, and **Yosi Sergant**, then-director of communications for the NEA, also participated. With a group of about two dozen artists, the three discussed White House ...

Politics Daily - <http://www.politicsdaily.com/>

Lisa Derrick: NEA "Scandal": Secretly Taped Conversation Appears ...

By Lisa Derrick

Two Weeks Later, NEA Weighs In On **Yosi Sergant** Demotion. It's not quite what you'd get from a rapid-response war room, but roughly two weeks after the National Endowment for the Arts demoted communications director. ...

The Full Feed from HuffingtonPost.com - http://www.huffingtonpost.com/raw_feed_index.rdf

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Monica Ashar

From: Anita Decker
Sent: Wednesday, September 23, 2009 9:44 AM
To: Yosi Sergant
Subject: New York Times

We have made it to the NY Times.

A Reminder to Keep Politics Out of Grants

By Jeff Zeleny

The White House on Tuesday instructed government agencies to keep politics away from the awarding of federal grants, a step taken as the administration sought to minimize the fallout after an official at the National Endowment for the Arts urged artists to advance President Obama's agenda.

The new guidelines were issued at a meeting between White House officials and chiefs of staff across the executive branch, following the disclosure of a conference call last month in which artists were asked to work with the Corporation for Public Service to promote Mr. Obama's health care, education and environmental proposals.

"We regret any comments on the call that may have been misunderstood or troubled other participants," said Bill Burton, a deputy White House press secretary. "We are fully committed to the N.E.A.'s historic mission, and we will take all steps necessary to ensure that there is no further cause for questions or concerns about that commitment."

A White House memorandum, distributed to agencies across the executive branch, told officials that grant decisions should be made on their merits and government officials should avoid creating an appearance that politics was involved in any decisions. The administration does not believe the N.E.A. conference call violated the law, Mr. Burton said, but conceded that it bothered some participants who said it crossed the line by promoting the president's agenda.

On the Aug. 10 call, the N.E.A. official encouraged people to promote the administration's United We Serve campaign, and asked them to create artwork that promoted Mr. Obama's agenda. One listener recorded the call, and the audio turned up on a conservative Web site, BigHollywood.Breitbart.com.

"I would encourage you to pick something, whether it's health care, education, the environment - you know, there's four key areas that the corporation has identified as the areas of service," Yosi Sergant, the N.E.A. communications director, said on the call, according to a recording posted online. He resigned after the call became public.

White House officials said Tuesday that they did not believe the call violated laws that prohibit government employees from expressly supporting the Obama political agenda. But the administration was planning to schedule training sessions and staff visits, Mr. Burton said, "to make sure the message gets across."

"The point of the call was to encourage voluntary participation in a national service initiative by the arts community," Mr. Burton said in a statement. "To the extent there was any misunderstanding about what the N.E.A. may do to support the national service initiative, we will correct it."

Anita Decker
Director
Office of Government Affairs
White House Liaison
National Endowment for the Arts
1100 Pennsylvania Ave. NW, Suite 516
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202.682.5028 (office)
202.682.5638 (fax)
deckera@arts.gov

Monica Ashar

From: Google Alerts [googlealerts-noreply@google.com]
Sent: Thursday, September 24, 2009 1:42 PM
To: Yosi Sergeant
Subject: Google Alert - rocco landesman

Google Blogs Alert for: **rocco landesman**

NEA Removes 'Health care' Link From Website amid Controversy ...

NEA Communications Director Yosi Sergeant has since been reassigned, the White House held a related policy meeting with all executive branch departments, and eight Republican Senators co-signed a letter to NEA

Chairman **Rocco Landesman**, ...

RSS Feed - Latest Digital Journal News - http://www.digitaljournal.com/rss/?feed=latest_news

Instapundit » Blog Archive » MICKEY KAUS: "Lynne Munson's ...

By Glenn Reynolds

MICKEY KAUS: "Lynne Munson's suggested NEA apology is a whole lot better than actual National Endowment for the Arts Chairman **Rocco Landesman's** actual statement, which is just a tad unapologetic and defensive about the Breitbart.com ...

Instapundit - <http://pajamasmedia.com/instapundit/>

Memo To Jon Landman: What's Wrong with the NY Times' Arts Coverage ...

By CultureGrrl

... Arts' Yosi Sergeant flap, which resulted in this week's statement by NEA's chairman, **Rocco Landesman**, dissociating himself and his agency from the deposed communications director's actions and reaffirming the nonpartisanship of NEA. ...

CultureGrrl - <http://www.artsjournal.com/culturegrrl/>

BIG BLUE WAVE: About time someone said it: Women are responsible ...

By Suzanne

NEA Call Not Meant to 'Promote Any Legislative Agenda'? - **Rocco Landesman** Reiterating the NEA's denial about the purpose of the notorious August 10, 2009 teleconference, Chairman **Rocco Landesman** doubled-down Tuesd... 1 hour ago ...

BIG BLUE WAVE - <http://bluewavecanada.blogspot.com/>

Midweek Clips 9/23/09 : Bad at Sports

By Claudine Ise

*NEA Chair **Rocco Landesman** explains reasoning behind demotion of communications director Yossi Sergeant. *Paul Chan's "Top 5 Things That Will Get You Arrested in Minneapolis" aka Top 5 Things We Should Do Together To Make Something ...

Bad at Sports - <http://badatsports.com/>

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Monica Ashar

From: Yosi Sergant
Sent: Thursday, September 24, 2009 2:02 PM
To: Yosi Sergant
Subject: FW: follow up
Attachments: Youth Targets.pdf

Yosi Sergant
National Endowment for the Arts
1100 Pennsylvania Avenue NW, Room 614
Washington DC 20506
202-682-5570 office
[REDACTED] cell (b)(6)
yosi@arts.gov

From: Abernathy, Nell L. [mailto:NAbernathy@cns.gov]
Sent: Tuesday, August 04, 2009 11:50 AM
To: Yosi Sergant; [REDACTED] (b)(6)
Subject: follow up

(b)(6)
[REDACTED] and Yosi,
I wanted to follow up and make sure I'm taking the next steps to move forward on the many fantastic ideas you all battled around. Also, I particularly want to thank you guys (oh gurus of youth outreach) for holding my hand through this.
1) I'm attaching the list of youth orgs [REDACTED] sent us yesterday. We're planning a call next for next Monday – I was going to ask [REDACTED] to convene – but [REDACTED], would you consider being one of our leaders? The broad ask will be to push out serve.gov to lists, groups, etc. But I'd also love to plug in these groups to whatever projects we come up with after Thursday's call. Thoughts?
2) I'm reaching out to Do Something, Causecast and Myimpact specifically before the Monday call. Do you think they're right for the Thursday call?
3) Yosi – you and I will touch base today on the Thursday call
4) [REDACTED] – I'll touch base with our corporate relations people and see what we can do to get some funding behind a Rock the Vote led effort. Hopefully we can move forward on this today or tomorrow.

Am I forgetting anything? Thanks again,
Nellie

Nellie Abernathy
United We Serve
Corporation for National and Community Service
202-606-6766
Nabernathy@cns.gov

United We Serve

SERVE.GOV

First Name	Last Name	Organization	Position
		Rock the Vote	
		US Students Association	
		US Students Association	
		Generational Alliance	
		Future 5000/Wiretap	
		Student Association for Voter Empowerment	
		Mobilize.org	
		Mobilize.org	
		National Conf on Citizenship	
		National Conf on Citizenship	
		Bus Project Foundation	
			ACORN
		Wisconsin DNC Member	
		Environmental Justice and Climate Change Initiative	
		Get In The Game - Non-Partisan Voter Reg & Education	
		ServeNext of Princeton	
		National Youth Engagement, Harvard Kennedy School	
		Young People For	
		DC Children and Youth Investment Trust Corporation	
		American Federation of Teachers, AFL-CIO	
		Youth Service America	
		NCBCP and Black Youth Vote Coordinator	
		National Coalition on Black Civic Participation, Inc.	
		Young Democrats of America	
		Sierra Student Coalition	
		Sierra Student Coalition	
		Advocates for Youth	
		Democrats Work	
		Asian Pacific Americans for Progress (APAP)	
		Young People First	
		ServeNext.org	
		ServeNext.org	
		ServeNext.org	
		Youth Entitlements Summit	
		Americans for Generational Equity	
		Millennials in Service/My Impact	
		Millennials in Service/My Impact	
		Georgia State University	
		Young Democrats of America	Arlington, VA
		City at Peace and KMJ consulting	
		DNC Youth Council	
		APIA Vote	
		People For the American Way	
		Majority Leader Hoyer	

(b)(6)

FIRST NAME	LAST NAME	ORGANIZATION	TITLE
[REDACTED]	[REDACTED]	Young Democrats of America	[REDACTED]
[REDACTED]	[REDACTED]	National Coalition on Black Civic Participation	[REDACTED]
[REDACTED]	[REDACTED]	US Students Association	[REDACTED]
[REDACTED]	[REDACTED]	Future Majority Blog	[REDACTED]
[REDACTED]	[REDACTED]	Youth Vote Consultant/Formerly of Youth Vote Coalition	[REDACTED]
[REDACTED]	[REDACTED]	Mobilize.org	[REDACTED]
[REDACTED]	[REDACTED]	The Forum for Youth Investment	[REDACTED]
[REDACTED]	[REDACTED]	Young Voter PAC	[REDACTED]
[REDACTED]	[REDACTED]	Environmental Justice and Climate Change Initiative	[REDACTED]
[REDACTED]	[REDACTED]	DNC Youth Council	[REDACTED]
[REDACTED]	[REDACTED]	Young Elected Officials Network	[REDACTED]
[REDACTED]	[REDACTED]	Advocates for Youth (LGBT)	[REDACTED]
[REDACTED]	[REDACTED]	College Democrats of America	[REDACTED]
[REDACTED]	[REDACTED]	The Roosevelt Institution	[REDACTED]
[REDACTED]	[REDACTED]	League of Young Voters (non-college youth)	[REDACTED]
[REDACTED]	[REDACTED]	Student Association for Voter Empowerment	[REDACTED]
[REDACTED]	[REDACTED]	Rock the Vote	[REDACTED]
[REDACTED]	[REDACTED]	API Vote	[REDACTED]
[REDACTED]	[REDACTED]	Voto Latino	[REDACTED]
[REDACTED]	[REDACTED]	Energy Action Coalition	[REDACTED]
[REDACTED]	[REDACTED]	Students for Barack Obama	[REDACTED]
[REDACTED]	[REDACTED]	Campus Progress, Center for American Progress	[REDACTED]
[REDACTED]	[REDACTED]	College Democrats of America	[REDACTED]

(b)(6)

Monica Ashar

From: Google Alerts [googlealerts-noreply@google.com]
Sent: Thursday, September 24, 2009 2:10 PM
To: Yosi Sergeant
Subject: Google Alert - yosi sergeant

Google Web Alert for: **yosi sergeant**

Big Hollywood » Blog Archive » RESPONSE TO NEA CHAIRMAN'S ...

RESPONSE TO NEA CHAIRMAN'S STATEMENT Throwing **Yosi Sergeant** Under the Bus Isn't an ... Senate confirmed my boss today and were off As posted by **Yosi Sergeant** on ...

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Monica Ashar

From: Yosi Sergeant
Sent: Thursday, September 24, 2009 2:20 PM
To: Anita Decker
Subject: more

<http://bighollywood.breitbart.com/pcourrielche/2009/09/24/response-to-nea-chairmans-statement-throwing-yosi-sergant-under-the-bus-isnt-an-answer/>

Yosi Sergeant

National Endowment for the Arts

1100 Pennsylvania Avenue NW, Room 614

Washington DC 20506

202-682-5570 office

cell (b)(6)

yosi@arts.gov

Monica Ashar

From: Google Alerts [googlealerts-noreply@google.com]
Sent: Thursday, September 24, 2009 2:06 AM
To: Yosi Sergeant
Subject: Google Alert - yosi sergeant

Google Blogs Alert for: **yosi sergeant**

Tara Lynn Thompson: So much corruption in so little time

By Tara Lynn Thompson

But at least six federal laws and regulations were violated when then NEA communications director **Yosi Sergeant** and White House Office of Public Engagement deputy director Buffy Wicks tried twisting the arms of artists and arts groups ...

Tara Lynn Thompson - <http://taralynnthompson.blogspot.com/>

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Monica Ashar

From: Yosi Sergeant [REDACTED] (b)(6)
Sent: Thursday, September 24, 2009 8:07 AM
To: Yosi Sergeant

7/15 - mtg with [REDACTED]
- [REDACTED] sends invite
- i send edits
- i send invite
- [REDACTED] sends invite
-

(b)(6)

8/10 - call

Monica Ashar

From: Google Alerts [googlealerts-noreply@google.com]
Sent: Thursday, September 03, 2009 3:29 PM
To: Yosi Sergeant
Subject: Google Alert - yosi sergeant

Google Blogs Alert for: **yosi sergeant**

Common Sense 2020 » Blog Archive » Video: Glenn Beck on September ...

By LukeAmerica2020

Part 4 of 5: (**Yosi Sergeant's** NEA audio and Rockefeller sponsored art). Part 5 of 5: (conclusion of Rockefeller sponsored art and the liberal definition of 'freedom'). Share/Bookmark · Email this Post to a Friend

...

Common Sense 2020 - <http://commonsense2020.com/>

The Wicked Stage: The NEA/United We Serve Call, Ctd.

By Rob Weinert-Kendt

... to subvert the NEA's charter he was implying. That said, I still haven't heard back from **Yosi Sergeant** at the NEA regarding this matter. I'll keep trying and let you know what I find out. Posted by Rob Weinert-Kendt at 12:03 PM ...

The Wicked Stage - <http://thewickedstage.blogspot.com/>

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Monica Ashar

From: [REDACTED] (b)(6)
Sent: Thursday, September 03, 2009 4:04 PM
To: NEA Chairman; Joanna Gang; Eleanor Steele; Katie Marie Zouhary; Yosi Sergeant
Subject: Re: National Endowment for the Arts (NEA), the White House Office of Public Engagement, and United We Serve meeting with the artistic community

Re: Aug 10th Conference call hosted by National Endowment for the Arts (NEA), the White House Office of Public Engagement, and United We Serve

Did the NEA have anything to do with initiating the conference call?

Did the NEA encourage artists to create art on health care, energy and the environment?

Please state your case publically so we can uncover the truth.

Reminder TODAY - United We Serve Conference Call - 2:00 pm EST / 11:00 am PST

From: Yosi Sergeant <yosi@arts.gov>
Date: Monday, August 10, 2009 8:38 AM
To: Yosi Sergeant <yosi@arts.gov>
Subject: Reminder TODAY - United We Serve Conference Call - 2:00 pm EST / 11:00 am PST

Reminder

Today-- Monday August 10th, 2009 at 2:00 pm EST / 11:00 am PST -- join the White House and National Endowment for the Arts for a conference call with to discuss the President's United We Serve Initiative.

Yosi Sergeant
Director
Office of Communications
National Endowment for the Arts
1100 Pennsylvania Avenue NW, Room 614
Washington DC 20506
202-682-5570 office
[REDACTED] cell
yosi@arts.gov <http://yosi.sergeant@arts.gov>

A call has come in to our generation. A call from the top. A call from a house that is White. A call that we must answer. And to answer it, we need you.

Please join **Paola Mendoza, Mike de la Rocha, Raymond Leon Raker, Aaron Rose, Michael Skolnik, Tayyib Smith, Rob Stone and Nicola Vassell** as we heed the President's call to action this summer -- **United We Serve**.

United We Serve is President Obama's call to service challenging all Americans to engage in sustained, meaningful community service. With the knowledge that ordinary people can achieve extraordinary things when given the proper tools, President Obama is asking us to come together <<http://www.unitedweserve.gov/remember.aspx>> to help lay a new foundation for growth, focusing on core areas of the recovery agenda -- health care, energy and environment, safety and security, education, community renewal.

Now is the time for us to answer this call. It is time for us as a group of artists, producers, promoters, organizers, influencers, marketers, tastemakers, leaders or just plain, cool people to join together and work together to promote a more civically engaged America and celebrate how the arts can be used for a positive change! No one knows our communities better than we do. No one can inspire as much as we can. We have a unique role to play in making service accessible and fun for those who are not accustomed to volunteering. We know that engaging all Americans in service means we must expand the idea of service. Already, you are helping us to re-frame the image of volunteerism.

The United We Serve team, in collaboration with the White House Office of Public Engagement and The National Endowment for the Arts is hosting a conference call outlining steps our community can take to spread the message of service and highlight the service work artists already perform in communities nationwide.

Please join us!

Date: Monday, August 10, 2009
Time: 2PM EST / 11AM PST

Schedule "Send & Receive All" will run in 4 minutes

Monica Ashar

From: [REDACTED]
Sent: Thursday, September 03, 2009 4:06 PM
To: [REDACTED]
Cc: [REDACTED], [REDACTED] Nellie Abernathy; Yosi Sergant; [REDACTED]; [REDACTED]
Subject: Re: 9/11 initiative

(b)(6)

Thanks [REDACTED]!

(b)(6)

If everyone can send availability within the 11am-2pm PST window that would help speed along the process.

Thanks!

[REDACTED]

(b)(6)

On Thu, Sep 3, 2009 at 12:49 PM, [REDACTED] <[REDACTED]> wrote:
I'm open between 11am and 2pm tomorrow.

(b)(6)

Best

[REDACTED]

(b)(6)

On 9/3/09 10:46 AM, "[REDACTED]" <[REDACTED]> wrote:

(b)(6)

Hi Everyone,

If you intend on helping to promote the 9/12 Dream Center volunteer opp in partnership w/ the day of service, please send me your availability for a call tomorrow, between the hours of 10am-5pm, PST. We have a week!

Thanks,

[REDACTED]

(b)(6)

On Mon, Aug 31, 2009 at 9:48 AM, [REDACTED] <[REDACTED]> wrote:

I think that's a great idea, guys- and I think [REDACTED] will be in a better position to support the event with the lead time this implies, as well as the context this creates.

(b)(6)

Let's have a meeting!

[REDACTED]

(b)(6)

On 8/29/09 1:30 AM, "[REDACTED]" <[REDACTED]> wrote:

(b)(6)

Hello, due to how soon the date is and after speaking with [REDACTED] (b)(6) earlier today, we have decided that we want to push the event back – and do it right :)

We were thinking we can take on the 9/11 serve.gov <<http://serve.gov>> initiative virally, starting Monday, push it through and maintain a mailing list and those who serve, get rewarded with an event – perhaps around the holidays in mid December.

A thought is to get the volunteer aspects promoted, keeping our promise to get people involved on that day and in general, while growing the community and using that as a base for the movement and an event for it.

This way as well obviously we have more time to work on talent, press, promotion et al – plus, I wasn't loving the venue wanting the event to be the earlier part of the night, to have their own after party – we pretty much all agree people won't come out at 7/8p on Friday.

I look forward to your thoughts and to plan this out with proper lead time and tools.

Thank you and have a great weekend!

[REDACTED]
[REDACTED]
[REDACTED]

Now in 18 cities!

New >> [REDACTED]

Next >> [REDACTED]

Overseas >> [REDACTED]

[REDACTED] Year Anniversary Site Relaunch!

[REDACTED] x. [REDACTED] x. [REDACTED] (toll free)
[REDACTED] fax
[REDACTED]

[REDACTED] <[http://\[REDACTED\]](http://[REDACTED])>

Subscribe: [http://\[REDACTED\]](http://[REDACTED])

Twitter: [http://twitter.com/\[REDACTED\]](http://twitter.com/[REDACTED]) | [http://twitter.com/\[REDACTED\]](http://twitter.com/[REDACTED])

Myspace: [http://myspace.com/\[REDACTED\]](http://myspace.com/[REDACTED]) | [http://myspace.com/\[REDACTED\]](http://myspace.com/[REDACTED])

Facebook: [http://www.facebook.com/\[REDACTED\]](http://www.facebook.com/[REDACTED])

Facebook Group:

[http://www.facebook.com/group/\[REDACTED\]](http://www.facebook.com/group/[REDACTED])

LinkedIn: [http://www.linkedin.com/in/\[REDACTED\]](http://www.linkedin.com/in/[REDACTED])

Imeem: [http://\[REDACTED\]](http://[REDACTED])

--
[REDACTED]
[REDACTED]
[REDACTED]
w: [REDACTED]
e: [REDACTED]
ph: [REDACTED] } (b)(6)

Monica Ashar

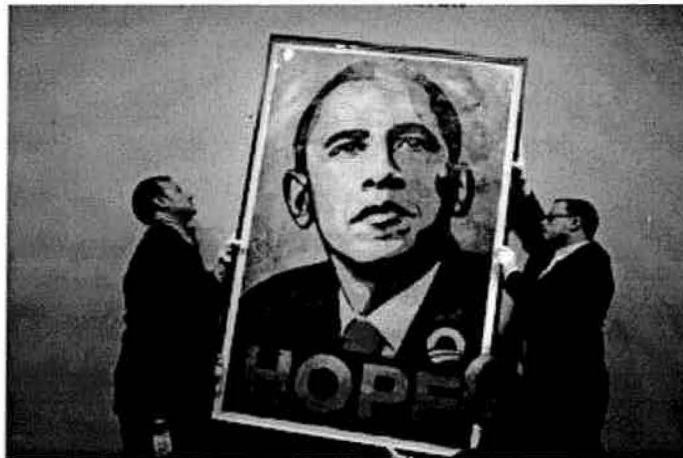
From: Phillips, Macon [REDACTED] (b)(2)
Sent: Thursday, September 03, 2009 8:33 PM
To: Phillips, Macon; Yosi Sergeant
Subject: RE: heads up

With text in case you are on bb:

The National Endowment for the Art of Persuasion?

by Patrick Courrielche

I recently wrote a critique of the art community's lack of dissent in the face of many controversial decisions made by the current administration. Entitled "The Artist Formerly Known as Dissident," one of the key points argued in the article was the potential danger associated with the use of the art community as a tool of the state. Little did I know how quickly this concern would be elevated to an outright probability.



Sometime between when I finished the critique and when it went live online, I was invited by the National Endowment for the Arts (NEA) to take part in a conference call that invited a group of rising artist and art community luminaries "to help lay a new foundation for growth, focusing on core areas of the recovery agenda – health care, energy and environment, safety and security, education, community renewal."

Now admittedly, I'm a skeptic of BIG government. In my view, power tends to overreach whenever given the opportunity. It's a law of human nature that has very few exceptions. That said, it felt to me that by providing issues as a cynosure for inspiration to a handpicked arts group – a group that played a key role in the President's election as mentioned throughout the conference call – the National Endowment for the Arts was steering the art community toward creating art on the very issues that are currently under contentious national debate; those being health care reform and cap-and-trade legislation. Could the National Endowment for the Arts be looking to the art community to create an environment amenable to the administration's positions?

Before arguing why I see this as a gross overreach of the National Endowment for the Arts and its mission, a brief background on the conference call is needed.

On Thursday August 6th, I was invited by the National Endowment for the Arts to attend a conference call scheduled for Monday August 10th hosted by the NEA, the White House Office of Public Engagement, and United We Serve. The call would include “a group of artists, producers, promoters, organizers, influencers, marketers, taste-makers, leaders or just plain cool people to join together and work together to promote a more civically engaged America and celebrate how the arts can be used for a positive change!”

I learned after the conference call that there were approximately 75 people participating, including many well respected street-artists, filmmakers, art galleries, music venues, musicians and music producers, writers, poets, actors, independent media outlets, marketers, and various other professionals from the creative community. I suppose I was invited because of my work in creating arts initiatives, but being a former employer of the NEA’s Director of Communications was probably a factor as well.



Backed by the full weight of President Barack Obama’s call to service and the institutional weight of the NEA, the conference call was billed as an opportunity for those in the art community to inspire service in four key categories, and at the top of the list were “health care” and “energy and environment.” The service was to be attached to the President’s United We Serve campaign, a nationwide federal initiative to make service a way of life for all Americans.

It sounded, how should I phrase it...*unusual*, that the NEA would invite the art community to a meeting to discuss issues currently under vehement national debate. I decided to call in, and what I heard concerned me.


The people running the conference call and rallying the group to get active on these issues were Yosi Sergeant, the Director of Communications for the National Endowment for the Arts; Buffy Wicks, Deputy Director of the White House Office of Public Engagement; Nell Abernathy, Director of Outreach for United We Serve; Thomas Bates, Vice President of Civic Engagement for Rock the Vote; and Michael Skolnik, Political Director for Russell Simmons.

We were encouraged to bring the same sense of enthusiasm to these “focus areas” as we had brought to Obama’s presidential campaign, and we were encouraged to create art and art initiatives that brought awareness to these issues. Throughout the conversation, we were reminded of our ability as artists and art professionals to “shape the lives” of those around us. The now famous Obama “Hope” poster, created by artist Shepard Fairey and promoted by many of those on the phone call, and will.i.am’s “Yes We Can” song and music video were presented as shining examples of our group’s clear role in the election.

Obama has a strong arts agenda, we were told, and has been very supportive of both using and supporting the arts in creative ways to talk about the issues facing the country. We were “selected for a reason,” they told us. We had played a key role in the election and now Obama was putting out the call of service to help create change. We knew “how to make a stink,” and were encouraged to do so.

Throughout the conversation my inner dialogue was firing away questions so fast that the NRA would've been envious. Is this truly the role of the NEA? Is building a message distribution network, for matters other than increasing access to the arts and arts education, the role of the National Endowment for the Arts? Is providing the art community issues to address, especially those that are currently being vehemently debated nationally, a legitimate role for the NEA? I found it highly unlikely that this was in their original charter, so I checked.



The NEA published a book entitled *National Endowment for the Arts: A History 1965-2008*  early this year. Combing through the 40+ year history of the NEA, I could not find a single instance of the agency creating or supporting a national initiative that encouraged the art community to address current issues under contentious debate.

The NEA was created by the Congress of the United States and President Lyndon B. Johnson in 1965 as “a public agency dedicated to supporting excellence in the arts, both new and established; bringing the arts to all Americans; and providing leadership in arts education.” The issue of health care is curiously absent from this description on their website.

So I'd like to start a little debate and ask you, the reader, the same question. Do you think it is the place of the NEA to encourage the art community to address issues currently under legislative consideration?

And before answering, let me give you my take.

The NEA is the nation's largest annual funder of the arts. That is right, *the largest funder of the arts in the nation* – a fact that I'm sure was not lost on those that were on the call, including myself. One of the NEA's major functions is providing grants to artists and arts organizations. The NEA has also historically shown the ability to attract “matching funds” for the art projects and foundations that they select. So we have the nation's largest arts funder, which is a federal agency staffed by the administration, with those that they potentially fund together on a conference call discussing taking action on issues under vigorous national debate. Does there appear to be any potential for conflict here?

Discussed throughout the conference call was a hope that this group would be one that would carry on past the United We Serve campaign to support the President's initiatives and those issues for which the group was passionate. The making of a machine appeared to be in its infancy, initiated by the NEA, to corral artists to address specific issues. This function was not the original intention for creating the National Endowment for the Arts.

A machine that the NEA helped to create could potentially be wielded by the state to push policy. Through providing guidelines to the art community on what topics to discuss and providing them a step-by-step instruction to apply their art form to these issues, the “nation's largest annual funder of the arts” is attempting to direct imagery, songs, films, and literature that could create the illusion of a national consensus. This is what Noam Chomsky calls “manufacturing consent.”



Now, if you are *for* the issues being pursued by the current administration, you may be inclined to think favorably of what I am labeling “overreach.” *What a powerful weapon to fight those that are opposed to our ideas*, you may think. For those in this camp I ask you this – will you feel the same when the opposition has access to the same machine? If history is any indication, the pendulum swings both ways. Is persuasion what the originators envisioned when they brought the legislation that created the NEA to the floor of Congress?

As a member of the art community for the past 14 years, I raise these questions only after careful consideration. Many of those on the call are from my hometown. My position here should not be construed as a personal attack on the call participants. Many of those on the call worked tirelessly on the Obama campaign and are proud of their victory. They look at this as an opportunity to be involved directly with the White House, which is an exciting prospect to many in the art world whose experience with the government may be limited to paying taxes and voting.

But the art community must put this excitement aside and ask itself about the proper role of government agencies created to promote the arts. And if put in the wrong hands, could a message machine built by the NEA be used in a nefarious manner not currently foreseeable?

In an attempt to recapture the excitement and enthusiasm of the campaign the organizers of this conference call have entered murky waters, a strait that the NEA cannot afford to swim. Previously shackled with the controversy over the Serrano and Mapplethorpe images of 1989 that escalated to a debate over its very existence, the NEA needs to stay far away from any questions of impropriety.

There is no shortage of problems within the art community that the NEA could tackle. Museums across the country have been hit hard by the financial crisis. Their trusts and portfolios have seen massive declines. Donations, attendance, and memberships are down. Many have had to reduce exhibition hours due to staffing and budget reductions. And countless art galleries, the lifeblood and revenue stream for many artists, have closed or are on the brink of closure. Rallying the art community around these issues seems a more appropriate use of its resources.

I’m not a “right-wing nut job.” It just goes against my core beliefs to sit quietly while the art community is used by the NEA and the administration to push an agenda other than the one for which it was created. It is not within the National Endowment for the Arts’ original charter to initiate, organize, and tap into the art community to help bring awareness to health care, or energy & environmental issues for that matter; and especially not at a time when it is being vehemently debated. Artists shouldn’t be used as tools of the state to help create a climate amenable to their positions, which is what appears to be happening in this instance. If the art community wants to tackle those issues on its own then fine. But tackling them shouldn’t come as an encouragement from the NEA to those they potentially fund at this coincidental time.

And if you think that my fear regarding the arts becoming a tool of the state is still unfounded, I leave you with a few statements made by the NEA to the art community participants on the conference call. "This is just the beginning. This is the first telephone call of a *brand new* conversation. We are just now learning how to really bring this community together to speak *with* the government. What that looks like legally?...bare with us as we learn the language so that we can speak to each other safely..."

Is the hair on your arms standing up yet?

Macon Phillips || [REDACTED]] (b)(2)
Office: [REDACTED] || Mobile: [REDACTED]

From: Phillips, Macon
Sent: Thursday, September 03, 2009 8:33 PM
To: 'yosi@arts.gov'
Subject: heads up

<http://bighollywood.breitbart.com/pcourrielche/2009/08/25/the-national-endowment-for-the-art-of-persuasion-patrick-courrielche/>

Macon Phillips || [REDACTED]] (b)(2)
Office: [REDACTED] || Mobile: [REDACTED]

Monica Ashar

From: Phillips, Macon [REDACTED]
Sent: Thursday, September 03, 2009 8:44 PM
To: Yosi Sergeant
Subject: RE: heads up

(b)(2)

I know how that feels. You're a good man Charlie Brown - chin up.

Macon Phillips || [REDACTED]
Office: [REDACTED] || Mobile: [REDACTED]

(b)(2)

-----Original Message-----

From: Yosi Sergeant [mailto:yosi@arts.gov]
Sent: Thursday, September 03, 2009 8:44 PM
To: Phillips, Macon
Subject: Re: heads up

I've been on glenn beck 2 nights in a row.

----- Original Message -----

From: Phillips, Macon [REDACTED]
To: Yosi Sergeant
Sent: Thu Sep 03 20:32:37 2009
Subject: heads up

(b)(2)

<http://bighollywood.breitbart.com/pcourrielche/2009/08/25/the-national-endowment-for-the-art-of-persuasion-patrick-courrielche/>

Macon Phillips || [REDACTED]

Office: [REDACTED] || Mobile: [REDACTED]

(b)(2)

Monica Ashar

From: [REDACTED]
Sent: Sunday, September 06, 2009 12:21 PM
To: Yosi Sergant
Subject: FW: Political action?

(b)(6)

I would appreciate the courtesy of a reply.

Thank you.

From: [REDACTED] [mailto:[REDACTED]]
Sent: Tuesday, September 01, 2009 5:39 PM
To: 'yosi@arts.gov'
Subject: Political action?

(b)(6)

Would you please clarify the following and issue a public statement regarding the conference call hosted by the National Endowment for the Arts (NEA), the White House Office of Public Engagement, and United We Serve focusing on core areas of the recovery agenda - health care, energy and environment, safety and security, education, community renewal:

1. Did the NEA have anything to do with initiating the conference call?
2. Did the NEA encourage artists to create art on health care, energy and the environment?
3. If so, how can you justify taking a specific political stance by inviting only a select group of invitees who could be recruited to advance the political agenda of the administration and its policies?
4. Is that appropriate, even legal, to use public funding for political purposes by a federal agency?
5. Is that a violation of your charter?

Thank you.

[REDACTED]
A very concerned citizen/artist

(b)(6)

Monica Ashar

From: Google Alerts [googlealerts-noreply@google.com]
Sent: Tuesday, September 08, 2009 12:14 PM
To: Yosi Sergeant
Subject: Google Alert - yosi sergeant

Google News Alert for: **yosi sergeant**



The NEA and Mainstream Media Remain Silent

Big Hollywood - Venice Beach, CA, USA

JOHNSON ... yet to comment regarding their involvement with this effort, except for one small, but damaging, comment by their Communications Director **Yosi Sergeant**. ...

This as-it-happens Google Alert is brought to you by Google.

[Remove](#) this alert.
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[Manage](#) your alerts.

Monica Ashar

From: Yosi Sergeant
Sent: Tuesday, September 08, 2009 12:18 PM
To: Anita Decker
Subject: Another [REDACTED] post just went up on BigHollywood

(b)(6)

<http://bighollywood.breitbart.com/pcourrielche/2009/09/08/update-the-nea-and-mainstream-media-remain-silent/>

Yosi Sergeant
Director
Office of Communications
National Endowment for the Arts
1100 Pennsylvania Avenue NW, Room 614
Washington DC 20506
202-682-5570 office
[REDACTED] cell (b)(6)
yosi@arts.gov

Monica Ashar

From: Yosi Sergeant
Sent: Tuesday, September 08, 2009 2:53 PM
To: Anita Decker
Subject: Re: Big Hollywood: WHO SET UP GOVERNMENT 'PROPAGANDA' CONFERENCE CALL?
Newly Revealed White House, NEA Audio Contradict

(b)(6)
[REDACTED] approached us and wanted to help. I connected him with CNS. He wrote the invite. CNS set-up the call. I forwarded the invitation to some folks. I spoke, Buffy spoke.

From: Anita Decker
To: Yosi Sergeant
Sent: Tue Sep 08 14:48:55 2009
Subject: RE: Big Hollywood: WHO SET UP GOVERNMENT 'PROPAGANDA' CONFERENCE CALL? Newly Revealed White House, NEA Audio Contradict
But you arranged the first call, right

From: Yosi Sergeant
Sent: Tuesday, September 08, 2009 2:49 PM
To: Anita Decker
Subject: Re: Big Hollywood: WHO SET UP GOVERNMENT 'PROPAGANDA' CONFERENCE CALL? Newly Revealed White House, NEA Audio Contradict

We did not arrange nor were we ont on the second call.

From: Anita Decker
To: Yosi Sergeant
Sent: Tue Sep 08 14:40:48 2009
Subject: FW: Big Hollywood: WHO SET UP GOVERNMENT 'PROPAGANDA' CONFERENCE CALL? Newly Revealed White House, NEA Audio Contradict
Help. What is the right answer.

From: Lu, Christopher P. [mailto:[REDACTED]] (b)(2)
Sent: Tuesday, September 08, 2009 2:38 PM
To: Anita Decker
Subject: FW: Big Hollywood: WHO SET UP GOVERNMENT 'PROPAGANDA' CONFERENCE CALL? Newly Revealed White House, NEA Audio Contradict

[REDACTED] (b)(5)

From: Modi, Kalpen S.
Sent: Tuesday, September 08, 2009 1:51 PM
To: Inouye, Shin; Lu, Christopher P.; Pfeiffer, Dan; Reynolds, Christina; Hurlbut, Brandon K.; Strautmanis, Michael; Tchen, Tina
Subject: RE: Big Hollywood: WHO SET UP GOVERNMENT 'PROPAGANDA' CONFERENCE CALL? Newly Revealed White House, NEA Audio Contradict

Thanks. The 8/27 call they reference was at the request of CNCS. Americans for the Arts also spoke on it (they were the 3rd party). White House/OPE participation was fully vetted with Ian Bassin in counsel's office. There was a Q&A on the call, and all of the feedback we received was positive.

Kalpen Modi
Associate Director
White House Office of Public Engagement

[REDACTED] (b)(2)

From: Inouye, Shin

Sent: Tuesday, September 08, 2009 1:45 PM

To: Modi, Kalpen S.; Lu, Christopher P.; Pfeiffer, Dan; Reynolds, Christina; Hurlbut, Brandon K.; Strautmanis, Michael; Tchen, Tina

Subject: Big Hollywood: WHO SET UP GOVERNMENT 'PROPAGANDA' CONFERENCE CALL? Newly Revealed White House, NEA Audio Contradict

WHO SET UP GOVERNMENT 'PROPAGANDA' CONFERENCE CALL? Newly Revealed White House, NEA Audio Contradict

by **Patrick Courrielche**

Another conference call has materialized, revealing a concerted effort by government to use the arts to address political issues.

Lee Rosenbaum, a blogger for Artsjournal.com, posted her experience with a meeting that occurred on August 27th and confessed that she also felt "uneasy" about the government's arts effort. The meeting invitation (viewable here) went out to all "member local, state, and regional arts agencies, community-based arts organizations, and national partners of Americans for Arts." Americans for Arts is a non-profit arts organization that has received substantial grants from the National Endowment for the Arts.

As with my conference call, the art group was invited to the meeting to work together to "tackle some of the nation's toughest issues: education; health; energy and the environment; community renewal; and safety and security." Also like my call, it included a private citizen moderating the phone call with key White House representatives participating. Kalpen Modi, Associate Director of the White House Office of Public Engagement, was to represent the White House and key representatives from the National Endowment for the Arts were also to participate.

Even more disturbing than learning that the White House and NEA are using the arts to address specific issues, is to learn what was discussed on this new conference call. Rosenbaum mentions that there was much talk of "leveraging federal dollars" to get artists and cultural organizations involved in social-service projects.

Leveraging federal dollars? This is the problem with marrying issue specific topics, like health care and energy, with a group that is funded by tax dollars; it increases the potential of taxpayer-funded propaganda.

As mentioned in the invitation, the NEA was to be on this phone call. However at the last minute, as Rosenbaum blogged, "Modi informed us that 'unfortunately our colleagues from NEA and NEH [the National Endowment for the Humanities]' were tied up in meetings and couldn't participate, as had been planned."

Could it have anything to do with the article I posted two days earlier? We can only guess but Rosenbaum also hopes that they might have been “having second thoughts about commandeering their constituents for this political adventure.”

What appears to be emerging is a concerted and deliberate effort by the White House and the NEA to encourage the art community to create issue specific art. This *new* conference call shows the same modus operandi, including a “third party” individual moderating the call to apparently distance the NEA and the White House from initiating the meeting.

The National Endowment for the Arts has yet to comment regarding their involvement with this effort, except for one small, but damaging, comment by their Communications Director Yosi Sergeant.

When asked by Kerry Pickett of the Washington Times about the NEA’s involvement in inviting artists to my conference call, Sergeant said that “the NEA didn’t invite, we were a participant in a call, there was a third party that did the invitations.” When asked for a copy of the invitation, Sergeant responded that the invitation “didn’t come from us...so I don’t have it...” He went on to state that Michael Skolnik was the “third party” and that the Corporation for National and Community Service was the party who set up the conference call. This dialogue can be heard here:

We’ve already proved there are two dishonest remarks in this statement from the NEA in a previous post, namely that the NEA *did* have the invite and they *did* send it out to the art community.

When the “Corporation” (referenced by Sergeant) was asked by Josh Miller of Foxnews.com about my conference call, a representative stated that “the call was organized by an ‘individual interested’ in the group...”

Interesting. Because this same interested individual, Michael Skolnik, contradicts both of these federal agency’s statements in his opening remarks of the conference call I was on.

Skolnik states that it was the White House and the National Endowment for the Arts that asked him to bring together this independent art group. Skolnik’s statement can be heard here:

These obvious contradictions, as well as the documented dishonesty on the part of the National Endowment for the Arts, support a conclusion that the NEA may feel their involvement with this effort is outside of their mandate. George Will, Pulitzer Prize-winning newspaper journalist, appears to agree with my conclusion. On this past Sunday’s *This Week with George Stephanopoulos*, George Will referenced the NEA’s involvement in the conference call and stated, “I don’t know how many laws that breaks but I’m sure there are some.”

With the building evidence of bad behavior by the NEA, you’d think this federal agency would have issued a statement explaining their position on this “brand new” direction for the arts. But as the cliché goes, the silence has been deafening. This taxpayer funded agency and their civil servants haven’t even returned phone calls from legitimate press outlets such as the Boston Globe, Foxnews.com, or the Washington Times.

Even more deafening is the silence on the part of the mainstream media. Documented dishonesty by White House appointed officials should easily draw the ire of our media watchdogs. But the liberal media, historically a protector of the arts, has turned its back on the community of which it adores. Like the Van Jones story, it appears that the blogosphere and conservative media are the only two forums that break news anymore. And the news that they break has dire consequences for those involved regardless of the mainstream media’s blind eye.

We need the National Endowment for the Arts to respond to these issues immediately. The NEA needs to issue a statement explaining the agency’s involvement in encouraging the art community to create art on issues being

vehemently debated, contradictions made by their Communications Director, and lack of response to the inquiries of both the concerned public and press outlets.

As the former deputy chairman of the National Endowment for the Humanities, Lynne Munson, stated in a recent post, during her tenure as deputy chairman “any action resembling this call would have triggered immediate dismissal.” I think we’ve shown action resembling this call.

Bad behavior *must* have consequences, or else that behavior becomes the norm. The actions of the National Endowment for the Arts are leaving the agency vulnerable to attacks on its credibility and rationale for existence.

The NEA needs to address this issue

<http://bighollywood.breitbart.com/pcourrielche/2009/09/08/update-the-nea-and-mainstream-media-remain-silent/>

Monica Ashar

From: [REDACTED] (b)(6)
Sent: Tuesday, September 08, 2009 3:33 PM
To: Yosi Sergant
Subject: Letter for United We Serve from [REDACTED] (b)(6)
Attachments: page1.jpg; page2.jpg; ATT00003.txt; NEAletter.pdf; ATT00004.txt

Hi Yosi,

Please find the attached letter from [REDACTED] (b)(6). I have 2 versions:
one signed and one pdf. I am also mailing a hard copy to your office.

Please let me know if you need anything further.

Thanks.

- [REDACTED] (b)(6)

(b)(6)

Yosi Sergeant
Director - Office of Communications
National Endowment for the Arts
1100 Pennsylvania Avenue NW, Room 614
Washington DC 20506
September 1, 2009

Dear Yosi,

(b)(6) After our conference call, I began thinking about how we can bring an awareness of broadband being made available to the public in an exciting and informative way. I thought I could bring my expertise in the live music world and combine it with my love of all things digital. I am the owner of [REDACTED] in [REDACTED] [REDACTED] and have been running the club for the past 10 years. I have extended [REDACTED] into the blogosphere with an award-winning website and my club is the [REDACTED]. I've personally seen how the internet community has not only allowed us to communicate with our neighbors on [REDACTED] and the [REDACTED], it has also strengthened our relationships and allowed us to work together in ways that were previously inaccessible.

(b)(6) I'm very excited about broadband being available to everyone especially those in inner cities that may not have access to the web otherwise. I propose that we host an interactive online concert that is performed from five separate locations across the United States and brought together online. We could have a band like [REDACTED] perform in Los Angeles and have a solo guitarist join from New York, then a solo vocalist join from New Orleans, or a DJ. We then bring the concert together through the web and stream it live to the public. Some of the cities could be New York, Los Angeles, New Orleans, and Nashville.

(b)(6) We would need to reach out to different technology partners to help with the logistics. I have a relationship with [REDACTED] ([REDACTED]) [REDACTED] and they are experts in their field. I can discuss with them what they can bring to the table.

(b)(6)

(b)(6) I think this proposed concert can be an example of how all of us, as Americans, can be physically far apart yet, be close and connected and come together in a cohesive way. Everyone should be able to benefit by the strengthening of community that the [REDACTED] has experienced by having access to information they may not have access to otherwise, especially those in inner cities and rural areas.

(b)(6) Please let me know how I can be of assistance in getting the word out about broadband for all. I have a lot of experience in the music world and local government as I have managed several bands on major record labels and I am currently a member of the Executive Committee of the [REDACTED] Business Association, The [REDACTED] Music Festival and on the Board of The [REDACTED].

Thank you.

Sincerely,

(b)(6)

(b)(6)

(b)(6)

(b)(6)

Yosi Sergant
Director - Office of Communications
National Endowment for the Arts
1100 Pennsylvania Avenue NW, Room 614
Washington DC 20506
August 25, 2009

Dear Yosi,

(b)(6) After our conference call, I began thinking about how we can bring an awareness of broadband being made available to the public in an exciting and informative way. I thought I could bring my expertise in the live music world and combine it with my love of all things digital. I am the owner of [REDACTED] in [REDACTED] [REDACTED] and have been running the club for the past 10 years. I have extended [REDACTED] into the blogosphere with an award-winning website and my club is the #1 music venue in the world on Twitter. I've personally seen how the internet community has not only allowed us to communicate with our neighbors on [REDACTED] and the [REDACTED] [REDACTED], it has also strengthened our relationships and allowed us to work together in ways that were previously inaccessible.

(b)(6) I'm very excited about broadband being available to everyone especially those in inner cities that may not have access to the web otherwise. I propose that we host an interactive online concert that is performed from five separate locations across the United States and brought together online. We could have a band like [REDACTED] perform in Los Angeles and have a solo guitarist join from New York, then a solo vocalist join from New Orleans, or a DJ. We then bring the concert together through the web and stream it live to the public. Some of the cities could be New York, Los Angeles, New Orleans, and Nashville.

(b)(6) We would need to reach out to different technology partners to help with the logistics. I have a relationship with [REDACTED] (" [REDACTED] ") [REDACTED] and they are experts in their field. I can discuss with them what they can bring to the table.

(b)(6) [REDACTED]

(b)(6) I think this proposed concert can be an example of how all of us, as Americans, can be physically far apart yet, be close and connected and come together in a cohesive way. Everyone should be able to benefit by the strengthening of community that the [REDACTED] has experienced by having access to information they may not have access to otherwise, especially those in inner cities and rural areas.

(b)(6) Please let me know how I can be of assistance in getting the word out about broadband for all. I have a lot of experience in the music world and local government as I have managed several bands on major record labels and I am currently a member of the Executive Committee of the [REDACTED] Business Association, The [REDACTED] Music Festival and on the Board of The [REDACTED] Fund.

Thank you.

Sincerely,

[REDACTED] (b)(6)

[REDACTED] (b)(6)

Monica Ashar

From: Yosi Sergeant
Sent: Wednesday, September 09, 2009 1:29 PM
To: Anita Decker
Subject: UWS

I'm trying to scour my brain for anything and everything...that may be important and may not be... No surprises

Following the call, I was cc'd on emails regarding a back to school event in los angeles, I never responded to any of them and asked to be removed from the thread.

I connected four of the hosts with [REDACTED] - [REDACTED], [REDACTED] [REDACTED] and [REDACTED]
[REDACTED]

That's all I got...

]
(b)(6)