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Monica Ashar

From: Elizabeth Stark
Sent: Tuesday, July 07, 2009 3:22 PM
To: Yosi Sergant
Subject: FW: NEA statement on United We Serve

Are any of Phil's ideas below ones you want to include?

From: Martin, Philip [mailto:PMartin@cns.gov]
Sent: Monday, July 06, 2009 6:23 PM
To: Elizabeth Stark
Subject: RE: NEA statement on United We Serve

Elizabeth,

Some other ideas –

Not sure where this is going to live but you might want to start w/ a quote by President or Mrs. Obama on the importance of the arts in public life if you can find one that seems appropriate. Also you might reference the inclusion of the arts in the serve America act to back up your statement that this isn't just about the summer:

http://www.nationalservice.gov/help/serve_america_act/Serve_America_Act.htm

(xii) providing skilled musicians and artists to promote greater community unity through the use of music and arts education and engagement through work in low-income communities, and education, health care, and therapeutic settings, and other work in the public domain with citizens of all ages.

Also, I see things in the blogosphere about an Artists Corps – not sure if that's just what's written into Serve America Act above or something more – maybe Anita would 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: Elizabeth Stark [mailto:starke@arts.gov]
Sent: Monday, July 06, 2009 6:13 PM
To: Martin, Philip
Subject: RE: NEA statement on United We Serve

Is this document online?

Thanks,
Liz

From: Martin, Philip [mailto:PMartin@cns.gov]
Sent: Monday, July 06, 2009 6:03 PM
To: Elizabeth Stark
Subject: RE: NEA statement on United We Serve

Meant to include the doc attached in my last email in case you want to use it –
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, July 06, 2009 5:06 PM
To: Martin, Philip
Subject: NEA statement on United We Serve

Hi Phil,

Attached is a statement we've drafted about how artists and arts organizations can become involved in United We Serve.

It is still in draft form and has not yet been approved by our Acting Chairman, but we wanted to get your thoughts before we proceed any further. Please let me know if there is any language or details you would like added.

Thanks,
Liz

Liz Stark
Communications Assistant
National Endowment for the Arts

starke@arts.gov
202-682-5744 (p)
202-682-5611 (f)
1100 Pennsylvania Ave. NW
Washington, DC 20506

Monica Ashar

From: Yosi Sergant
Sent: Wednesday, July 08, 2009 12:12 PM
To: Anita Decker; Mario Garcia Durham
Cc: Bill O'Brien
Subject: RE: C. John Lewis

I wouldn't put too much emphasis on United We Serve, but certainly mention it.

Do you want talking points from us Mario?

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: Anita Decker
Sent: Wednesday, July 08, 2009 11:34 AM
To: Mario Garcia Durham; Yosi Sergant
Cc: Bill O'Brien
Subject: Re: C. John Lewis

Maybe some mention of our new Chairman? I will send ideas shortly.

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

From: Mario Garcia Durham
To: Anita Decker; Yosi Sergant
Cc: Bill O'Brien
Sent: Wed Jul 08 11:16:35 2009
Subject: C. John Lewis

Dear Yosi and Anita,

I am speaking at Congressman John Lewis' annual Multicultural Event in Atlanta this Sunday.

It's my second time to speak there. I will give a general speech about the NEA, applying for grants, mention the success of the stimulus, etc.

Regarding the President's Service Initiative, should I mention/emphasize that? Please advise. Also, please let me know if there is any other message you wish for me to convey.

Thanks,

m.

Mario Garcia Durham

Director of Presenting & Artist Communities

Direct - 202-682-5469

Alt. - 202-682-5658 (Silvio Lim)

Alt. - 202-682-5600 (Georgianna Paul)

1100 Pennsylvania Ave., NW

Suite 703

Washington, DC 20506

Monica Ashar

From: Elizabeth Stark
Sent: Thursday, July 09, 2009 5:21 PM
To: Yosi Sergant
Subject: AFTA Conference Call Monday
Attachments: Talking Points for AFTA conference call.docx

Follow Up Flag: Follow up
Flag Status: Flagged

Talking points are attached for Monday's conference call. The call starts at 4 p.m. and your part is at 4:15. Dial in info is in your outlook calendar and at the top of the talking points.

Talking Points for AFTA Board of Directors Conference Call—July 13, 2009, 4 p.m.

Dial [REDACTED]
Enter Code [REDACTED]] (b)(6)

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. 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 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: Sunday, July 12, 2009 7:58 PM
To: Martin, Philip
Subject: United We Serve update
Attachments: All for Good Tip Sheet.doc; Stories for United We Serve.doc; YMCA project examples.doc; united we serve flyer.pdf

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, just before the president throws out the first pitch. Various musical artists 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](#)
- [Cabinet Secretary Service](#)
- [First Family, NCCC, and Congressional Families at Ft. McNair](#)

[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](#) 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](#) 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](#). 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](#) 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](#).

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

How does search ranking work on All for Good?

We are constantly tweaking the search algorithm, but the ranking currently works like this:

- We favor nearby locations over locationless listings, and locationless listings over far away ones. Yes, you can give us both a locationless and location version of the "same" listing, if that's appropriate. It's also fine to send us nationwide listings for each location.
- We favor listings whose start date is near in the future (one hour to one week), penalize listings that are further in the future, and (by default) don't show listings ending in the past.
- We favor listings with exact keyword matches over less exact matches, much like a common web search.
- We favor listings whose titles and descriptions seem to be higher quality, as judged by a variety of signals. We're not secretive like commercial search engines, but the reality is that query independent ranking algorithms change a lot faster than this document will.
- To avoid gaming, we don't directly incorporate the number of "likes," clicks, etc.
- As it becomes a problem, we will penalize people who game the system: in plain terms, as a provider you should worry about the basic things like getting your data into the system, making sure it matches on the keywords, locations and dates are correct, etc.
- Remember that listings are basically "ads" trying to recruit volunteers-- make them fun, approachable, targeted/specific and credible. Try to imagine why the 'perfect person' would want to volunteer for your activity, e.g. community involvement, skills/resume building, meeting people and making friends.

What is the most effective way to use geography?

Your listing will appear in more searches if you include City, State and Zip Code.

How do you use keywords? Should I reference the list of suggested search terms (below the search box) to adapt my listing?

The search function matches exact words. If you think your opportunity should appear when a user searches "housing", be sure to include "housing" in your description. Feel free to list a series of relevant keywords at the bottom of your entry if they don't otherwise appear in the description.

Please do not 'adapt' your listing to the suggested keywords unless they're actually appropriate-- we consider this a form of hostile spam/SEO and will penalize your listings (including your other listings, i.e. we'll penalize attackers enough to discourage experimentation).

Do you have examples of effective listings?

Street Outreach Services Summer Internship
San Francisco, CA

The SOS Summer Intern will provide health outreach, basic medical assisting, case management and health education services to homeless persons in San Francisco. Interns receive skill-building and training on an on-going basis. This work will be done in collaboration with staff.

Housing, homelessness, social work, public health...

Victorian Park Gardeners

San Francisco, CA 94123

Become a volunteer gardener in Victorian Park along the beautiful San Francisco bayfront! This small park is part of the San Francisco Maritime National Historical Park, and is located next to the Aquatic Park National Historic Landmark District. Victorian Park includes raised plant beds... (click link above to see full entry)

How can I increase the number of people who see my listings?

Hands down, the most effective trick is to "grab" our gadget, modify it to favor your town or your listings (by keyword), then re-distribute this gadget on webpages, blogs, etc. For example, you can ask your local newspaper to put the gadget on their website.

You can find the gadget here: <http://www.allforgood.org/apps>

I'm still having problems -- I don't think my organization's listings are showing up. What can I do?

There are a lot of reasons that one or two particular listings might not be showing up. If you're worried about your feed, check for a number of different opportunities, using different search terms, in different locations across the country. Remember these tips too:

- Add locations (state, cities, and zip codes) to your opportunities.
- Add relevant keywords (see above though for what not to do with regards to keywords).
- If you believe your feed has been submitted and you're still having problems with a number of opportunities in different geographic locations, please e-mail provider-support@allforgood.org. In your e-mail, please be as specific as possible and include URL addresses of the opportunities, screenshots, and/or the search terms you used to look for the opportunities, as well as a brief description of the problem. We will monitor this e-mail address regularly and try to respond to as many of the e-mails as we can within 48 hours.
- Once you submit or update a feed, changes in it will not be reflected for 24-36 hours so please wait for that time period to pass before e-mailing us.

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.
- Is short and sweet – fewer than 500 words.
- Inspires others to take action

Stories can be written in a word document and can include pictures 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 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.

You might also choose to include some sort of call to action in the story – a link to your website, encouragement for others to do similar projects, etc.

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.

YMCA project examples

Give Back in the Backcountry

July 19-24

(Mt. St. Helens, WA) Hit the trail for a week of service learning and outdoor adventures near Mt. St. Helens with YESC, the Downtown Seattle YMCA and Washington Trails Association. Gain up to 40 service learning hours while having fun, making friends, gaining leadership skills and learning how to live on the trails. Join in, get dirty, give back!

Community Organic Vegetable Garden

Through August 28

(Los Angeles, CA)

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.

Youth Tree Planting

July 27 - 31

(Greater Dallas, TX)

Lewisville teens are doing a community service project the week of July 27th - 31st. We will be walking over to Huggins Nursery and talking with their staff about how to plant a tree and how to maintain it. Later in the week they will be planting trees at the YMCA. Then on Friday the 31st we will have a Tree Ceremony with the rest of the camp and author Penelope Kysiak will read her brand new children's book that has a really good environmental message and we celebrate their hard work.

Yellowstone National Park Service Caravan

August 16-22

(Seattle, WA, to Yellowstone National Park and back)

In celebration of YMCA Earth Service Corps' (YESC) 20-year anniversary, we've planned a nation-wide caravan. Meet up with YMCA teen groups from around the nation for a week in Yellowstone National Park filled with service, environmental education, leadership development and of course - tons of fun.

YMCA of Metropolitan Washington, DC

July 30

On behalf of the YMCA of Metropolitan Washington, we invite you to join us for the 15th annual Thingamajig Invention Convention scheduled for July 30, 2009. Each year, this unique and exciting event draws thousands of children ages 5-14 from Washington, D.C., Northern Virginia and suburban Maryland. In keeping with the YMCA's mission to build strong kids, strong families and strong communities, your support as an event judge, activity leader or financial supporter can ensure that this year's Thingamajig is a success. We have a number of exciting volunteer opportunities that will allow you to help children investigate the fields of science, engineering, architecture and design through educational activities that motivate them to care for the environment and for themselves. We would greatly appreciate your participation on event day; there is room for everyone to participate in the education of our children and learn something for themselves.

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: Monday, July 13, 2009 2:19 PM
To: Yosi Sergant
Subject: today's conference call with AFTA's executive board
Attachments: FW: NEA Stimulus Grants Announced Today

I wanted to let you know that it's a very casual group. I'll also be on the call so if you need to have me expand on anything that you're not at liberty to discuss, then just say something and I'll fill in details and/or strategy.

For United We Serve, I wanted to let you know that Blue State Digital is definitely building out our platform for upload photos, video, stories. It should be ready in about 2-3 weeks. They're moving very fast for us. In the meantime, we've put up a temporary page at serve.artsusa.org which will stay up until Blue State gives us the whole new design and back-end platform. Once all this is in place, we'll need to do a lot of marketing out to arts orgs to upload their stories. Currently, we're looking for 2-3 good stories to put up immediately as examples. Please let me know if you hear of anything engaging.

For the stimulus grants, if you could comment on the basics (# of grants, # of states, \$ money for direct and those to states and regionals, all disciplines, amount to Local Arts Agencies, etc.) Americans for the Arts issued a national press release and grassroots call to action to start submitting letters to the editor in local newspapers about the economic value of the NEA stimulus grants (see attached). We know that at least 200 letters have already been submitted to local newspapers across the country.

Let me know if you have any questions.

Thanks - [REDACTED] (b)(6)

=====
[REDACTED]
[REDACTED]
[REDACTED]
1000 Vermont Avenue, NW
6th Floor
Washington, DC 20005
T: [REDACTED] ext. [REDACTED]
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E: [REDACTED]
W: www.AmericansForTheArts.org (b)(6)

Monica Ashar

From: [REDACTED]
Sent: Monday, July 13, 2009 2:16 PM
To: [REDACTED]
Subject: FW: NEA Stimulus Grants Announced Today



July 7, 2009

Dear Arts Advocate:

Today, the National Endowment for the Arts (NEA) announced their direct grants as part of the \$50 million federal economic stimulus recovery package. The NEA will distribute \$29.775 million to 631 nonprofit arts groups nationwide. This is in addition to the 63 state and regional sub-grants previously awarded in April, totaling \$19.8 million. This recovery funding is a direct outcome of the impact made by you and the 100,000 members of the Americans for the Arts grassroots network who contacted their Members of Congress and wrote timely letters to the editors of local news media. **Your messages made a difference** and have resulted in these grants which will help create and preserve arts jobs in your state and throughout the country.

It is a major victory for arts advocates that Congress included this direct support for the arts in the economic stimulus legislation. These grants will fund arts projects and activities preserving jobs in the nonprofit arts sector threatened by declines in philanthropic and other support during the current economic downturn.

Over the next few weeks, as these grants are distributed throughout all fifty states, we will begin to see how this stimulus funding has helped to save and create jobs in the arts. Americans for the Arts has set up a Media Alert for you to share the news with your local media outlets about the impact these dollars are making in your community.

Help us continue this important work by becoming an official member of the Arts Action Fund. If you are not already a member, play your part by joining the Arts Action Fund today -- it's free and simple.

[Click to remove your name from receiving e-mails regarding arts advocacy](#)

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capwiz  XC

Monica Ashar

From: Martin, Philip [PMartin@cns.gov]
Sent: Wednesday, July 15, 2009 3:13 PM
To: Martin, Philip
Subject: United We Serve conference call Thursday, July 16, 2 pm - featuring CNCS Public Affairs team

Hi all,

Please join us for an Education and Arts conference call Thursday, July 16, 2 pm with a senior staff member from the Corporation for National and Community Service Public Affairs team. We will talk about how your organization can make the most of your connection to United We Serve through stories, upcoming events, and media outreach. Education Week, starting July 27, will be an important focus of the conversation. The call will start promptly at 2 pm and finish by 2:45 pm.

Call-in info:

[REDACTED] (b)(2)

If you're not the PA/Communications contact, feel free to invite that person to join this call. (If at all possible, try to call in from the same line.)

If there is a really great local affiliate you'd like to get on this call, please invite someone who can represent them. But not more than one, please; we have limited lines available for this call.

See President Obama's United We Serve video from last night's MLB All star game and the first selection of stories of service here: www.serve.gov.

(If you were scheduled for a UWS Education call at this time, this Education and Arts call replaces it.)

Talk with you soon,
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: Wednesday, July 15, 2009 3:55 PM
To: Yosi Sergant
Subject: Thank You!

(b)(6)

Hi Yosi-

Please forgive my delay in thanking you for taking the time to talk with our board members on Monday about the United We Serve initiative and stimulus funds. It is important for them to learn more about these national efforts that have great impact on the arts in communities across the country.

I know how busy you are and really appreciate your taking the time for this meeting. Thanks so much for all that you are doing for Americans for the Arts and the arts overall.

Take care,

[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

(b)(6)

Monica Ashar

From: Martin, Philip [PMartin@cns.gov]
Sent: Friday, July 17, 2009 10:54 AM
To: Martin, Philip
Subject: United We Serve: Using Media, Moving Forward
Attachments: Stories for United We Serve.doc

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 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; 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](#) 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](#) at [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](#) 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

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

Thank You.

Monica Ashar

From: Martin, Philip [PMartin@cns.gov]
Sent: Friday, July 17, 2009 5:06 PM
To: Yosi Sergant
Subject: FW: Education and Arts call

FYI --

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 5:03 PM
To: Martin, Philip
Subject: Re: Education and Arts call

Hi Phil,

I'm joining the Education and Arts call tomorrow on behalf of [REDACTED] and I'm looking forward to meeting you on Friday. (b)(6)

I wanted to introduce myself ahead of time because I sort of snuck into the phone call hosted by Association of Performing Arts Presenters. I'm a former arts program director from [REDACTED] and a colleague from the [REDACTED] gave me a heads up on that phone call. (b)(6)

As someone new to the service world just since October, I was surprised that it felt much more insular than the arts community. It's also much harder to find common service language than it is for arts. (For example, you can say "the arts are important" and each person has their own definition of what that means – education, training, integration, etc.)

As such, I felt there was a little bit of a disconnect on that call because some of the examples offered (having theater troupes provide free performances or getting people to paint theaters) didn't necessarily promote the needs of either community.

I put together a little list of what I felt were important and effective ways to combine the arts and service goals. However, I couldn't find your email anywhere on the CNCS website, so I sent them to Sandy Scott. When Margaret Mattinson (of CNCS) hosted the arts and civic engagement affinity group at NCVS, I spoke to her afterward and re-emailed these thoughts.

I don't mean at all to be presumptuous but I've now worked in both communities and I'm very passionate about promoting the link. I thought this might be helpful.

Again, I look forward to meeting you on Friday.

Best,

[REDACTED] (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 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.

[REDACTED]

] (b)(6)

Monica Ashar

From: Martin, Philip [PMartin@cns.gov]
Sent: Tuesday, July 21, 2009 12:23 PM
To: [REDACTED] (b)(6)
Cc: Caron Atlas
Subject: RE: Community Arts Integration through Service

[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. (b)(6)

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]] (b)(6)
Sent: Monday, July 20, 2009 3:42 PM
To: [REDACTED] Martin, Philip
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;

0A

[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
http://[REDACTED]

} (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],
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]
[REDACTED]
[REDACTED]
Ph. [REDACTED], Fax [REDACTED]
[REDACTED]

} (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 [REDACTED], background is as arts guy) 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

} (b)(6)

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

██████████'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
Corporation for National and Community Service
202.606.6657
pmartin@cns.gov
www.serve.gov

From: ██████████ [mailto:██████████] (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]
[REDACTED]
http://[REDACTED]

} (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)

[REDACTED]
http:// [REDACTED]

On Saturday July 11, 2009 more than 25 Northwest Neighborhood residents in Tucson, AZ, participated in the [REDACTED] community paint day. The event was facilitated by muralist [REDACTED] of the [REDACTED] 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 [REDACTED]. "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]
http:// [REDACTED]

} (b)(6)

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Monica Ashar

From: Abernathy, Nell L. [NAbernathy@cns.gov]
Sent: Tuesday, July 21, 2009 7:07 PM
To: Yosi Sergant
Cc: Martin, Philip; Zoberman, Eric M.
Subject: Getting the cool kids
Attachments: youth-arts outreach.doc

Follow Up Flag: Follow up
Flag Status: Flagged

Yosi, Phil, Eric

Here's a very sketchy follow up to our conversation Friday. I am trying to put on paper some of the big ideas. Is this the direction you were thinking Yosi?

I've highlighted the immediate action items in red. Yosi – I basically assigned you the job of finding “producers” in key markets. Is that realistic? Can we jump on a quick call to talk through this tomorrow or Thursday?

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

United We Serve

SERVE.GOV

BUILDING HYPE:

Goal: Build momentum among youth/early adopter community through high profile events in key cities targeting appropriate media – local papers, independent weeklies, blogs, etc

Do we want to choose one day for all events? (Arts Day? Youth Day?...)

Cities to target:

Los Angeles
New York
Chicago
Philadelphia
Boston
San Francisco
Washington DC
Atlanta
Austin
Seattle
Portland
Miami
?
?
?

Events: Arts service projects with appropriate surrogate.

Responsibilities:

“Producer”

Identifies project
Builds crowd
Recruits surrogates
Advances event
Reaches out to press

UWS:

Can help identify projects
Posts stories/video on blog
Provides supplementary language for Press Releases/Talking Points

Next Steps:

Identify “producers” – Yosi (can we talk through this and start reaching out this week?)
Initial 1:1 outreach to “producers” for interest – Yosi? Nellie/Phil?
Conference call with small group of partners
 Invites come from WH-OPE (Kalpen?)
 Facilitated by WH-OPE, United We Serve

Initial ask on call comes from Yosi?

Clear timeline identified – Next steps doc created by UWS with input from YOSI
Social networking increased – links from Serve.gov to Facebook, Twitter,
Serve.MTV.gov, serve.USAarts.org – Nellie will work on this (might not be possible)

Other:

Can we promote a service documentation contest to get video/graphic design? (Nellie will find out legal piece) Maybe through Serve.USAarts.org. We'll feature winners on blog?

What else...

Monica Ashar

From: Martin, Philip [PMartin@cns.gov]
Sent: Tuesday, July 21, 2009 9:40 AM
To: Yosi Sergant
Subject: FW: URGENT: There is a problem w our telecom system. Incoming calls are not being received. Outgoing are working. We are furiously working this, will update you ASAP.

Sorry Yosi – blame it on the man.

Will fill you in soon. She thinks call w/ May 12 group and maybe some other leaders of other networks is a good idea. She's interested in co-hosting w/ maybe couple other groups.

(I have to admit I'm a little confused about the constant messages from people in the creative community (██████████) relayed a bunch) saying they're not sure how they can interact with United We Serve – where's the creativity, people??? :) (b)(6)

Back soon w/ more details.

Phil

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

From: Cadagin, Mary
Sent: Tuesday, July 21, 2009 9:30 AM
To: _Corporation All Staff
Subject: URGENT: There is a problem w our telecom system. Incoming calls are not being received. Outgoing are working. We are furiously working this, will update you ASAP.

Mary G Cadagin
mcadagin@cns.gov
CIO
Corporation for National and Community Service
1201 New York Avenue, NW
Washington, DC 20525

Office: 202 606 6605

Cell: ██████████ (b)(6)

Monica Ashar

From: [REDACTED]
Sent: Thursday, July 23, 2009 10:23 AM
To: PMartin@cns.gov
Cc: [REDACTED]; Yosi Sergant
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 serves on the board of the [REDACTED], 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


[REDACTED] provided [REDACTED] in support of the launch of the project in February: (b)(6)
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,
[REDACTED] (b)(6)

Sent by: League of American Orchestras
Reply to the sender

Forward to a Friend 



League of American Orchestras
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 Heather Noonan, Vice President for Advocacy, hnoonan@americanorchestras.org or Najean Lee, Government Affairs & Education Advocacy Manager, nlee@americanorchestras.org.

The League of American Orchestras is a member of the Performing Arts Alliance, 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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[REDACTED]

} (b)(6)



Join the League on Facebook and become our 1,000th fan!

Monica Ashar

From: Bill O'Brien
Sent: Friday, July 24, 2009 5:09 PM
To: Yosi Sergant
Subject: RE: United We Serve Interagency Conference Call Today at 4pm

Rats. Just saw your email. Was packed with meetings today. Am certainly willing to participate in any way that I can be helpful. Let me know how it went.

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

From: Yosi Sergant
Sent: Friday, July 24, 2009 2:40 PM
To: Bill O'Brien
Subject: Fw: United We Serve Interagency Conference Call Today at 4pm

Any chance you are free for this?

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

From: Kelly, John <JKelly@cns.gov>
To: Kelly, John <JKelly@cns.gov>
Sent: Fri Jul 24 13:54:51 2009
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]

Passcode: [REDACTED]

] (b)(2)

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 <<mailto:jkelly@cns.gov>>

202-606-6743 (direct)

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 Federal Agency Examples
- VI. Q & A

Monica Ashar

From: [REDACTED] (b)(6)
Sent: Monday, July 27, 2009 3:51 PM
To: Yosi Sergant
Subject: Re: Notes:

Thanks, Yosi. All done.

BTW, you and I are both speaking at the NAMAC conference next month. I'm a day before you, though, and I'm guessing you'll just pop in for your talk, but if you arrive on Thursday, drop by.

Also, about the WPA 75th anniversary/artists public service thing I sent you after we talked a couple of weeks ago: you were going to circulate it. Any response? Shall I send it again?

all best,

[REDACTED] (b)(6)

On Jul 27, 2009, at 10:29 AM, Yosi Sergant wrote:

How does this sound?

Yosi

Proving It

There's a critical hope at the heart of current exhortations to highlight artists' involvement in the Summer of Service and other national efforts to promote volunteerism and service. At the start of the campaign, Americans for the Arts linked its Web site to United We Serve, urging arts organizations to get involved to "to show what a vital role the arts play in community involvement and development." With respect to the community cultural development field, I keep hearing people say that community artists' past efforts, however worthy and however valued by those who had direct contact with them, did not rise to the level of visibility necessary to attract policymakers' attention, to convince them that artists' public service is worthy of adequate funding. Many advocates hope that the administration's focus on service will provide the opportunity to correct this. Yosi Sergant sees it this way:

I believe that the arts community can continue its hard work to make effective changes in our neighborhoods, but set against the backdrop of United We Serve. It is my hope that with the additional attention and focus from people who might not have been paying attention before, and even by some who weren't even willing to look, that we can shine on a spotlight on the power of this community to make our cities more livable, our citizens healthier and our communities stronger. We're being offered a framework for our community to tell our stories, to share its hard work and to show our ongoing commitment to our serving their neighborhoods.

In response to hearing it said that community artists are always being asked to prove their value, as if past proof had no validity, Yosi shared this perception:

While most communities and their leadership are quick to acknowledge the reality that arts programs have make significant impact and 'move the needle' in their neighborhoods, the national conversation has truly not yet been had. At the end of summer, when our President and First Lady get up on stage to celebrate the successes of United We Serve, they will either use the word "art," or they will not use the word "art." The arts community can make that an easy decision for them.

Documenting the past won't do it, Yosi believes. He spoke of his own efforts to meet with other federal agencies, service organizations, all sorts of potential allies and partners.

While the tireless efforts of the arts community to make life in their communities better each and every day is undeniable, United We Serve is a new initiative and a new opportunity that requires new energy and focus. There are people who believe they've proven the story, who say that artists are serving the community all the time and that we should ask of them to do more than what they already do. I remind them that, "so are teachers, so are social workers, so are nurses, so are plumbers-- but the President is asking them to volunteer too." This is a call to action independent of and beyond the work that this community is already doing and its ongoing struggle to be recognized as a significant contributing workforce. I simply suggesting that when our community heeds the President's call to volunteer, that we can do so as artists, arts administrator, arts organizers and lovers of art. We decide what skills we bring to the table that we will use while being of service to our community.

Yosi referred both to Americans for the Arts' planned Web site and to the work of three experienced and accomplished advocates— [REDACTED], who works with the [REDACTED] program of the [REDACTED] and the [REDACTED] [REDACTED], [REDACTED], [REDACTED] ([REDACTED] and [REDACTED], President of [REDACTED]— who agree that heightening both public and political awareness of artists' community service is critical. They have been exploring funding possibilities for a Web site that does more or less what [REDACTED] called for, make it easy for people to find this disparately situated work in one place. They believe creating an online focus for this work could have six related impacts: elevating the visibility of artists and organizations working for community change; attracting resources to the work; highlighting "best practices"; improving coordination within the field; laying a foundation for ongoing involvement in the Obama administration's multi-year commitment to community service; and connecting this work to CNCS and other agencies, promoting artists as a policy resource.

] (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

"Not everything that is faced can be changed,
but nothing can be changed until it is faced."
James Baldwin

[REDACTED] (b)(6)

Monica Ashar

From: [REDACTED] (b)(6)
Sent: Monday, July 27, 2009 6:10 PM
To: Elizabeth Stark
Cc: Yosi Sergant; [REDACTED] (b)(6)
Subject: Fwd: NEA - Philly call ?
Attachments: NEA initiative.doc; ATT00003.htm; pastedGraphic.tiff; ATT00004.htm

Hi Liz,

Enclosed is a letter we've drafted for the call to the local arts community. Please let me know if Yosi, feels it meets our stated immediate objectives and also let me know the best date options that fit his schedule.

Thanks and best wishes,

[REDACTED] (b)(6)

[REDACTED]
Publisher
[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 Sergant was named Communication Director for the National Endowment of the Arts (NEA) shortly after Obama took office.

In the past, the NEA, despite being a lightning rod for criticism from the far-right, has funded hundreds of artists and organizations, adding to the rich artistic history of our culture and country. Under eight years of G.W. Bush, the NEA had been regulated to sidebar-status, but under Obama, 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, Yosi has asked me to assemble 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. He would also like to establish an arts network throughout the country, so that arts-based initiatives can be launched from within the actual communities, much like Shepard Fairey's iconic "Hope" posters were distributed.

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: Tuesday, July 28, 2009 8:57 PM
To: [REDACTED] Yosi Sergant (b)(6)
Subject: RE: draft of our united we serve website

(b)(6)
[REDACTED], thanks so much for including me in this process! (and of course feel free to put my suggestions into the rubbish bin if that's where they belong!)

What do you think about something like the two lines in red below? Not sure where this content is meant to be so can't tell if adding a couple lines is too much.

I feel like this way there are two messages for two different audiences:

1. You're a rockstar. You already do amazing community work through the arts. We want to showcase what you're doing to give you the recognition you deserve for your awesomeness and to inspire others to action.
2. You have talents. You love the world and your community and want to make it better. We want to encourage you to put those two things together to make a difference. Here's how.

(I don't feel especially connected to any of the particular language I suggested below.)

I feel like the two messages next to each other are really great, but that's just my two cents. (Or by now I'm up to at least a nickel... :)

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, July 28, 2009 7:57 PM
To: Martin, Philip; Yosi Sergant
Subject: RE: draft of our united we serve website

Thanks Phil for your feedback. Yes, I've also been soliciting feedback from [REDACTED] (b)(6) and others in the arts-for-social-change world. I've also been soliciting them for photos and hope to get something. In the meantime, I've been working on some simple language that will be featured on the homepage of our new service site and I thought your feedback was very constructive about making sure we also address the issue of getting the arts to "do something" as well and not just document. I wanted to run the following revised language by you for additional thoughts:

Make Change Happen Through The Power of the Arts

President Obama has called on all Americans to engage in meaningful service to create change in their communities.

How are you making a difference? Are you an artist, arts organization, or a volunteer in the arts?
Share your stories here, and we'll share them with the world.

Or are you looking for a way to make an impact? Ready to marshal your talents for [change, community action, etc]?
Browse the stories to find innovative ideas and search [below, Serve.gov, etc] for opportunities.

Upload photos, videos, and text:

Tell your story now!

We will definitely be adding the serve.gov logo as well on the homepage. When I get the next design draft, I'll share it with you. In the meantime, what do you and Yosi think of the above language?

Thanks, [redacted] (b)(6)

=====
[redacted]
[redacted]
[redacted]
[redacted]
[redacted]
T: [redacted] ext. [redacted]
F: [redacted]
E: [redacted]
W: [redacted] (b)(6)

From: Martin, Philip [mailto:PMartin@cns.gov]
Sent: Thursday, July 23, 2009 6:17 PM
To: [redacted]; Yosi Sergant (b)(6)
Subject: RE: draft of our united we serve website

Thanks for sharing, [redacted] – looking great so far! Looks fun and easy to navigate. (b)(6)

Other than changing summer of service to United We Serve (and including the UWS logo on your page if possible), I don't have major suggestions. You might want to share w/ [redacted] (who I think you're talking with tomorrow) or others in the arts-for-social-change world to get reactions to/ideas for photos, language, etc. For example the two examples are pretty similar (teaching an instrument/skill/craft to an individual) – you might decide to include a couple other examples that involve a different approach. Maybe even rotating examples if that's possible, since there are lots of different approaches. Or maybe it's better to just link to a separate page that has lots of examples? Obviously the different stories submitted by people with show diversity of type of engagement though. (b)(6)

Related, the most prominent call to action is to share their story (assuming they're already doing a community-oriented project). The "do something!" call to action is definitely there along the right with the search box. Maybe make the two roughly equally prominent? And near the search box maybe include a link to a page w/ examples, things to search for, etc?

That's all I've got for now – very excited about this!

Talk soon,
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 23, 2009 5:39 PM
To: Martin, Philip; Yosi Sergant
Subject: draft of our united we serve website

Here's a pdf of the homepage for our new site. It's actually going to change quite a bit, but I wanted to see if you had any feedback now since we're moving so quickly. We hope to have the site up by end of next week.

Thanks, [redacted] (b)(6)

=====

[redacted]

[redacted]

[redacted]


T: [redacted] ext. [redacted]

F: [redacted]

E: [redacted]

W: [redacted]

(b)(6)



EVERY ARTS VOLUNTEER IS IMPORTANT. TELL US YOUR STORY.

Have you taught a child to create music? Rekindled an elderly person's childhood love of painting? Share your volunteering experiences here, and we'll share them with the world.

[Share your story](#)

SUMMER OF SERVICE BLOG



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Ipsum insitam legunt et illum doming. Qui legunt est facilis nunc anteposuerit. Est qui nonus mirum augue dolor lorem id. Elit eleifend quam velit litterarum placerat.my vero mazim nult est facilis nunc anteposuerit. Est qui nonummy la. Sed seacula imperdiet ipsum typi accumsan. More

2 COMMENTS | [LEAVE A COMMENT](#)



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25 COMMENTS | [LEAVE A COMMENT](#)




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16 COMMENTS | [LEAVE A COMMENT](#)

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Find volunteer opportunities at [allforgood.org](#)

What Interest you? (veterans, mentoring, habitat, computers)
Where would you like to volunteer? (City, state or zip)

Enter Keywords

Enter Location

[Search now](#) 

Register your project at [Serve.gov](#)

Have a service opportunity of your own? Register it and invite others to join.

[Register your project](#) 

Latest comments

Arlene G on

Lorem ipsum dolor sit amet nonummy

"I've been teaching piano to 5 children a week for the last 12 years, and it's been the best experience of my life"

Yosi Sergant

From: [REDACTED] (b)(6)
Sent: Wednesday, July 29, 2009 6:04 PM
To: Yosi Sergant
Subject: Re: United We Serve

Sounds cool.
What do I have to do?

[REDACTED] (b)(6)

On 7/29/09 2:28 PM, "Yosi Sergant" <yosi@arts.gov> wrote:

Would you want to join this bunch? The idea is to bring together the big thinkers to hear about the service initiative and to use a few names as attractors to 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 <<mailto:serganty@arts.endow.gov>>

From: [REDACTED] [mailto:[REDACTED]] (b)(6)
Sent: Tuesday, July 28, 2009 4:47 PM
To: Yosi Sergant
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]

} (b)(6)

[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)

Yosi Sergant

From: [REDACTED]
Sent: Thursday, July 30, 2009 8:26 PM
To: Yosi Sergant
Subject: Re: follow up

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?

Do you want to hop on the phone?

[REDACTED]

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

From: "Yosi Sergant" <yosi@arts.gov>
To: [REDACTED]
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
> yosi@arts.gov

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

> From: [REDACTED] [mailto:[REDACTED]]
> 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]
>

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

> From: "Yosi Sergant" <yosi@arts.gov>

> To: <[REDACTED]>

> 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?

>>

>>

>>

>>

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

>> From: [REDACTED] <[REDACTED]>

>> 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]

>>

>> ----- 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

>>

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>>

>> [REDACTED] cell
>>
>> yosi@arts.gov <<mailto:yosi@arts.gov>>
>>

>> From: Abernathy, Nell L.
>> Sent: Wednesday, July 29, 2009 3:39 PM
>> To: Yosi Sergant
>> 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

>
>

Yosi Sergant

From: [REDACTED] (b)(6)
Sent: Monday, August 03, 2009 8:23 PM
To: Yosi Sergant
Subject: Re: follow up

Just a reminder to send me [REDACTED] (b)(6)'s email. This is going to be great!

[REDACTED] (b)(6)

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

From: "Yosi Sergant" <yosi@arts.gov>
To: [REDACTED] (b)(6)
Sent: Monday, August 03, 2009 6:12 PM
Subject: RE: follow up

> yup
>
> 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 03, 2009 6:04 PM
> **To:** Yosi Sergant
> **Subject:** Re: follow up
>

> Can I call you later? After 8?

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

> **From:** Yosi Sergant <yosi@arts.gov>

> **Date:** Mon, 3 Aug 2009 17:58:22

> **To:** [REDACTED] (b)(6)
> **Subject:** RE: follow up
>

> Got time now?
>

> 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 02, 2009 3:08 PM

> To: Yosi Sergant

> Subject: Re: follow up

>

> Hey Yosi,

>

> You wanna hop on the phone tomorrow to go through this? If we are
> trying to get a conference call together for Thurs., we probably
> should solidify the list by tomorrow night.

>

> Let me know if you are around tomorrow.

>

> Thanks!

> [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]> (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] <[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 Sergant <mailto:yosi@arts.gov>
>>> To: [REDACTED] <mailto:[REDACTED]> (b)(6)
>>> Sent: Wednesday, July 29, 2009 5:30 PM
>>> Subject: FW: follow 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:yosi@arts.gov>
>>>
>>>
>>>

>>> From: Abernathy, Nell L.
>>> Sent: Wednesday, July 29, 2009 3:39 PM
>>> To: Yosi Sergant
>>> 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
>>>
>>>
>>>
>>>
>>>
>>>
>>>
>>
>>
>

Yosi Sergant

From: Yosi Sergant
Sent: Tuesday, August 04, 2009 6:28 PM
To: 'NAbernathy@cns.gov'; [REDACTED] (b)(6)
Subject: Re: Email invitation

[REDACTED] from [REDACTED] wants to be a host (b)(6)

----- Original Message -----
From: Abernathy, Nell L. <NAbernathy@cns.gov>
To: [REDACTED] <[REDACTED]> Yosi Sergant (b)(6)
Sent: Tue Aug 04 18:26:09 2009
Subject: RE: Email invitation (b)(6)

Very exciting. Thanks for all you're doing [REDACTED]. I can't tell you how much we appreciate what you and Yosi and others are doing to translate this into something sustainable.

2pm Monday works for me. I'll reserve a line.

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 04, 2009 6:23 PM
To: Abernathy, Nell L.; Yosi Sergant
Subject: Re: Email invitation

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!

(b)(6)

Then we can send out the emails tomorrow and gather the troops over the weekend.

Cool?

(b)(6)

From: "Abernathy, Nell L."

Date: Tue, 4 Aug 2009 15:12:51 -0400

To: [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

From: [redacted] [mailto:[redacted]]
Sent: Tuesday, August 04, 2009 3:06 PM
To: Yosi Sergant; Abernathy, Nell L.
Subject: Re: Email invitation

(b)(6)

I can do 3:30...

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

From: Yosi Sergant <mailto:yosi@arts.gov>

To: [redacted] <mailto:[redacted]> ; Abernathy, Nell L.
<mailto:NAbernathy@cns.gov>

(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 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

From: ██████████ [mailto:██████████]

(b)(6)

Sent: Tuesday, August 04, 2009 2:24 PM

To: Abernathy, Nell L.; Yosi Sergant

Subject: Re: Email invitation

Yosi? Are we good for 2:30?

██████████ (b)(6)

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

From: Abernathy, Nell L. <mailto:NABernathy@cns.gov>

To: ██████████ <mailto:██████████>
<mailto:yosi@arts.gov>

; Yosi Sergant

(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

From: [REDACTED] [mailto:[REDACTED]]
Sent: Tuesday, August 04, 2009 12:43 PM
To: Yosi Sergant; Abernathy, Nell L.
Subject: Re: Email invitation

(b)(6)

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 Sergant <mailto:yosi@arts.gov>

(b)(6) To: [REDACTED] <mailto:[REDACTED]> ; Abernathy, Nell L.
<mailto:NAbernathy@cns.gov>

Sent: Tuesday, August 04, 2009 12:41 PM

Subject: RE: Email invitation

(b)(6) [[REDACTED] meet Nell. Nell meet [REDACTED].
[REDACTED]. I made some suggestions for adjustments to your letter bellow.

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

(b)(6) [REDACTED] cell

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

From: [REDACTED] [mailto:[REDACTED]]
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.

[REDACTED] (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 <<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 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

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- 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

Yosi Sergant

From: [REDACTED] (b)(6)
Sent: Tuesday, August 04, 2009 9:33 PM
To: Yosi Sergant; 'NAbernathy@cns.gov'
Subject: Re: Email invitation

Of course

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

From: Yosi Sergant <yosi@arts.gov>
Date: Tue, 4 Aug 2009 21:26:46
To: [REDACTED]; 'NAbernathy@cns.gov' <NAbernathy@cns.gov> (b)(6)
Subject: Re: Email invitation

I want to make sure you know they are just suggestions...

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

From: [REDACTED] <[REDACTED]> (b)(6)
To: Yosi Sergant; Abernathy, Nell L. <NAbernathy@cns.gov>
Sent: Tue Aug 04 20:29:38 2009
Subject: Re: Email invitation

No problem my man. I know how it goes.

Can you send me their contact info and I will reach out to them tomorrow?

From: Yosi Sergant
Date: Tue, 4 Aug 2009 19:53:12 -0400
To: [REDACTED]; Abernathy, Nell L. <NAbernathy@cns.gov> (b)(6)
Subject: RE: Email invitation

I just got out of a nutso day. Im on my cell into

(b)(6)
[REDACTED]. I owe you a list for hosts. Here are a few I know are interested:

[REDACTED] (NY), [REDACTED] (Portland), [REDACTED] (Artist, Los Angeles), [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

██████████ cell (b)(6)

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

From: ██████████ [mailto:██████████] (b)(6)
Sent: Tuesday, August 04, 2009 6:23 PM
To: Abernathy, Nell L.; Yosi Sergant
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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.

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Thanks! (b)(6)

Then we can send out the emails tomorrow and gather the troops over the weekend.

Cool?

██████████ (b)(6)

From: "Abernathy, Nell L."
Date: Tue, 4 Aug 2009 15:12:51 -0400
To: ██████████ <██████████>; 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

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I can do 3:30...

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202-606-6766

Nabernathy@cns.gov

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Hi Nell -- great to meet you!

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(b)(6)

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call next week to share e. Next step - follow up with Nellie, think about event, jump on

III. Examples of success

a. Example from caller

b. NEA wrap-up

IV. Q and A

Yosi Sergant

From: Abernathy, Nell L. [NAbernathy@cns.gov]
Sent: Wednesday, August 05, 2009 10:33 AM
To: Yosi Sergant; [REDACTED] (b)(6)
Subject: RE: Email invitation

Not yet. (b)(6) ran a story on their blog but I want a bigger one in the magazine. (b)(6) has said he'll be helpful but not committed to anything.

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 05, 2009 9:59 AM
To: Abernathy, Nell L.; [REDACTED] (b)(6)
Subject: RE: Email invitation

Is [REDACTED] doing a project?] (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 05, 2009 9:46 AM
To: Yosi Sergant; [REDACTED] (b)(6)
Subject: RE: Email invitation

How do you feel about [REDACTED] editor/publisher, [REDACTED] and [REDACTED] s [REDACTED]? I've been in talks with both about similar stuff but if you think not appropriate I'll continue with them on a separate track.] (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: Tuesday, August 04, 2009 9:27 PM

To: [redacted]; Abernathy, Nell L. (b)(6)

Subject: Re: Email invitation

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To: Yosi Sergant; Abernathy, Nell L. <NAbernathy@cns.gov>

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[redacted] (NY), [redacted] (Portland), [redacted] (Artist, Los Angeles), [redacted] (Philly) (b)(6)

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██████████ cell (b)(6)

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phone today and lock this thing in?

Yosi Sergant
Director
Office of Communications
National Endowment for the Arts
1100 Pennsylvania Avenue NW, Room 614
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(b)(6)

██████████ cell

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

From: ██████████ [mailto:██████████]
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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 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.

TheUnited 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.

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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.

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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
- 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

Yosi Sergant

From: [REDACTED] (b)(6)
Sent: Wednesday, August 05, 2009 12:40 PM
To: Yosi Sergant
Subject: Re: Email invitation
Attachments: image001.gif

Hey Yosi,

How would like me to invite other hosts?

[REDACTED] (b)(6)

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

From: Yosi Sergant
To: [REDACTED]; Abernathy, Nell L. (b)(6)
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: (b)(6)

[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]] (b)(6)
Sent: Tuesday, August 04, 2009 6:23 PM
To: Abernathy, Nell L.; Yosi Sergant
Subject: Re: Email invitation

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]; 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 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 04, 2009 2:24 PM

To: Abernathy, Nell L.; Yosi Sergant

Subject: Re: Email invitation

Yosi? Are we good for 2:30?

■ (b)(6)

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

From: Abernathy, Nell L.

To: ■; Yosi Sergant (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: ■ [mailto:■] (b)(6)

Sent: Tuesday, August 04, 2009 12:43 PM

To: Yosi Sergant; 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!

■ (b)(6)

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

From: Yosi Sergant

To: ■; Abernathy, Nell L. (b)(6)

Sent: Tuesday, August 04, 2009 12:41 PM

Subject: RE: Email invitation

■ meet Nell. Nell meet ■ (b)(6)

■ I made some suggestions for adjustments to your letter bellow. (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 (b)(6)

yosi@arts.gov

From: [redacted] [mailto:[redacted]] (b)(6)
Sent: Tuesday, August 04, 2009 8:12 AM
To: Yosi Sergant
Subject: Email invitation

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.

[redacted] (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.

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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.~~

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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

Yosi Sergant

From: Yosi Sergant
Sent: Wednesday, August 05, 2009 6:13 PM
To: [REDACTED] (b)(6)
Subject: FW: New Invitation

This is what I was talking about

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

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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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 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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IV. Q and A

Yosi Sergant

From: [REDACTED] (b)(6)
Sent: Wednesday, August 05, 2009 6:14 PM
To: Yosi Sergant
Subject: Re: New Invitation

100%. I'm in.

[REDACTED]] (b)(6)

On Aug 5, 2009, at 3:10 PM, Yosi Sergant wrote:

Want to be a host for this?

Yosi

([REDACTED] is [REDACTED] policy director. [REDACTED] is in... you will just need to put your name on it, and forward it to 5-10 people you think care and can pull off something... anything impactful.)] (b)(6)

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(b)(6)

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- a. Example from caller
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IV. Q and A

Yosi Sergant

From: [REDACTED] (b)(6)
Sent: Wednesday, August 05, 2009 6:16 PM
To: Yosi Sergant
Subject: Re: New Invitation

Count me in homie!

On Aug 5, 2009, at 3:11 PM, Yosi Sergant <yosi@arts.gov> wrote:

Want to be a host for this?

Yosi

[REDACTED] is [REDACTED] policy director. [REDACTED] [REDACTED] is in... you will just need to put your name on it, forward it to 5-10 people you think care and can pull off something... anything impactful and be on the call itself.) (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

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(b)(6)

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IV. Q and A

Yosi Sergant

From: [REDACTED] (b)(6)
Sent: Thursday, August 06, 2009 10:33 AM
To: Yosi Sergant
Subject: Re: Email invitation
Attachments: image001.gif

Good morning Yosi!

Do you want me to reach out to [REDACTED] and [REDACTED] (b)(6)
[REDACTED] (b)(6)

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

From: Yosi Sergant
To: [REDACTED]; Abernathy, Nell L. (b)(6)
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] (NY), [REDACTED] (Portland), [REDACTED] (Artist, Los Angeles), [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]] (b)(6)
Sent: Tuesday, August 04, 2009 6:23 PM
To: Abernathy, Nell L.; Yosi Sergant
Subject: Re: Email invitation

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]; Yosi Sergant <yosi@arts.gov> (b)(6)

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Nellie Abernathy
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United We Serve

SERVE.GOV

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

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Shoot. Just got this. Been in meetings. Have one starting now... out at 330

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1100 Pennsylvania Avenue NW, Room 614
Washington DC 20506
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To: Abernathy, Nell L.; Yosi Sergant

Subject: Re: Email invitation

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To: █; Yosi Sergant (b)(6)
Sent: Tuesday, August 04, 2009 1:35 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: █ [mailto:█] (b)(6)
Sent: Tuesday, August 04, 2009 12:43 PM
To: Yosi Sergant; 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!
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I filled Nell in on our chats. Can we all find time to hop on the phone today and lock this thing in?

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Director
Office of Communications
National Endowment for the Arts
1100 Pennsylvania Avenue NW, Room 614
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█ tell (b)(6)

yosi@arts.gov

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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.~~

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- a. Example from caller
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IV. Q and A

Yosi Sergant

From: Abernathy, Nell L. [NAbernathy@cns.gov]
Sent: Thursday, August 06, 2009 3:10 PM
To: Yosi Sergant; [REDACTED]
Subject: RE: New Invitation
Attachments: image001.gif

Getting more info – but they were just at white house launching the [REDACTED] campaign for 9/11. seems in line with what we're talking about.

[http://\[REDACTED\]](http://[REDACTED])

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: Thursday, August 06, 2009 3:09 PM
To: Abernathy, Nell L.; [REDACTED]
Subject: RE: New Invitation

I think [REDACTED] and [REDACTED] should for sure... don't know what [REDACTED] is doing.

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: Abernathy, Nell L. [mailto:NAbernathy@cns.gov]
Sent: Thursday, August 06, 2009 3:07 PM
To: [REDACTED] Yosi Sergant
Subject: RE: New Invitation

Cool. Are we interested in [REDACTED] or [REDACTED] talking about what they are doing – providing examples? Or do you already have ideas for which groups you want to share on that?

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From: [REDACTED] [mailto:[REDACTED]]
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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]

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

From: Abernathy, Nell L.
To: [REDACTED]; Yosi Sergant
Sent: Thursday, August 06, 2009 1:43 PM
Subject: RE: New Invitation

This is great. When's it going out?

Nellie Abernathy
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From: [REDACTED] [mailto:[REDACTED]]
Sent: Wednesday, August 05, 2009 3:37 PM
To: Yosi Sergant; 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!

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 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, 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 _____ at _____

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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The [REDACTED] is doing [REDACTED] campaign, which is very cool, and we are working with them on something else with Van Jones.

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PLEASE RSVP to [REDACTED]

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(b)(6)

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United We Serve

SERVE.GOV

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A compelling service story:

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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: _____

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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."

President Barack Obama

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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.
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- Providing easy-to-use tools on **Serve.gov** for volunteers to set outcome-oriented goals and track their community impact.
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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 GoodSM

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Yosi Sergant

From: Yosi Sergant
Sent: Thursday, August 06, 2009 6:24 PM
To: [REDACTED] (b)(6)
Subject: FW: United We Serve Conference Call // Invitation
Attachments: Stories for United We Serve.doc; united we serve flyer.pdf

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Please join [REDACTED], [REDACTED], [REDACTED], [REDACTED], [REDACTED], [REDACTED], [REDACTED], [REDACTED], [REDACTED], [REDACTED], [REDACTED] and [REDACTED] as we heed the President's call to action this summer -- United We Serve.]

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yosi@arts.gov

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Please join [REDACTED], [REDACTED], [REDACTED], [REDACTED], [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.

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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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 - a. Example from caller
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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

Find a Volunteer Opportunity

What interests you?

KEYWORDS

Where would you like to volunteer?

LOCATION

Find Opportunities Now

POWERED BY
All for Good

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.

Yosi Sergant

From: Yosi Sergant
Sent: Thursday, August 06, 2009 6:28 PM
To: [REDACTED] (b)(6)
Subject: FW: United We Serve Conference Call // Invitation

Owns [REDACTED] in Los Angeles (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: [REDACTED] [mailto:[REDACTED]] (b)(6)
Sent: Thursday, August 06, 2009 6:27 PM
To: Yosi Sergant
Subject: Re: United We Serve Conference Call // Invitation

Would love too. I will RSVP.

On Aug 6, 2009, at 3:23 PM, Yosi Sergant wrote:

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> 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 house that is White. A call that we must answer. And to answer it,
> we need you.

> Please join [REDACTED], [REDACTED], [REDACTED], [REDACTED],
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> Time: 2PM EST / 11AM PST

> Call In: 888-324-6998

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> PLEASE RSVP to [REDACTED] at

> [REDACTED] <mailto:[REDACTED]>

] (b)(6)

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- > IV. Q and A
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- >
- >
- >
- > <winmail.dat>

Yosi Sergant

From: [REDACTED] (b)(6)
Sent: Thursday, August 06, 2009 6:53 PM
To: Yosi Sergant
Subject: Re: United We Serve Conference Call // Invitation

Thanx, Yosi.

I'll have a think and hopefully join y'all and invite some key others.

Wow, I had no idea about your new gig.... CONGRATS!

That is so incredibly awesome!

Are you based in DC now?

You deserve great things.

Happy B again, Mr. Leo~

[REDACTED] (b)(6)

[REDACTED] (b)(6)

On Aug 6, 2009, at 3:36 PM, Yosi Sergant wrote:

Thanks [REDACTED] (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
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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, 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~

[redacted] (b)(6)

[redacted] (b)(6)

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IV. Q and A

<Stories for United We Serve.doc><united we serve flyer.pdf>

Yosi Sergant

From: [redacted] (b)(6)
Sent: Thursday, August 06, 2009 7:04 PM
To: Yosi Sergant
Subject: Re: United We Serve Conference Call // Invitation

RSVP'ed

[redacted] (b)(6)

* Sent from my Sprint® BlackBerry

email: [redacted]
mobile: [redacted]
website: [redacted]] (b)(6)

From: Yosi Sergant
Date: Thu, 6 Aug 2009 18:23:41 -0400
To: Yosi Sergant <yosi@arts.gov>
Subject: United We Serve Conference Call // Invitation

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<winmail.dat>

Yosi Sergant

From: [REDACTED] (b)(6)
Sent: Thursday, August 06, 2009 9:36 PM
To: Yosi Sergant
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:

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>
> Yosi Sergant
>
> Director
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> National Endowment for the Arts
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> 1100 Pennsylvania Avenue NW, Room 614
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> 202-682-5570 office
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- > b. NEA wrap-up
- >
- > IV. Q and A
- >

Yosi Sergant

From: [REDACTED] (b)(6)
Sent: Thursday, August 06, 2009 10:17 PM
To: Yosi Sergant
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] (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] (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], 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:\[REDACTED\]](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
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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

Yosi Sergant

From: [REDACTED] (b)(6)
Sent: Friday, August 07, 2009 10:59 AM
To: Yosi Sergant
Subject: Re: United We Serve Conference Call // INVITATION

Awesome!
I'd love to talk separate at some point to hear what you have going on and see how I can help.

We've started a mentoring program at [REDACTED] and I'm looking to expand it. (b)(6)

--

All The Best,

[REDACTED]
[REDACTED]
ph* [REDACTED]
fx* [REDACTED]
cell* [REDACTED]
[REDACTED]
http://[REDACTED] (b)(6)

From: Yosi Sergant
Date: Fri, 7 Aug 2009 10:52:21 -0400
To: [REDACTED] (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: [REDACTED] (b)(6) [mailto:[REDACTED]] (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]

(b)(6)

From: [REDACTED]
Date: Fri, 07 Aug 2009 09:10:19 -0400
To: [REDACTED]
Subject: United We Serve Conference Call // INVITATION

(b)(6)

Hi Guys, jump on board!! Its time for us to get moving!!

Xoxoxo

[REDACTED]
[REDACTED]
[REDACTED]
Telephone [REDACTED]

(b)(6)

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. This is a call intended to get the real movers moving. Invite some of your favorite folks.

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)

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] 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.

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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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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

Yosi Sergant

From: [REDACTED]
Sent: Friday, August 07, 2009 11:35 AM
To: [REDACTED]
Cc: Yosi Sergant
Subject: Re: United We Serve

(b)(6)

Hi Yosi,
Happy to join, let us know

[REDACTED]
Executive Producer
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

(b)(6)

On Aug 7, 2009, at 8:30 AM, [REDACTED] wrote: (b)(6)

Im going to make every effort to be on it. Can [REDACTED] be on as well? (b)(6)

On Fri, Aug 7, 2009 at 7:05 AM, Yosi Sergant <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 wanted to put on your radar.

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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(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.

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Call In: 888-324-6998

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PLEASE RSVP to [REDACTED] at [REDACTED] (b)(6)

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a. Example from caller

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--
[REDACTED]
w: [REDACTED]
c: [REDACTED]] (b)(6)

(Please leave word through my office if you cannot reach me via cell)

Yosi Sergant

From: [REDACTED]] (b)(6)
Sent: Friday, August 07, 2009 2:11 PM
To: [REDACTED]
Cc: Yosi Sergant; Abernathy, Nell L.
Subject: Re: United We Serve Conference Call // Invitation

Amazing!

Thanks!!!

[REDACTED] (b)(6)

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

From: [REDACTED]] (b)(6)
To: [REDACTED]
Cc: Yosi Sergant ; Abernathy, Nell L.
Sent: Friday, August 07, 2009 1:37 PM
Subject: Re: United We Serve Conference Call // Invitation

Dear [REDACTED] (b)(6)

Thanks for your email. Looking forward to the call. I've invited the following participants.

- [REDACTED] - [REDACTED]
 - [REDACTED] - artist
 - [REDACTED] - artist
 - [REDACTED] - artist
 - [REDACTED] - artist
 - [REDACTED] - dealer
 - [REDACTED] - advisor
 - [REDACTED] - gallerist
-] (b)(6)

All best,

[REDACTED] (b)(6)

On Aug 6, 2009, at 5:13 PM, [REDACTED] wrote: (b)(6)

Dear [REDACTED], [REDACTED], [REDACTED] and [REDACTED], (b)(6)

First, thank you very much for agreeing to be a host on this call. Below you will find a template that you may use to send out to anyone you think should partake in this call. We could definitely use some assistance in gathering some folks from the middle of the country, so if you know of any great people from that area, please feel free to invite them. It would be nice if each of you could invite between 5-10 people. During the call you will not be called on to speak, unless you have a question during the Q&A. We will definitely highlight the hosts during the opening of the call, so all of the callers will know who the hosts are.

Once again, thank you!

Sincerely,
[REDACTED] (b)(6)

If you have any questions or suggestions, please feel free to call me anytime at [REDACTED]

(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 [REDACTED], [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.

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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)

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

| <Stories for United We Serve.doc><united we serve flyer.pdf>

Yosi Sergant

From: [REDACTED] (b)(6)
Sent: Friday, August 07, 2009 2:11 PM
To: Yosi Sergant
Cc: [REDACTED] (b)(6)
Subject: Re: United We Serve Conference Call // Invitation

Hi Yosi,

(b)(6) 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>>

> _____
> 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] (b)(6)
> we heed the President's call to action this summer -- United We Serve.
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> the knowledge that ordinary people can achieve extraordinary things
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> [REDACTED] <mailto:[REDACTED]>

] (b)(6)

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- >
- > IV. Q and A
- >
- >
- >
- >
- > <winmail.dat>

[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
p [REDACTED]
f [REDACTED]
[REDACTED]

(b)(6)

Yosi Sergant

From: [REDACTED] [REDACTED]] (b)(6)
Sent: Friday, August 07, 2009 3:10 PM
To: [REDACTED], Yosi Sergant
Subject: RE: United We Serve Conference Call // Invitation

I'll be on it – happy to download you afterwards [REDACTED] (b)(6)

From: [REDACTED] [mailto:[REDACTED]]] (b)(6)
Sent: Friday, August 07, 2009 12:02 PM
To: Yosi Sergant; [REDACTED]
Subject: RE: United We Serve Conference Call // Invitation

I am unfortunately going to be on a plane to Vancouver and will miss this call.

From: Yosi Sergant [mailto:yosi@arts.gov]
Sent: Thursday, August 06, 2009 2:25 PM (b)(6)
To: [REDACTED], [REDACTED]
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

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Please join [REDACTED], [REDACTED], [REDACTED], [REDACTED], [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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Yosi Sergant

From: [REDACTED]] (b)(6)
Sent: Friday, August 07, 2009 7:22 PM
To: Yosi Sergant
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]

} (b)(6)

From: Yosi Sergant [mailto:yosi@arts.gov]
Sent: Thursday, August 06, 2009 3:24 PM
To: Yosi Sergant
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

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: 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

Yosi Sergant

From: [REDACTED]
Sent: Sunday, August 09, 2009 5:58 PM
To: [REDACTED]
Cc: Yosi Sergant
Subject: RSVP Re: United We Serve Conference Call // Invitation

](b)(6)

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 Sergant
To: Yosi Sergant
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 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>

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 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.

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Please join us!

Date: Monday, August 10, 2009

Time: 2PM EST / 11AM PST

Call In: 888-324-6998

Passcode: 50912

PLEASE RSVP to ██████████ at ██████████ <mailto:██████████> (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
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II. Specific asks

- a. Weekly conference call with UWS in lead up to 9/11
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- c. Employ your media connections
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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

Yosi Sergant

From: Abernathy, Nell L. [NAbernathy@cns.gov]
Sent: Monday, August 10, 2009 10:22 AM
To: Yosi Sergant
Subject: RE: call today
Attachments: image001.gif

I didn't make an ask! In chatting with (b)(6) 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
(b)(6) cell
yosi@arts.gov

From: Abernathy, Nell L. [mailto:NAbernathy@cns.gov]
Sent: Monday, August 10, 2009 10:20 AM
To: (b)(6); Yosi Sergant (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

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Yosi Sergant

From: Modi, Kalpen S. [REDACTED] (b)(2)
Sent: Monday, August 10, 2009 11:04 AM
To: Yosi Sergant
Subject: RE: can you make the call today at 2?

Let me see if we can move Social Sec by a few mins. Agreed, it would be great to be on the call and helpful for us also

Kalpen Modi
Associate Director
White House Office of Public Engagement

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

From: Yosi Sergant [mailto:yosi@arts.gov]
Sent: Monday, August 10, 2009 10:32 AM
To: Modi, Kalpen S.
Subject: RE: can you make the call today at 2?

I think you could be the first speaker and jump off.
You could do it in five minutes.

I thought CNS was handling Buffy. Apparently they didn't.
It would be really helpful if you could, but I get it if not...

Yosi Sergant
Director
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1100 Pennsylvania Avenue NW, Room 614
Washington DC 20506
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[REDACTED] cell (b)(6)
yosi@arts.gov

From: Modi, Kalpen S. [mailto:[REDACTED]] (b)(2)
Sent: Monday, August 10, 2009 10:29 AM
To: Yosi Sergant
Subject: RE: can you make the call today at 2?

I have a twice-rescheduled Desiree meeting at 2pm. How long does the call go?

I thought you'd said Buffy was the OPE point person so I emailed her over the weekend and was waiting to hear back. Oy. This would be awesome to be part of. Let me know if you think it's going long, or maybe I can get someone from here to do it if I can't because of the Social Sec mtg

Kalpen Modi
Associate Director
White House Office of Public Engagement

[REDACTED] (b)(2)

[REDACTED] (b)(2)

From: Yosi Sergant [mailto:yosi@arts.gov]
Sent: Monday, August 10, 2009 10:28 AM
To: Modi, Kalpen S.
Subject: RE: can you make the call today at 2?

It's organized by me. The host is [REDACTED] and five arts producers from around the country.

I'd ask you to come on and give the exact spiel you gave on Saturday. Walk them through the WH Arts Policy. They wont know it. Then I will take them into United We Serve and the NEA.

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

From: Modi, Kalpen S. [mailto:[REDACTED]] (b)(2)
Sent: Monday, August 10, 2009 10:26 AM
To: Yosi Sergant
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]
[REDACTED] (b)(2)

From: Yosi Sergant [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 Sergant
Director
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[REDACTED] cell (b)(6)
yosi@arts.gov

[REDACTED]

Film Marketing

[REDACTED]

Actress/Director

Marketing

[REDACTED]

Magazine
Marketing // Magazine

[REDACTED]

Event Producer

Actress

[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: Modi, Kalpen S. [mailto:[REDACTED]] (b)(2)
Sent: Monday, August 10, 2009 1:24 PM
To: Yosi Sergant
Subject: RE: you in?

Greg is on vacation (so are Stephanie, Tina, Anne, etc). Should I see if Tranchin can do it?

Kalpen Modi
Associate Director
White House Office of Public Engagement
[REDACTED] (b)(2)

From: Yosi Sergant [mailto:yosi@arts.gov]
Sent: Monday, August 10, 2009 1:24 PM
To: Modi, Kalpen S.
Subject: RE: you in?

Can we identify another OPE to stand in if not? Is Greg around?

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: Modi, Kalpen S. [mailto:[REDACTED]] (b)(2)
Sent: Monday, August 10, 2009 1:22 PM
To: Yosi Sergant
Subject: RE: you in?

Trying to reach Soc Sec to make sure we can start at 2:15. I'm not sure yet.

Kalpen Modi
Associate Director
White House Office of Public Engagement
[REDACTED]
[REDACTED] } (b)(2)

From: Yosi Sergant [mailto:yosi@arts.gov]
Sent: Monday, August 10, 2009 1:20 PM
To: Modi, Kalpen S.
Subject: you in?

Were discussing agenda and I want to make sure you are good to go for 5- 7 minutes upfront... (you only have to speak for 1 minute or so)...

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

Yosi Sergant

From: Abernathy, Nell L. [NAbernathy@cns.gov]
Sent: Monday, August 10, 2009 1:37 PM
To: Yosi Sergant
Subject: RE: call today
Attachments: image001.gif

I'll call

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 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 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 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.

- 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 (b)(6) 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

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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 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.](mailto:Nabernathy@cns.gov)
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 NOW

Yosi Sergant

From: Abernathy, Nell L. [NAbernathy@cns.gov]
Sent: Monday, August 10, 2009 1:40 PM
To: Yosi Sergant
Subject: RE: call today
Attachments: image001.gif

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

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From: Yosi Sergant [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 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

From: Abernathy, Nell L. [mailto:NAbernathy@cns.gov]
Sent: Monday, August 10, 2009 1:33 PM
To: ██████████; 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.

- 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 (b)(6) the first thing you say ██████████ 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

SERVER.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 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

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Yosi Sergant

From: Abernathy, Nell L. [NAbernathy@cns.gov]
Sent: Monday, August 10, 2009 1:59 PM
To: Yosi Sergant; [REDACTED] (b)(6)
Subject: RE: call today
Attachments: image001.gif

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

From: Yosi Sergant [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 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 1:33 PM
To: [REDACTED]; Yosi Sergant (b)(6)
Subject: RE: call today

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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] [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 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

Yosi Sergant

From: Yosi Sergant
Sent: Monday, August 10, 2009 2:02 PM
To: 'Abernathy, Nell L.'; [REDACTED]
Subject: RE: i'm on the call
Attachments: image001.gif

(b)(6)

Im on.

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)

From: Abernathy, Nell L. [mailto:NAbernathy@cns.gov]
Sent: Monday, August 10, 2009 2:01 PM
To: [REDACTED]
Cc: Yosi Sergant
Subject: i'm on the call

(b)(6)

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: Abernathy, Nell L. [NAbernathy@cns.gov]
Sent: Monday, August 10, 2009 2:04 PM
To: Yosi Sergant; [REDACTED] (b)(6)
Subject: RE: great group!
Attachments: image001.gif

I kind of like no moderator! I feel like we're a team!

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 2:04 PM
To: [REDACTED] Abernathy, Nell L. (b)(6)
Subject: great group!

Yosi Sergant
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Washington DC 20506
202-682-5570 office
[REDACTED] cell (b)(6)
yosi@arts.gov

Yosi Sergant

From: Wicks, Buffy [REDACTED] (b)(2)
Sent: Monday, August 10, 2009 2:22 PM
To: Yosi Sergant
Subject: RE: United We Serve Call - Help!

was that fine?

Buffy Wicks
Deputy Director
White House Office of Public Engagement
[REDACTED] office (b)(2)
[REDACTED] mobile (b)(6)

From: Yosi Sergant [mailto:yosi@arts.gov]
Sent: Monday, August 10, 2009 2:11 PM
To: Wicks, Buffy
Subject: RE: United We Serve Call - Help!

It's a rad group buffy. Lots of my arts producer peeps. People who can really get stuff done...

Yosi Sergant
Director
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National Endowment for the Arts
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Washington DC 20506
202-682-5570 office
[REDACTED] cell (b)(6)
yosi@arts.gov

From: Wicks, Buffy [mailto:[REDACTED]] (b)(2)
Sent: Monday, August 10, 2009 2:10 PM
To: Yosi Sergant
Subject: RE: United We Serve Call - Help!

I'm on the call!

Buffy Wicks
Deputy Director
White House Office of Public Engagement
[REDACTED] office (b)(2)
[REDACTED] mobile (b)(6)

From: Yosi Sergant [mailto:yosi@arts.gov]
Sent: Monday, August 10, 2009 1:37 PM
To: Wicks, Buffy
Subject: United We Serve Call - Help!

Buffy-

We have an important call at 2pm for UWS and the Arts with my peeps. Indie arts producers around the country. Kal cant join the call. Any chance you can hop on for 5 minutes and intro with Nellie and I?

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

Yosi Sergant

From: Yosi Sergant
Sent: Monday, August 10, 2009 2:26 PM
To: 'Wicks, Buffy'
Subject: RE: United We Serve Call - Help!

Thanks buffy!

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: Wicks, Buffy [mailto:[REDACTED]] (b)(2)
Sent: Monday, August 10, 2009 2:10 PM
To: Yosi Sergant
Subject: RE: United We Serve Call - Help!

I'm on the call!

Buffy Wicks
Deputy Director
White House Office of Public Engagement
[REDACTED] office (b)(2)
[REDACTED] mobile (b)(6)

From: Yosi Sergant [mailto:yosi@arts.gov]
Sent: Monday, August 10, 2009 1:37 PM
To: Wicks, Buffy
Subject: United We Serve Call - Help!

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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

Yosi Sergant

From: [REDACTED] (b)(6)
Sent: Monday, August 10, 2009 2:26 PM
To: Yosi Sergant
Subject: Re: Reminder TODAY - United We Serve Conference Call - 2:00 pm EST / 11:00 am PST

Hi Yosi,

Thanks for the invite. Unfortunately, we're working weird hours lately, so we come in near noon and leave in the late evening. We've been painting quite a bit lately which has been fun. We had all our finished pieces in a show a couple hours up river from here last month. A couple weeks ago the old building that housed the gallery burned to the ground. We potentially lost 13 pieces, but we just heard today that they pulled most of them out of the rubble with smoke damage or worse. Hopefully we can salvage some of them (who knows, they may look pretty cool). Please keep us in mind for future events. I hope things are going well for you. Are you now with the NEA? I just noticed that. Weren't you in LA before?

Thanks again,

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

On Aug 10, 2009, at 10:06 AM, 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

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.

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: 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

Yosi Sergant

From: Yosi Sergant
Sent: Monday, August 10, 2009 3:13 PM (b)(6)
To: [REDACTED]
Subject: RE: Reminder TODAY - United We Serve Conference Call - 2:00 pm EST / 11:00 am PST

Will do. Im going to add you to our outreach list.

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 3:14 PM
To: Yosi Sergant
Subject: Re: Reminder TODAY - United We Serve Conference Call - 2:00 pm EST / 11:00 am PST

Gotcha. Was out of the office, sorry I missed. Let me know if there is any way we can help.

Till then,

[REDACTED] (b)(6)

Yosi Sergant wrote:

> 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 Mural Project in Miami this
December.
>
> 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:yosi@arts.gov) <<mailto:serganty@arts.endow.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
>>
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>>
>> *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]
>> [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
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>> Office of Public Engagement and The National Endowment for the Arts
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>> 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
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>> models of engagement and recruit stories of how arts service can be
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>> a. Example from caller

>> b. NEA wrap-up

>> IV. Q and A

>>

> --

> [REDACTED] / [REDACTED] | T * [REDACTED] | C * [REDACTED]

(b)(6)

> [REDACTED] | [REDACTED] * [REDACTED] (b)(6)
>
>
>
>
>

--
[REDACTED] / [REDACTED] | T • [REDACTED] | C • [REDACTED] [REDACTED] | [REDACTED]
[REDACTED] • [REDACTED]]
(b)(6)

Yosi Sergant

From: Yosi Sergant
Sent: Monday, August 10, 2009 3:46 PM
To: [REDACTED] (b)(6)
Subject: RE: quick question

Yeah!

Make sure they connect their project to United We Serve... in print, in pitching, with signs... whatever... great stuff... lets talk tonight after 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 3:29 PM
To: Yosi Sergant
Subject: Re: quick question

Excellent point. I will encourage that in the follow up email. I am getting dozens of emails from people who are ready to create projects, so I think we will definitely start to see little projects.

[REDACTED] (b)(6)
----- Original Message -----
From: Yosi Sergant (b)(6)
To: [REDACTED] (b)(6)
Sent: Monday, August 10, 2009 3:28 PM
Subject: RE: quick question

I think we want to encourage lots of little projects.

If EACH of them do SOMETHING... we have a lot of things...
in a collective its too easy to push the work on someone else.

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 3:26 PM
To: Yosi Sergant
Subject: quick question

Do you think I emphasized the idea of a collective too much? I hope I didn't overwhelm anyone....

[redacted] (b)(6)

Yosi Sergant

From: [REDACTED]
Sent: (b)(6) Monday, August 10, 2009 4:41 PM
To: [REDACTED]
Cc: Yosi Sergant
Subject: United We Serve
Attachments: [REDACTED].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

Dear [REDACTED] (b)(6)

(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 [REDACTED] so you are no stranger to LA. I was just reading about your documentary [REDACTED] 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 [REDACTED] (b)(6), but I also wanted to send you a PDF on it and ask you a few questions.

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 [REDACTED] (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.

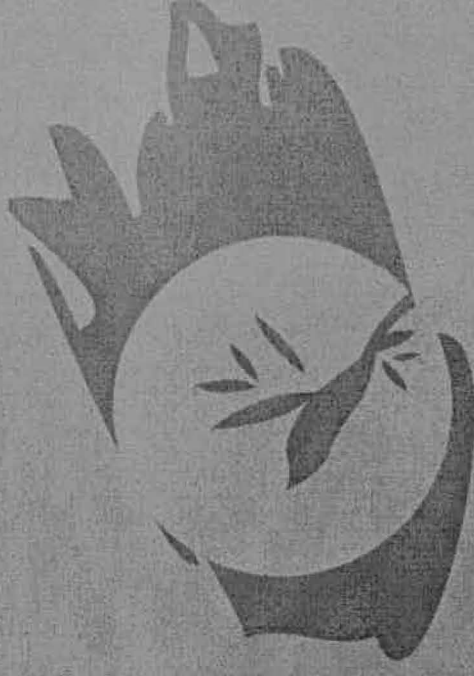
As I am building this project, it has become clear to me that the pieces we make together in the workshop could be produced on a larger scale and sold to Museum stores and higher end design stores (ie a series of silkscreens on textiles etc.). I just love the idea that the work generated by young artists and artist with disabilities could be sold and the funds generated from those sales could go to further implement art programming 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!!

(b)(6) Lastly, I have partnered with [REDACTED] children division, [REDACTED] and [REDACTED] to do an [REDACTED] on September 20th at their new [REDACTED]. We are putting together 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

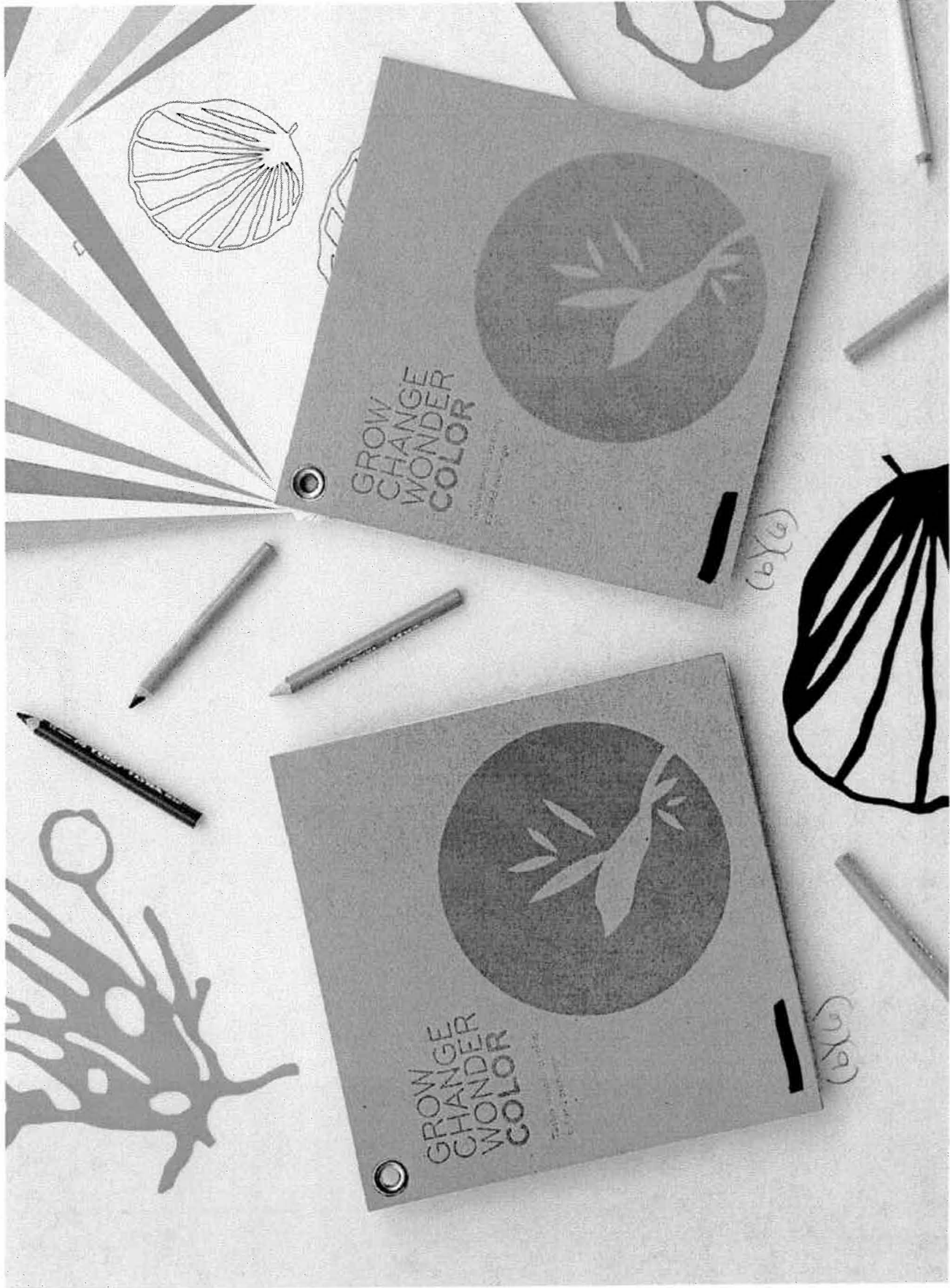
Thank you for being a creative thinker!!

[REDACTED] (b)(6)



[REDACTED] kids / the art of exchange

(b)(6)



GROW
CHANGE
WONDER
COLOR

(b)(6)

GROW
CHANGE
WONDER
COLOR

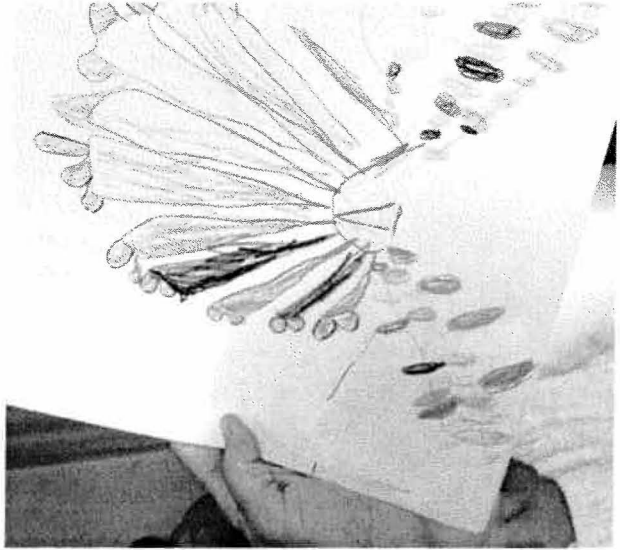
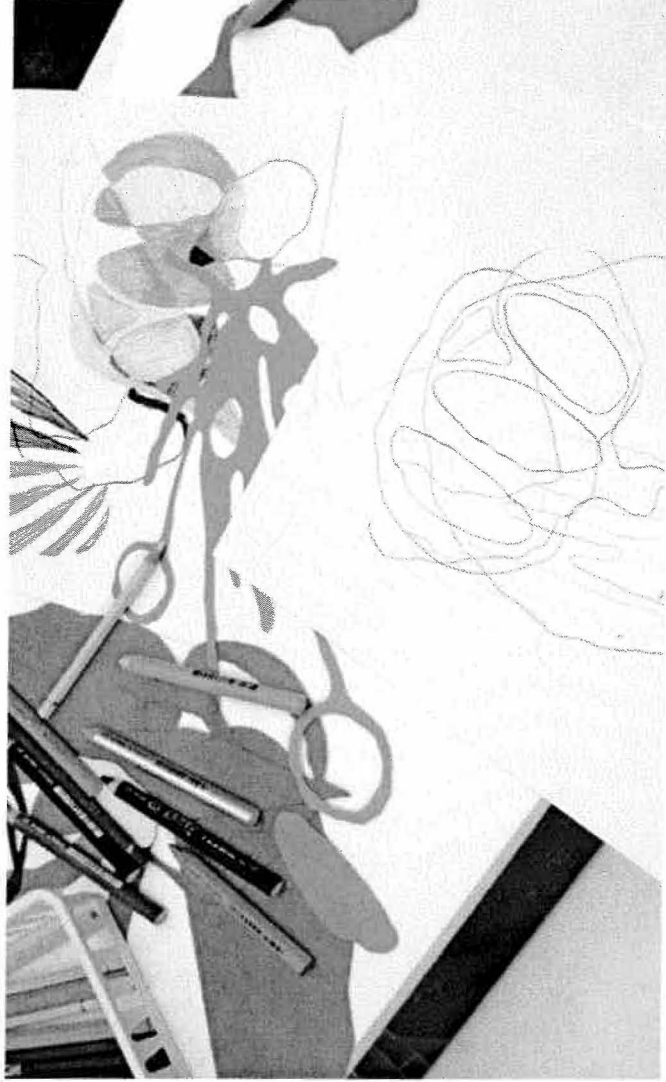
(b)(6)

(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] and at several
area schools.



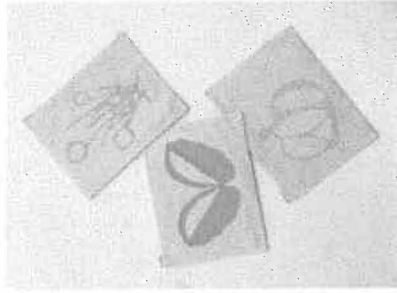
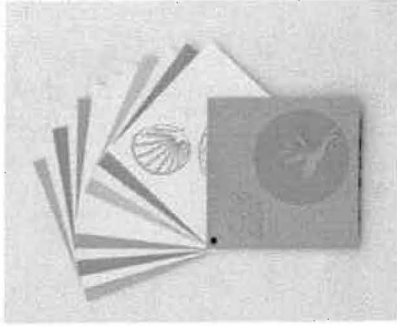
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(b)(6)

(b)(6)

██████████ kids/

the exchange collection

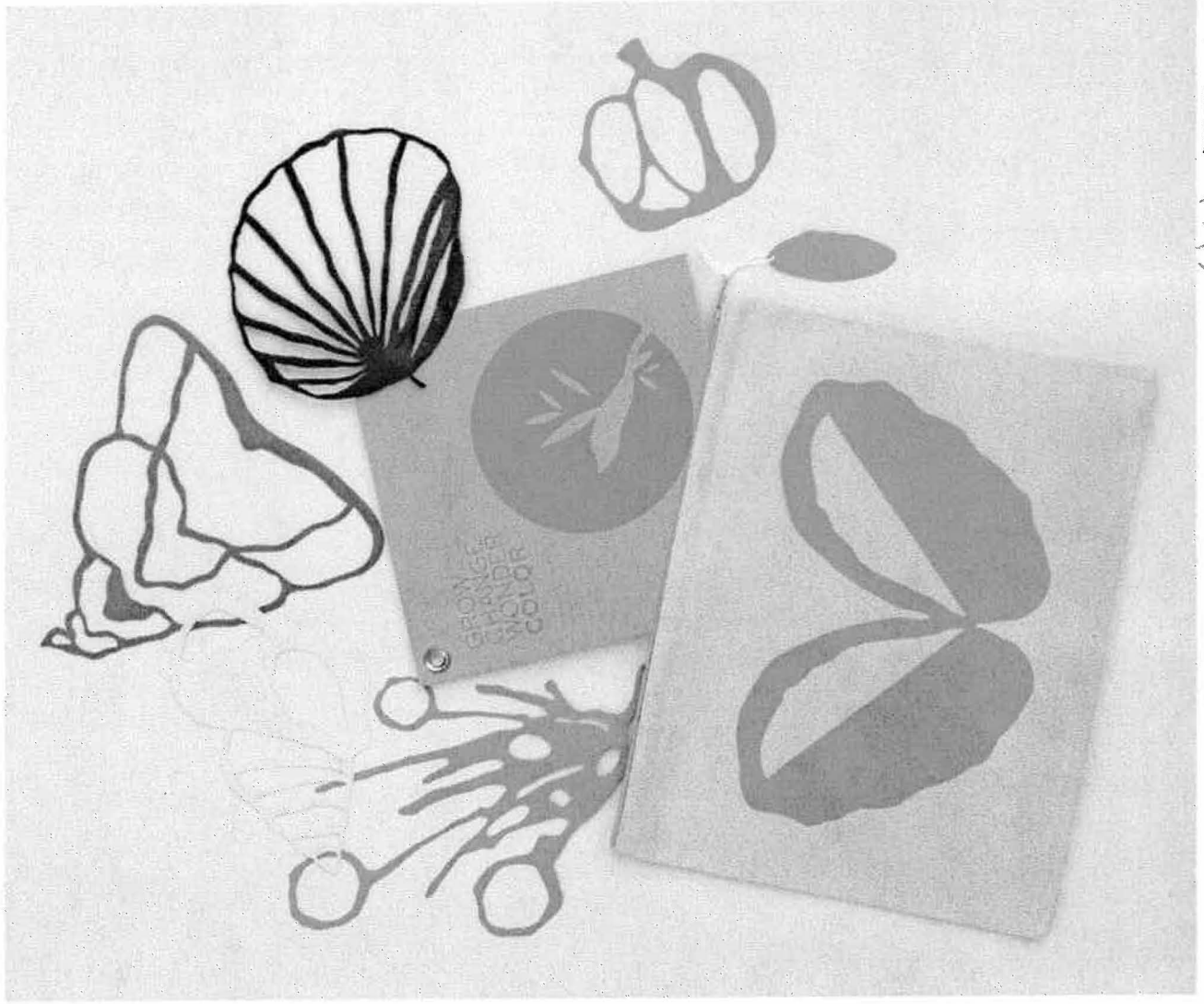


THE EXCHANGE COLLECTION includes six original, colorful laser-cut stencils, each made with durable and flexible plastic. The gourmet-bound coloring book consists of 12 templates, six fluorescent cages for cutting and crafting, and 100% recycled, letterpressed chipboard covers. Canvas stencil case includes 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)

kids/

(b)(6)

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 kebabana and nekolpoint, focuses on how people assimilate, communicate and work within the limitations of language and social systems.

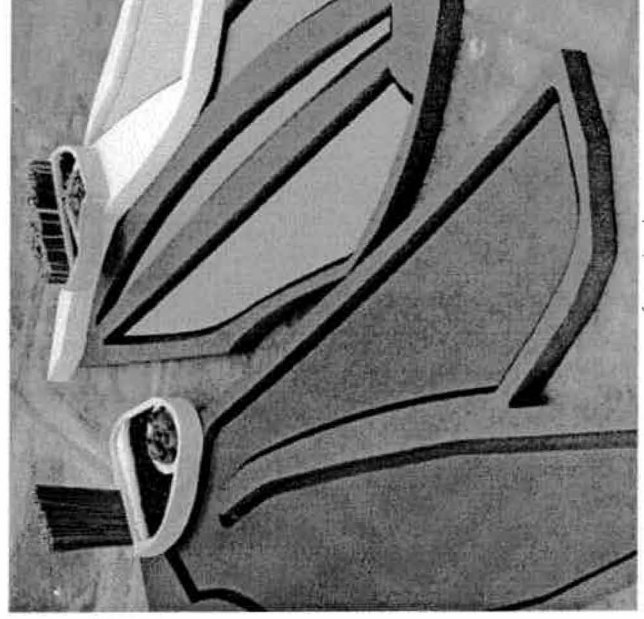
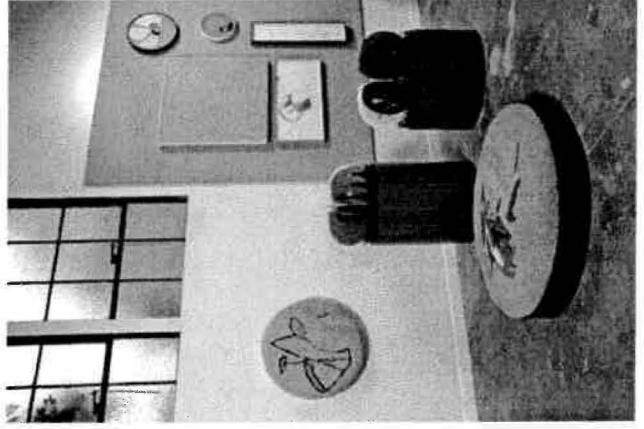
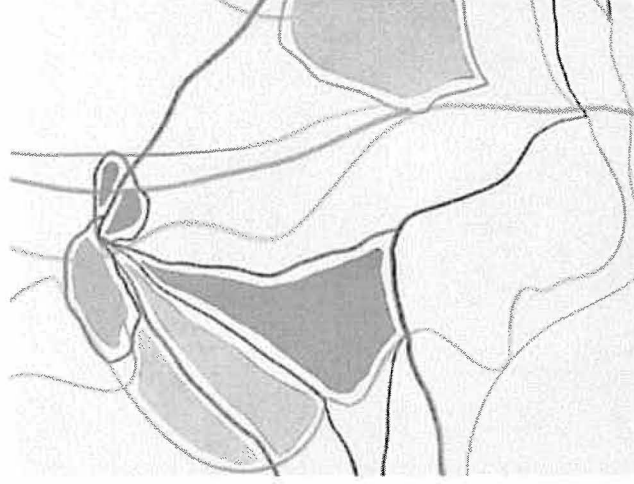
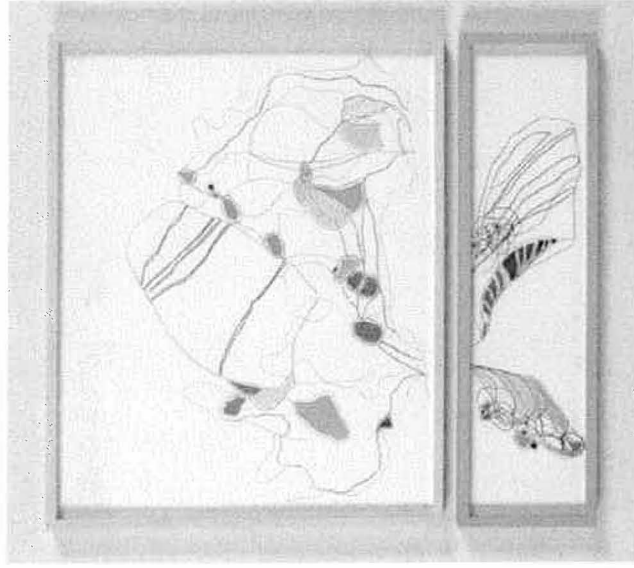
(b)(6)

has exhibited her artwork at in and and has created activated sculptural installations for the in in the in and Her work has appeared in well-known publications such as and

(b)(6)

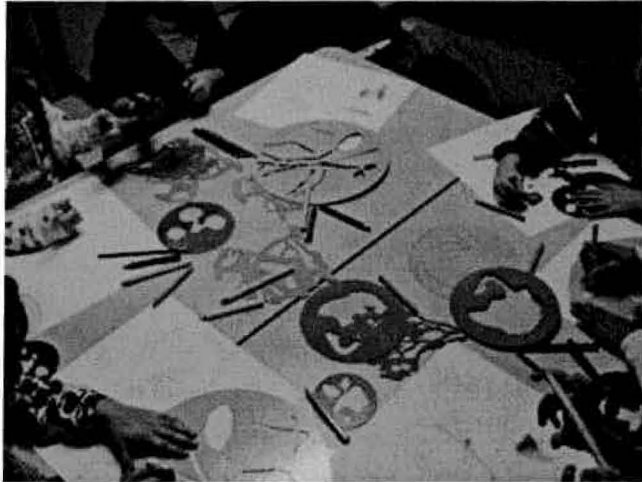
Her collaborations include projects with and Most recently partnered with to curate a line of products for lives and works in

(b)(6)



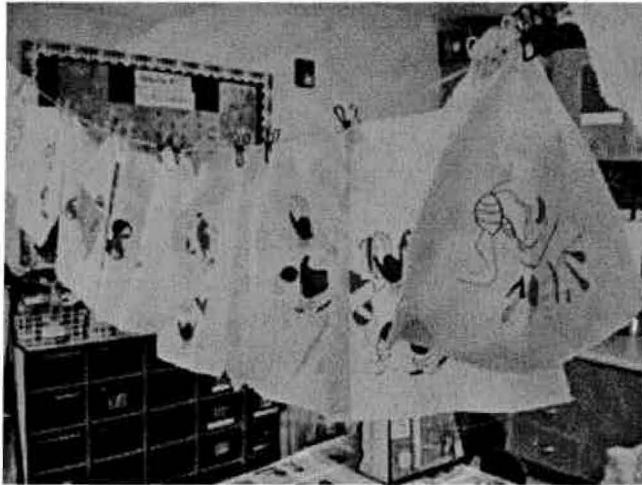
(b)(6)





(b)(6)





Yosi Sergant

From: [REDACTED]
Sent: Monday, August 10, 2009 5:52 PM
To: [REDACTED]
Cc: [REDACTED]
Subject: Re: NEA -United We Serve Conference Call // Invitation - Monday. (b)(6)

Nice job today [REDACTED] (b)(6)

would you happen to have a final RSVP list from the call,
I would like to send personal follow up / thank you to my colleagues who responded.

thanks,

[REDACTED] (b)(6)
On Aug 8, 2009, at 4:31 PM, [REDACTED] wrote: (b)(6)

We would love to have you. In the email text below there is the call in #

Talk to you then!

Thanks
[REDACTED] (b)(6)

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

From: [REDACTED]
To: [REDACTED]
Cc: [REDACTED]
Sent: Saturday, August 08, 2009 4:17 PM
Subject: Re: NEA -United We Serve Conference Call // Invitation - Monday. (b)(6)

hey guys, i can make it to this if you need me, just let me know how...

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

From: [REDACTED]
To: [REDACTED], [REDACTED], [REDACTED]
Subject: NEA -United We Serve Conference Call // Invitation - Monday.
Date: Sat, 8 Aug 2009 14:55:07 -0400 (b)(6)

Hello All,

sorry for the late notice.

Please review the below info, and let me know if you can join us on Monday, August 10 at 2PM EST / 11AM PST
RSVP direct w. [REDACTED] (b)(6)

Best wishes,

[REDACTED] (b)(6)

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)

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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

<< Stories for United We Serve.doc >>

<< united we serve flyer.pdf >>

Be Yourself @ mail.com
Choose From 200+ Email Addresses
Get a **Free** Account at www.mail.com!

Yosi Sergant

From: [REDACTED] (b)(6)
Sent: Monday, August 10, 2009 11:15 PM
To: Yosi Sergant
Subject: Re: Reminder TODAY - United We Serve Conference Call - 2:00 pm EST / 11:00 am PST

Hi Yosi,
Thanks for the message! Please keep me informed, I really appreciate it. Could you send all future correspondence to [REDACTED], because I will get those more directly. Thanks again,] (b)(6)

--- On Mon, 8/10/09, Yosi Sergant <yosi@arts.gov> wrote:

From: Yosi Sergant <yosi@arts.gov>
Subject: Reminder TODAY - United We Serve Conference Call - 2:00 pm EST / 11:00 am PST
To: "Yosi Sergant" <yosi@arts.gov>
Date: Monday, August 10, 2009, 10:06 AM

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

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

██████████ 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 ██████████, ██████████, ██████████, ██████████, ██████████, ██████████, ██████████, ██████████ and ██████████ 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: 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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- a. Example from caller
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IV. Q and A

Yosi Sergant

From: [REDACTED]
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 what's 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 'America' print, 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]
PS we will be in DC October 2,3 and 4, so keep an eye out if you're around!

--

T: [REDACTED]

E: [REDACTED]

www. [REDACTED]

Yosi Sergant

From: [REDACTED]
Sent: Tuesday, August 11, 2009 2:11 PM
To: [REDACTED]
Cc: Yosi Sergant
Subject: Re: United We Serve // Artists, Influencers, Tastemakers and More...

[REDACTED]
Whats up man? I totally didn't realize that was you hosting the call. Right on, excellent. The world is getting smaller - Yosi, you, [REDACTED] the young crew coming up in democracy...so sick.

I'd love to connect with you and catch up - are you still hosting that [REDACTED] 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:

As Vice President at [REDACTED], [REDACTED] 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 ([REDACTED] takes 0%), petitions and volunteer database (pulling in and reappropriating the google database into our system).

3 New [REDACTED] Initiatives Directly Related to United We Serve:

- We've launched [REDACTED] - 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.
- 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], [REDACTED], [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.
- 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] and [REDACTED]

So I think we're doing 3 pretty cool things that can be highlited 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]

Vice President

w: [http://\[REDACTED\]](http://[REDACTED])

e: [REDACTED]

ph: [REDACTED]

[http://\[REDACTED\]](http://[REDACTED])

Twitter - [http://twitter.com/\[REDACTED\]](http://twitter.com/[REDACTED])

On Mon, Aug 10, 2009 at 9:15 PM, [REDACTED] <[REDACTED]> wrote:
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]

Yosi Sergant

From: [REDACTED]
Sent: Wednesday, August 12, 2009 8:21 PM
To: Yosi Sergant
Subject: Re: FW: United We Serve // Actions Items // Contact List // Next Steps...

yea, i sent [REDACTED] all that shit..

unitedweserve.us

[REDACTED]
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 Sergant <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 [REDACTED]

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

From: [REDACTED] <[REDACTED]>
To: Yosi Sergant
Sent: Wed Aug 12 20:00:19 2009
Subject: Re: FW: United We Serve // Actions Items // Contact List // Next Steps...

i sent an email to [REDACTED] 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 Sergant <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

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

From: [REDACTED] [mailto:[REDACTED]]
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]

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]]
Sent: Wednesday, August 12, 2009 3:33 PM
To: Undisclosed-Recipient;
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
<<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.

I am inspired by all the extraordinary commitment to service by this amazing group of people!

Best,

[REDACTED]

- 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.

Yosi Sergant

From: [REDACTED]
Sent: Wednesday, August 12, 2009 9:57 AM
To: Nellie Abernathy
Cc: Yosi Sergant
Subject: Re: concrete asks
Attachments: image001.gif

Nellie, you rock!

This is perfect.

This afternoon, I will be sending out an email that will include the action items as well as a contact list.

I think the idea of a phone call on Monday is a great idea.

I am getting dozens of emails since the conference call from people all over the country telling me about their projects and/or ideas for projects. It is amazing!

I will call you later today as I have a few questions for you.

Thanks!

From: "Abernathy, Nell L."
Date: Tue, 11 Aug 2009 18:17:06 -0400
To: <[REDACTED]>
Subject: concrete asks
Hey [REDACTED]

A few concrete ideas are below. Let me know if you'd like me to flush these out a bit. The last one is just a thought. Do you want to do a call next week? Also – I'm happy to have them email me – but if you prefer to get the info first that's great too. Either way, please include my contact info.

- 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.
- 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 (same time, same number) and tell us what you're doing to answer the President's call. Or email XXXXXX and share your story.

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]
Sent: Saturday, August 15, 2009 10:14 AM
To: [REDACTED]; Yosi Sergant; nabernathy@cns.gov
Cc: [REDACTED]
Subject: Question from [REDACTED] Re: UNITED WE SERVE CONFERENCE CALL

Dear [REDACTED], Yosi, and Nellie:

[REDACTED] is happy to be involved in this call to action and, as you mentioned in item four, move this request among his network of designers and artists, plus produce some works of his own.

He asked if there was a creative brief. If you have something that aligns looks, graphic elements, words/phrases or elements to assure that what's produced goes along the lines of what you have in mind, he would circulate that as well.

Also, can you provide any insight into what Sept 11th events look like that you and/or the White House are planning? We could brainstorm here about ways to participate and get others to join in, perhaps enhancing or adding elements to an existing event, but keep it aligned to your same tone, demeanor and message.

FYI: [REDACTED] & I will both be on the call on Monday.

Have a great weekend!

-- [REDACTED]

[REDACTED]
Chief Operating Officer
[REDACTED]
[REDACTED]

Office: [REDACTED]
Mobile: [REDACTED]

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])

[REDACTED]

08/15/09 01:04 AM

To: [REDACTED]
cc yosi@arts.gov, 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
888-324-6998

passcode: 50912

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.
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THANK YOU!!!!

Yosi Sergant

From: Abernathy, Nell L. [NAbernathy@cns.gov]
Sent: Monday, August 17, 2009 11:01 AM
To: [REDACTED]
Cc: Yosi Sergant
Subject: RE: REMINDER: UNITED WE SERVE CONFERENCE CALL MONDAY 2PM EST - new call in info

Hello All,
In order to get a moderator (!) on our call we need to use **a new call in number** for this afternoon. Please join us at **2pm EST** at the following number.

Sorry for the last minute change. Looking forward to the discussion.

Call in: 888-677-1829

Passcode: 921113

Nellie Abernathy
United We Serve
Corporation for National and Community Service
202-606-6766
Nabernathy@cns.gov

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

From: [REDACTED] [mailto:[REDACTED]]
Sent: Saturday, August 15, 2009 1:04 AM
To: [REDACTED]
Cc: yosi@arts.gov; Abernathy, Nell L.
Subject: REMINDER: UNITED WE SERVE CONFERENCE CALL MONDAY 2PM EST

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Monday, August 17th
2PM EST/11AM PST
888-324-6998
passcode: 50912

please RSVP to [REDACTED]

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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.

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THANK YOU!!!!


Yosi Sergant

From: [REDACTED]
Sent: Monday, August 17, 2009 4:46 PM
To: Nellie Abernathy; Yosi Sergant
Subject: Re: Participant List d 8638474

Excellent excellent call!

I like the moderator. Thanks for setting that up.

Will send around minutes of the call on Weds.

Thanks!

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

From: "Abernathy, Nell L." <NAbernathy@cns.gov>

Date: Mon, 17 Aug 2009 16:04:16

To: <[REDACTED]>; Yosi Sergant<yosi@arts.gov>

Subject: FW: Participant List d 8638474

Hey Guys,

Great call today. There is a ton of exciting stuff going on - I'd love to support however we can best at the corporation. Attached is the list of participants from the call. We should get these from now on with the moderator. Did you prefer the moderator to no moderator?

Nellie Abernathy
United We Serve
Corporation for National and Community Service
202-606-6766
Nabernathy@cns.gov

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

From: Participant List (No Replies Please) [<mailto:NoRepliesPlease@mymeetings.com>]

Sent: Monday, August 17, 2009 3:04 PM

To: Abernathy, Nell L.

Subject: Participant List d 8638474

Please find attached the participant report for your recent conference call.

This is an automated email, so please contact us on the following numbers if you have any inquiries:

US customers please call your reservation number or our main number at 1-800-475-5000

EMEA customers: +44 20 7950 9949

Asia Pacific customers: +852 2802 5158

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Corp For The National Service Conference Call
Ms. Nell Abernathy - Conference Leader
August 17, 2009 @ 1:00 PM CT
Confirmation # 8638474

Speakers:
[Redacted]

	First Name	Last Name	City State	Organization
1	[Redacted]	[Redacted]	Los Angeles CA	[Redacted]
2	[Redacted]	[Redacted]	Chicago IL	[Redacted]
3	[Redacted]	[Redacted]	Philadelphia PA	[Redacted]
4	[Redacted]	[Redacted]	New York NY	[Redacted]
5	[Redacted]	[Redacted]	Chicago IL	[Redacted]
6	[Redacted]	[Redacted]	Los Angeles CA	[Redacted]
7	[Redacted]	[Redacted]	Los Angeles CA	[Redacted]
8	[Redacted]	[Redacted]	Brooklyn NY	[Redacted]
9	[Redacted]	[Redacted]	Los Angeles CA	[Redacted]
10	[Redacted]	[Redacted]	Los Angeles CA	[Redacted]
11	[Redacted]	[Redacted]	Los Angeles CA	[Redacted]
12	[Redacted]	[Redacted]	Philadelphia PA	[Redacted]
13	[Redacted]	[Redacted]	New York NY	[Redacted]
14	[Redacted]	[Redacted]	Los Angeles CA	[Redacted]
15	[Redacted]	[Redacted]	Lincoln NE	[Redacted]
16	[Redacted]	[Redacted]	Philadelphia PA	[Redacted]
17	[Redacted]	[Redacted]	San Francisco CA	[Redacted]
18	[Redacted]	[Redacted]	New York NY	[Redacted]
19	[Redacted]	[Redacted]	Los Angeles CA	[Redacted]
20	[Redacted]	[Redacted]	Los Angeles CA	[Redacted]
21	[Redacted]	[Redacted]	Pittsburgh PA	[Redacted]
22	[Redacted]	[Redacted]	New York NY	[Redacted]
23	[Redacted]	[Redacted]	New York NY	[Redacted]
24	[Redacted]	[Redacted]	Los Angeles CA	[Redacted]
25	[Redacted]	[Redacted]	Los Angeles CA	[Redacted]
26	[Redacted]	[Redacted]	Philadelphia PA	[Redacted]
27	[Redacted]	[Redacted]	Los Angeles CA	[Redacted]

Yosi Sergant

From: [REDACTED]
Sent: Wednesday, August 19, 2009 10:02 AM
To: Abernathy, Nell L.
Cc: Yosi Sergant
Subject: Re: [REDACTED]
Attachments: image001.gif

Sounds like a great idea.

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

From: Abernathy, Nell L.
To: [REDACTED]
Cc: [Yosi Sergant](#)
Sent: Wednesday, August 19, 2009 9:59 AM
Subject: [REDACTED] event

Hi [REDACTED],

Yosi and I were talking last night about really trying to pull off one great event with [REDACTED] in LA. We're thinking we could get [REDACTED] at [REDACTED], [REDACTED] at [REDACTED], [REDACTED] and a few other folks on board. I'd love to get everyone on a call today. Does that sound ok to you [REDACTED]? I can shoot [REDACTED] an email and start making invites.

Let me know your thoughts,

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: Abernathy, Nell L. [NAbernathy@cns.gov]
Sent: Wednesday, August 19, 2009 12:25 PM
To: Yosi Sergant
Subject: FW: Sept 11 event in LA + WM idea
Attachments: image001.gif

Yo – I can invite [redacted] and [redacted]. Can you contact the folks you were considering? Can you do the visionary brain dump then I'll follow up with logistics stuff?

Also – do you want to get a non-profit on the line. Thinking we either raise money for [redacted] or [redacted]. Both great groups with la roots. [redacted] might be better because they are in schools and can talk mentoring too. Thoughts?

Ps – goodish meeting are

[redacted] – Tuesday at 8:30

[redacted]
[redacted]
[redacted]
(BASEMENT)

[redacted] – Thurs 7:30

[redacted]
[redacted]
[redacted]

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 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] ([redacted]) 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]>

Subject: RE: Sept 11 event in LA + WM idea

[REDACTED]
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.

Also, I'd love to invite an LA based education non-profit – [REDACTED] and [REDACTED] 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 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 [REDACTED] [http://\[REDACTED\]](http://[REDACTED]) where we just did [REDACTED] on the 4th of August
[REDACTED]

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] to [REDACTED] – maybe we can discuss this as well?

thanks in advance :)

CEO/Founder

[http://\[REDACTED\]](http://[REDACTED])

[REDACTED]
[REDACTED]

New >> [REDACTED]

Next >> [REDACTED]

Overseas >> [REDACTED]

[REDACTED] Anniversary Site Re-launch!

[REDACTED] x. [REDACTED]

[REDACTED] ([REDACTED]) x. [REDACTED] (toll free)

[REDACTED] fax

[REDACTED]

[REDACTED]

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

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

Imeem: [http://\[REDACTED\]](http://[REDACTED])

Yosi Sergant

From: [REDACTED]
Sent: Wednesday, August 19, 2009 3:56 PM
To: Yosi Sergant
Subject: Re: Sept 11 event in LA + WM idea
Attachments: image001.gif

Yes.
Please send call in info.

Thnx,
[REDACTED]

Sent via BlackBerry by AT&T

From: Yosi Sergant
Date: Wed, 19 Aug 2009 15:22:07 -0400
To: [REDACTED] <[REDACTED]>
Subject: FW: Sept 11 event in LA + WM idea
Can you join this 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
yosi@arts.gov

From: Abernathy, Nell L. [<mailto:NAbernathy@cns.gov>]
Sent: Wednesday, August 19, 2009 12:07 PM
To: [REDACTED]; [REDACTED]
Cc: Yosi Sergant
Subject: RE: Sept 11 event in LA + WM idea

[REDACTED]
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] from [REDACTED] and a few folks Yosi has in mind. Also, I'd love to invite an LA based education non-profit - [REDACTED] and [REDACTED] 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 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 [redacted] [http://\[redacted\]](http://[redacted]) where we just did [redacted] on the 4th of August
[http://\[redacted\]](http://[redacted])

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] to [redacted] – maybe we can discuss this as well?

thanks in advance :)

[redacted]
CEO/Founder
[redacted]
[http://\[redacted\]](http://[redacted])

[redacted]
[redacted]
New >> [redacted]

Next >> [redacted]

Overseas >> [redacted]

[redacted] Anniversary Site Relaunch!

[redacted] x. [redacted]

[redacted] ([redacted]) x. [redacted] (toll free)

[redacted] fax
[redacted]
[redacted]
[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/\[redacted\]](http://www.facebook.com/[redacted])

LinkedIn: [http://www.linkedin.com/\[redacted\]](http://www.linkedin.com/[redacted])

Imeem: [http://\[redacted\]](http://[redacted])

Yosi Sergant

From: Yosi Sergant
Sent: Wednesday, August 19, 2009 4:37 PM
To: 'Abernathy, Nell L.'; [REDACTED]
Cc: [REDACTED]
Subject: FW: The Might United Update

I had no idea the call was so productive! That's great.

[REDACTED] is awesome. She gets a LOT of attention. That's a great project. You will have to work with her to tie in volunteers and this program! She's killer.

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: [REDACTED] [mailto:[REDACTED]]
Sent: Wednesday, August 19, 2009 3:23 PM
To: [REDACTED]
Cc: Yosi Sergant; NAbernathy@cns.gov
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/TheMightyUnited> and facebook group: **The Mighty United**

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-industrial 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
([www.\[REDACTED\].org](http://www.[REDACTED].org))

[REDACTED]. Has gotten [REDACTED] in LA for free to throw a party for United We Serve
[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]

Yosi Sergant

From: [REDACTED]
Sent: Wednesday, August 19, 2009 4:47 PM
To: Yosi Sergant
Subject: Re: Sept 4th United We Serve LA event
Attachments: image.jpg; image.png

Will you be on the call?

On 8/19/09 1:37 PM, "Yosi Sergant" <yosi@arts.gov> wrote:

Conf call in 30 minutes.

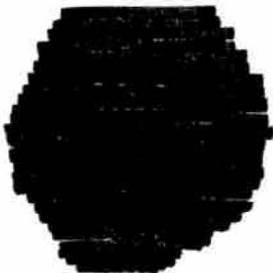
202-606-3830.

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

From: [REDACTED] [[mailto:\[REDACTED\]](mailto:[REDACTED])]
Sent: Wednesday, August 19, 2009 4:16 PM
To: Yosi Sergant
Subject: Re: Sept 4th United We Serve LA event

Of course. How can I be down?

Thx,



[REDACTED]

[REDACTED]
[REDACTED]
[REDACTED]

Cell - [REDACTED]
AIM - [REDACTED]

[http://\[REDACTED\]](http://[REDACTED])
[http://\[REDACTED\]](http://[REDACTED])
[http://\[REDACTED\]](http://[REDACTED])
[http://\[REDACTED\]](http://[REDACTED])

On 8/19/09 12:59 PM, "Yosi Sergant" <yosi@arts.gov> wrote:

> Wanna 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
> yosi@arts.gov<mailto:serganty_yosi@arts.gov%3cmailto:serganty@arts.endow.gov> @arts.endow.gov>
>
> From: Abernathy, Nell L. [<mailto:NAbernathy@cns.gov>]
> Sent: Wednesday, August 19, 2009 1:55 PM
> To: [REDACTED]; [REDACTED]
> Cc: [REDACTED], Yosi Sergant
> 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
> 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
> 202-606-3830.
>
> 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]
[Http://](#) [REDACTED]
[REDACTED]
[REDACTED]

Cell - [REDACTED]
AIM - [REDACTED]

[http://](#) [REDACTED]
[http://](#) [REDACTED]
[http://](#) [REDACTED]

Yosi Sergant

From: Abernathy, Nell L. [NAbernathy@cns.gov]
Sent: Thursday, August 20, 2009 10:24 AM
To: Yosi Sergant
Subject: RE: contact for call
Attachments: image001.gif

What's his job/organization?

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 7:31 PM
To: Abernathy, Nell L.
Subject: RE: contact for call

[REDACTED]
[REDACTED]

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: Abernathy, Nell L. [mailto:NAbernathy@cns.gov]
Sent: Wednesday, August 19, 2009 6:42 PM
To: Yosi Sergant
Subject: RE: contact for call

Do you have [REDACTED] email?

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

██████████ (owner of ██████████) – reach out to talent, marketing support
██████████ – reach out to ██████████ (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
██████████ cell
yosi@arts.gov

From: Abernathy, Nell L. [mailto:NAbernathy@cns.gov]
Sent: Wednesday, August 19, 2009 5:55 PM
To: Yosi Sergant
Subject: contact for call

Who else was on the call?

██████████
██████████
██████████
██████████

██████████ ? – where is he from and what did he agree to do? Reach out to talent?
██████████ from ██████████ (?)

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]
Sent: Thursday, August 20, 2009 3:19 PM
To: [REDACTED]
Cc: Yosi Sergant, [REDACTED]
Subject: Re: The Might United Update

[REDACTED],

I hope you are well. I am a part of these weekly calls representing [REDACTED]. Thanks for this opportunity. We are excited 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] office on 23rd and 5th 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]
Director, Strategic Initiatives
[REDACTED]
(t) [REDACTED]

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])

[REDACTED] <[REDACTED]>
08/19/09 03:58 PM

To [REDACTED] <[REDACTED]>
cc "Yosi Sergant" <yosi@arts.gov>, <NAbernathy@cns.gov>
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]

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):

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██████████ Working with buildings that have fallen victim to the post-industrial collapse in Braddock, PA to create arts based community resource center

██████████: ██████████ will promote up until 9/11 with bumpers, etc. ██████████ is also hosting a film night in ██████████ that has the theme of service.

██████████: 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

██████████: Introduced ██████████ from ██████████ 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 ██████████

██████████ Working with students in Lincoln, NE to create graphic designed posters about issues

(www.powertotheposter.org)

██████████: Has gotten ██████████ in LA for free to throw a party for United We Serve

██████████: ██████████ is doing A LOT around service, including a partnership with ██████████ 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!

██████████

██████████

Yosi Sergant

From: [REDACTED]
Sent: (b)(6) Thursday, August 20, 2009 3:59 PM
To: [REDACTED]; Yosi Sergant; Nell L. Abernathy
Cc: Elizabeth Stark; [REDACTED]
Subject: Re: United We Serve -my personal plan and update.

This is so fresh. I love the idea of documenting people that are trying to make a difference and highlighting them!

Would you be so kind to put this on the Facebook group page (b)(6) -- as I would like for people to actively be using that page to share ideas and inspire others. I started a topic called The Scrapbook where people can share their ideas.

Thanks!

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

From: [REDACTED]
To: [Yosi Sergant](#) ; [Nell L. Abernathy](#)
Cc: [REDACTED] ; [Elizabeth Stark](#) ; [REDACTED]
Sent: Thursday, August 20, 2009 3:55 PM
Subject: United We Serve -my personal plan and update.

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.

Yosi Sergant

From: [REDACTED]
Sent: Thursday, August 20, 2009 11:00 PM
To: [REDACTED]
Cc: Yosi Sergant; NAbernathy@cns.gov
Subject: Re: The Might United Update

Hi [REDACTED]

This all sounds great!

Cool on google docs -- just let folks know on the facebook page.

If you need anything else from me, please let me know.

Best,

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

From: [REDACTED]
To: [REDACTED]
Cc: Yosi Sergant ; NAbernathy@cns.gov
Sent: Thursday, August 20, 2009 10:24 PM
Subject: Re: The Might United Update

hello!

I speak with [REDACTED] at 10a PST Friday and hope to get a green light then.

I will start a new topic on Facebook but I prefer Google docs if that's ok, great to collab with

Please provide the contacts for any emails – we also can create a Wiki for this group as well.

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

[http://twitter.com/\[REDACTED\]](http://twitter.com/[REDACTED]) & [http://twitter.com/\[REDACTED\]](http://twitter.com/[REDACTED])

[REDACTED] (for Google doc purposes, otherwise [REDACTED] is fine)

The banner ads on <http://serve.gov/link.asp> are just one size – is there a way to create tags with say 728x90, 160x600 sizes as well?

Here is what I sent to [REDACTED]

Hello,

I would like to get that date locked in for a special event for the Serve.gov initiative - 9/11 marking a day of remembrance and service.

Major media like [REDACTED], [REDACTED] with major co-promoters are all in and we want to use [REDACTED] - a charity event theme with artists performing for cause.

We're looking for a limited all-in budget for talent costs (namely just transport and hospitality), equipment + back line and access to the use

of our staff for door, sign-ups and set-up so that this becomes an official event staffed with our people - what do you guys think?

The music will be cross over - hip hop, soul, indy rock etc with local and some int'l artists.

This will be huge and we'll get a TON of coverage and PR.

Looking fwd, I also have a hot Devil's night idea for Oct 30th and would like to help with Fridays when they are open in general.

All the best,

- [REDACTED]
- [REDACTED]

thanks!

On 8/19/09 12:22 PM, [REDACTED] > wrote:

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]

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-industrial collapse in Braddock, PA to create arts based community resource center

[REDACTED] will promote up until 9/11 with bumpers, etc. [REDACTED] is also hosting a film night in Echo Park 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 (www.powertotheposter.org <[http://\[REDACTED\]](http://[REDACTED])>)

[REDACTED]: Has gotten [REDACTED] in LA for free to throw a party for United We Serve

[REDACTED] is doing A LOT around service, including a partnership with [REDACTED] and a new site www.unitedweserve.us <<http://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]

Yosi Sergant

From: [REDACTED] [REDACTED]
Sent: Thursday, August 20, 2009 4:03 AM
To: [REDACTED]
Cc: Yosi Sergant; Nellie Abernathy
Subject: Mighty United

Hey [REDACTED] (& Yosi, & Nellie-)

So I have a few candidates to join our Mighty United, if you think it would make sense:

1. [REDACTED] - whom I believe Yosi already knows - is a young, up and coming social connector here in LA, who also runs an events company called [REDACTED]. She is - simply put - uber-smart, driven and very down to earth.
2. [REDACTED] - whom I believe [REDACTED] you know - co-founded [REDACTED] and is a mover and shaker in the hip-hop community. Very charismatic, very connected, also very down to earth.

If you think they could be helpful, I'd love to fold them in. I think they both have a lot of integrity and a lot of goodwill, not to mention connections and a very clear commitment to the arts community and the betterment of mankind.

I also wanted to reiterate a few things I'll be doing in support of this:

Current:

1. Specifics TBD at a meeting on Friday, but the idea is that in the week leading up to 9/11 we'll be showing daily bumps in support of service. Since there are 5 areas of service, as delineated by Nellie today, I thought each day we could support one area, culminating on the Friday (9/11) where we are folding this message into our programming all day.
2. In support of [REDACTED] event @ [REDACTED] I'm running it by a few people internally to support it through a few on air call-outs, intended to drum up turnout in the greater LA area. If there are other events that we can help support in this way, please let me know asap so i can get them on air in time.
3. Also in support of [REDACTED] event @ [REDACTED], [REDACTED] (& [REDACTED]) & I met today to see how we could better help fold in local non-profits working in the realm we all discussed. I have a special place in my heart for [REDACTED], but there are additional groups I think we should bring on board: [REDACTED], for one, [REDACTED], as [REDACTED] mentioned. Also, I'll be reaching out to my network of film & arts groups here in LA ([REDACTED], for instance, as well as the fests I work with such as [REDACTED], [REDACTED] etc) to try to persuade them to message their database about the event & related volunteer opportunities.

Screening:

I run a monthly film screening in [REDACTED]. The Sep 1st edition will be dedicated to this. Unfortunately, I already locked a film (a documentary about [REDACTED]), but I'll try to move the event in the service direction by finding a speaker from a local non-profit to come speak about the realities of what service means, as well as provide small things the attendees can do to get involved in their communities- perhaps the guys from [REDACTED] or [REDACTED]. It'll be small, but easy to do and we'll get some of our beloved eastside hipsters in a community-driven setting.

Also, if it's too unwieldy to fit the serve message into the existing program, i'll do a separate program closer to sep. 11 with a film that makes more sense. Just pending the schedules of my location partners.

OK, c'est tout. Hope you are all superlatively well.

All the best,

[REDACTED]

[REDACTED]

m. [REDACTED]
e. [REDACTED]
w. [REDACTED]

Yosi Sergant

From: [REDACTED]
Sent: Friday, August 21, 2009 10:28 AM
To: NAbernathy@cns.gov; Yosi Sergant
Subject: Fw: Fwd: United We Serve Conference Call // Invitation

spreading the word...

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

From: [REDACTED]
To: [REDACTED]
Sent: Friday, August 21, 2009 9:47 AM
Subject: Re: Fwd: United We Serve Conference Call // Invitation

[REDACTED]

I've posted the blog here. (Also linked to [REDACTED] post as well.) [REDACTED] says she'll repost on her site (which gets way more traffic over the weekend....)

[REDACTED]

cheers

Yosi Sergant

From: Abernathy, Nell L. [NAbernathy@cns.gov]
Sent: Friday, August 21, 2009 12:50 PM
To: [REDACTED]
Cc: Yosi Sergant
Subject: RE: The Might United Update
Attachments: image001.gif

Great news [REDACTED] Let us know when you find out! Excited.

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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I have created a twitter page: [http://www.twitter.com/\[REDACTED\]](http://www.twitter.com/[REDACTED]) and facebook group: [REDACTED]

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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]

[REDACTED]

- 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 8/24/09 11:06 AM, "[REDACTED]" <[REDACTED]> wrote:
 Great, how's 2p today?The venue wants more talent options and ideas and willing to chip in for that budget to ensure people come :)If that works we can set up the call-in # [REDACTED]
 [REDACTED] x. [REDACTED] x. [REDACTED] (toll free [REDACTED])
 [REDACTED]
 [REDACTED]

Sent via BlackBerry from T-Mobile

From: [REDACTED]
Date: Mon, 24 Aug 2009 10:58:29 -0700
To: [REDACTED]
Subject: Re: 9/11 LA event follow up

Hey All.
 Lets schedule another conf call either later today or first thing tomorrow. Or for those in LA, want to come by [REDACTED] in Santa Monica for a morning mtg (coffee and bagels) and we can pow wow in person. We've only got a few weeks and have a few legs to get moving on this project.
 thanks,
 [REDACTED]

[REDACTED]
 [REDACTED]
 Vice President

w: [REDACTED]
 e: [REDACTED]
 ph: [REDACTED]

[http://\[REDACTED\]](http://[REDACTED])
 Twitter - [http://twitter.com/\[REDACTED\]](http://twitter.com/[REDACTED])

On Sat, Aug 22, 2009 at 11:33 AM, [REDACTED] <[REDACTED]> wrote:

I might be able to get one of our graphics people @ [REDACTED] for free- and they're all ridiculously good & hip. Stand by.

Sent from a mobile telephone.

On Aug 22, 2009, at 9:02 AM, "[REDACTED]" <[REDACTED]> wrote:

Please do - [REDACTED] and [REDACTED] are super sweet and hopefully can do it within a reasonable budget (flights/rooms/small stipend).

I do need help ASAP with the following:

1. Proposal/deck to folks - I can help draw the initial draft but I will need everyones logos/info and input and can use an editor to finalize both wording/copy and graphic wise. Takers?
2. Talent: [REDACTED] was looking into [REDACTED] etc for live art I believe and I am not heavy into the indy rock world and I think we need such talent to diversify the lineup - I can reach out to [REDACTED] but my reach ends about there for that genre
3. Headliners. "B Listers" are easier but "A Listers" may be booked and always harder to reach out to - can we get a list of artists together building off my initial email yesterday by Monday?
4. Graphics - who will be designing the flyers/mini-site? I have a web intern that can post the event to all sites but I don't have an in-house graphic designer, I do have someone that I can pay \$200 for but do we have a pro-bono option?

Thanks guys in advance!

[REDACTED]

Sent via BlackBerry from T-Mobile

From: "[REDACTED]"
Date: Fri, 21 Aug 2009 20:22:33 -0400
To: [REDACTED]; Abernathy, Nell L. <NAbernathy@cns.gov>
Subject: Re: 9/11 LA event follow up

I can reach out to [REDACTED] if you would like

[REDACTED]

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

From: [REDACTED] <mailto:[REDACTED]>
To: Abernathy, Nell L. <mailto:NAbernathy@cns.gov>
Cc: [REDACTED] <mailto:[REDACTED]> ; Yosi Sergant <mailto:yosi@arts.gov> ; <mailto:[REDACTED]>
[REDACTED] <mailto:[REDACTED]> ; <mailto:[REDACTED]>
[REDACTED] <mailto:[REDACTED]> ; <mailto:[REDACTED]>
<mailto:[REDACTED]>

Sent: Friday, August 21, 2009 7:01 PM

Subject: Re: 9/11 LA event follow up

Hey all,

Looks like a great start. [REDACTED] would be excellent!

Let me know as we confirm and we'll start locking in some volunteer opportunities and the marketing/strategy plan to get people taking action on Friday and then the Saturday that follows.

Definitely a cool opportunity to tie in local nonprofits, see results, and capture some interesting content around the volunteering. Also, as Nellie mentioned on the call - a video booth could be setup and we could show some volunteering footage on the screens in the club.

[REDACTED] - would love to connect with you soon to discuss and then loop in [REDACTED], whom works directly with all the featured organizations on [REDACTED]. For the volunteer end, we need to get these confirmed soon.

Have a great weekend!

peace.

[REDACTED]

[REDACTED]

[REDACTED]

Vice President

w: <[http://\[REDACTED\]](http://[REDACTED])> [http://\[REDACTED\]](http://[REDACTED])

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

ph: [REDACTED]

<[http://\[REDACTED\]](http://[REDACTED])> [http://\[REDACTED\]](http://[REDACTED])

Twitter - <[http://twitter.com/\[REDACTED\]](http://twitter.com/[REDACTED])> [http://twitter.com/\[REDACTED\]](http://twitter.com/[REDACTED])

On Fri, Aug 21, 2009 at 1:55 PM, Abernathy, Nell L. <<mailto:NAbernathy@cns.gov>> NAbernathy@cns.gov> wrote:

Great news! Thanks [REDACTED]

Nellie Abernathy

United We Serve

- so far he looks open: <[http://\[REDACTED\]](http://[REDACTED])
[http://\[REDACTED\]](http://[REDACTED])

My thoughts for headliners:

[REDACTED] (LA) (looks open: <[http://\[REDACTED\]](http://[REDACTED])>
[http://\[REDACTED\]](http://[REDACTED])

[REDACTED] (BAY) (they look open: <[http://\[REDACTED\]](http://[REDACTED])>
[REDACTED]

[REDACTED] (BAY) looks open: <[http://\[REDACTED\]](http://[REDACTED])> [http://\[REDACTED\]](http://[REDACTED])

Other talent:

> all local:

[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

Plus I work with of LA-based DJs like [REDACTED] the only competition hip-hop wise I see thus far would be this event: <[http://\[REDACTED\]](http://[REDACTED])>

I'd also like to see about getting [REDACTED] involved for sure, maybe [REDACTED] and [REDACTED] can spin a few records as well.

Here's what the [REDACTED] knows thus far minus my verbal sales pitch earlier today:

Hello,

I would like to get that date locked in for a special event for the Serve.gov <<http://Serve.gov>> initiative - 9/11 marking a day of remembrance and service.

Major media like [REDACTED] [REDACTED] with major co-promoters are all in and we want to use the [REDACTED] - a charity event theme with artists performing for cause.

We're looking for a limited all-in budget for talent costs (namely just transport and hospitality), equipment + back line and access to the use of our staff for door, sign-ups and set-up so that this becomes an official event staffed with our people - what do you guys think?

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This will be huge and we'll get a TON of coverage and PR.

Looking fwd, I also have a hot Devil's night idea for Oct 30th and would like to help with Fridays when they are open in general.

All the best,

[Redacted]

please advise good people, thanks!

[Redacted]
CEO/Founder

<http://[Redacted]> [Redacted]

[Redacted]
[Redacted]

New >> [Redacted]

Next >> [Redacted]

Overseas >> [Redacted] & [Redacted]

Anniversary Site Relaunch!

[Redacted] x. [Redacted]
[Redacted] x. [Redacted] (toll free)

[Redacted] fax

[Redacted]

[Redacted]

<http://[Redacted]> [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/[Redacted]>

http://www.facebook.com/[Redacted]

LinkedIn: <http://www.linkedin.com/in/[Redacted]> http://www.linkedin.com/in/[Redacted]

Imeem: <http://[Redacted]> http://[Redacted]

On 8/20/09 8:16 AM, "Abernathy, Nell L." <<http://NAbernathy@cns.gov> NAbernathy@cns.gov> wrote:

Hey [Redacted]

Thanks so much for taking the lead on this event. I'm thrilled to create one example that the rest of the country (aka New York) can follow!

I'm attaching the excel doc of contact info for people who were on the call. But we should feel free to add whoever. You're clearly an expert on the event production front – but I took a few notes on the break down of roles, let me know if this is how you see it and if there's anything I can do to follow up.

Event lead (space/talent budget) – [REDACTED]
Non-profit lead – [REDACTED]/Nellie (cncs)
9/11 vol activities lead – [REDACTED]
9/12 bus with celebs – [REDACTED] ([REDACTED])
Video testimonial station – [REDACTED]
Visual art outreach – [REDACTED]
Talent – everyone? Monitored through your doc.
Marketing/promoting - everyone – can we assign specific responsibilities?

Nellie Abernathy
United We Serve
Corporation for National and Community Service
202-606-6766
<[http://Nabernathy@cns.gov](mailto:Nabernathy@cns.gov)> Nabernathy@cns.gov

<image001.gif>

Yosi Sergant

From: Abernathy, Nell L. [NAbernathy@cns.gov]
Sent: Monday, August 24, 2009 5:20 PM
To: [REDACTED]
Cc: [REDACTED]; Yosi Sergant; [REDACTED]; [REDACTED]
Subject: RE: 9/11 LA event follow up
Attachments: image001.gif; image002.gif

Hey All,

We're going to try to touch base again tomorrow –at 2pm PST. Same number
Tuesday, Aug 24 2PM PST
202-606-3830

The main things we need to move on

- 1) logos for [REDACTED] so she put together a one-pager of sponsors
- 2) Leads on talent – specifically an indie headliner. There is a potential budget but the club wants to have at least one bigger name to help us pack it out.

Please send us thoughts on who you are reaching out to.

Thanks. And thank you [REDACTED] for putting together a fantastic proposal.

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: Monday, August 24, 2009 4:00 PM
To: Abernathy, Nell L.; [REDACTED]; [REDACTED]
Cc: [REDACTED]; Yosi Sergant; [REDACTED]; [REDACTED]; [REDACTED]
Subject: Re: 9/11 LA event follow up

2p talk to everyone then :)

Sent via BlackBerry from T-Mobile

From: "Abernathy, Nell L."
Date: Mon, 24 Aug 2009 15:50:21 -0400
To: [REDACTED] <[REDACTED]>; [REDACTED] <[REDACTED]>; [REDACTED] <[REDACTED]>; [REDACTED] <[REDACTED]>
Subject: RE: 9/11 LA event follow up
We can use the UWS conference call line – 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]]
Sent: Monday, August 24, 2009 2:46 PM
To: [redacted]
Cc: [redacted], Abernathy, Nell L.; Yosi Sergant; [redacted]; [redacted]; [redacted]
Subject: Re: 9/11 LA event follow up

I cannot come by in person- I recommend a conf call. 2PM works for me.

Best

[redacted]

[redacted]
[redacted]

o: [redacted]
m: [redacted]
e: [redacted]
Skype/AIM: [redacted]

[redacted]
[redacted]

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]

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[REDACTED]
Vice President

w: [http://\[REDACTED\]](http://[REDACTED])

e: [REDACTED]

ph: [REDACTED]

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2. Talent: [REDACTED] was looking into [REDACTED] etc for live art I believe and I am not heavy into the indy rock world and I think we need such talent to diversify the lineup - I can reach out to [REDACTED] but my reach ends about there for that genre
3. Headliners. "B Listers" are easier but "A Listers" may be booked and always harder to reach out to - can we get a list of artists together building off my initial email yesterday by Monday?
4. Graphics - who will be designing the flyers/mini-site? I have a web intern that can post the event to all sites but I don't have an in-house graphic designer, I do have someone that I can pay \$200 for but do we have a pro-bono option?

Thanks guys in advance!

Sent via BlackBerry from T-Mobile

From: [REDACTED]
Date: Fri, 21 Aug 2009 20:22:33 -0400
To: [REDACTED]; Abernathy, Nell L.<NAbernathy@cns.gov>
Subject: Re: 9/11 LA event follow up

I can reach out to [REDACTED] if you would like

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

From: [REDACTED] <mailto:[REDACTED]>
To: Abernathy, Nell L. <mailto:NAbernathy@cns.gov>
Cc: [REDACTED] <mailto:[REDACTED]> ; Yosi Sergant <mailto:yosi@arts.gov> ;
<mailto:[REDACTED]> ; <mailto:[REDACTED]> ;
<mailto:[REDACTED]> ; <mailto:[REDACTED]> ;
<mailto:[REDACTED]>

Sent: Friday, August 21, 2009 7:01 PM

Subject: Re: 9/11 LA event follow up

Hey all,

Looks like a great start. [REDACTED] would be excellent!

Let me know as we confirm and we'll start locking in some volunteer opportunities and the marketing/strategy plan to get people taking action on Friday and then the Saturday that follows.

Definitely a cool opportunity to tie in local nonprofits, see results, and capture some interesting content around the volunteering. Also, as Nellie mentioned on the call - a video booth could be setup and we could show some volunteering footage on the screens in the club.

[REDACTED] would love to connect with you soon to discuss and then loop in [REDACTED] whom works directly with all the featured organizations on [REDACTED]. For the volunteer end, we need to get these confirmed soon.

Have a great weekend!

peace.

[REDACTED]
[REDACTED]
[REDACTED]
Vice President

w: <http://[REDACTED]> http://[REDACTED]

e: <mailto:[REDACTED]> [REDACTED]

ph: [REDACTED]

<http://[REDACTED]> http://[REDACTED]

Twitter - <http://twitter.com/[REDACTED]> http://twitter.com/[REDACTED]

On Fri, Aug 21, 2009 at 1:55 PM, Abernathy, Nell L. <<mailto:NAbernathy@cns.gov> NAbernathy@cns.gov> wrote:

Great news! Thanks [REDACTED]

Nellie Abernathy

United We Serve

Corporation for National and Community Service

202-606-6766

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

<image001.gif>

I'd also like to see about getting [redacted] involved for sure, maybe [redacted] and [redacted] can spin a few records as well.

Here's what the [redacted] knows thus far minus my verbal sales pitch earlier today:

Hello,

I would like [redacted] to get that date locked in for a special event for the Serve.gov <<http://Serve.gov>> initiative - 9/11 marking a day of remembrance and service.

Major media like [redacted], [redacted] with major co-promoters are all in and we want to use the [redacted] - a charity event theme with artists performing for cause.

We're looking for a limited all-in budget for talent costs (namely just transport and hospitality), equipment + back line and access to the use of our staff for door, sign-ups and set-up so that this becomes an official event staffed with our people - what do you guys think?

The music will be cross over - hip hop, soul, indy rock etc with local and some int'l artists.

This will be huge and we'll get a TON of coverage and PR.

Looking fwd, I also have a hot Devil's night idea for Oct 30th and would like to help with Fridays when they are open in general.

All the best,

[redacted]

please advise good people, thanks!

[redacted]
CEO/Founder
[redacted]

[redacted] <[http://\[redacted\]](http://[redacted])>

Now in 18 cities!

[REDACTED]
New >> [REDACTED]
Next >> [REDACTED]
Overseas >> [REDACTED]
[REDACTED] Year Anniversary Site Relaunch!

[REDACTED] x. [REDACTED]
[REDACTED] ([REDACTED]) x. [REDACTED] (toll free)
[REDACTED] fax
[REDACTED]
[REDACTED]
<http:// [REDACTED] > [REDACTED]

Subscribe: <http:// [REDACTED] > http:// [REDACTED]
Twitter: <http:// [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]
[REDACTED]
LinkedIn: <http://www.linkedin.com/ [REDACTED] > http://www.linkedin.com/ [REDACTED]
meem: <http:// [REDACTED] > http:// [REDACTED]

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Hey [REDACTED]
Thanks so much for taking the lead on this event. I'm thrilled to create one example that the rest of the country (aka New York) can follow!
I'm attaching the excel doc of contact info for people who were on the call. But we should feel free to add whoever. You're clearly an expert on the event production front – but I took a few notes on the break down of roles, let me know if this is how you see it and if there's anything I can do to follow up.

Event lead (space/talent budget) – [REDACTED]
Non-profit lead – [REDACTED] ([REDACTED])/Nellie (cncs)
9/11 vol activities lead – [REDACTED]
9/12 bus with celebs – [REDACTED] ([REDACTED])
Video testimonial station – [REDACTED]
Visual art outreach – [REDACTED]
Talent – everyone? Monitored through your doc.
Marketing/promoting - everyone – can we assign specific responsibilities?

Nellie Abernathy
United We Serve
Corporation for National and Community Service
202-606-6766
<http://Nabernathy@cns.gov> Nabernathy@cns.gov

<image001.gif>

Yosi Sergant

From: [REDACTED]
Sent: Tuesday, August 25, 2009 1:29 PM
To: [REDACTED]
Cc: Yosi Sergant; NAbernathy@cns.gov
Subject: Re: The Might United Update--[REDACTED] role

Hello, [REDACTED], Yosi, and Nell,

We've been doing a lot of brainstorming about how we can add our skillset to this effort, and here are some of our thoughts:

1. Volunteering to teach local youth about art/printmaking--possibly organizing a series of artists in different media/approaches to teach as well. The classes would be free on a first come first serve basis. There is a library by our house in danger of closing that would be a perfect spot for this kind of teaching. This would maybe work best with kids who have an art interest, but would basically be a way to continue to expose the children/young adults within our community to larger ideas via art, healthy expression of those ideas through art-making, and provide ways to keep them engaged/active in thought & their community and not causing trouble.

We could additionally impart knowledge about buying and selling, packaging and promotion, customer service, working together, in addition to all of the basic art knowledge + fundamentals. This would be a valuable thing to learn, because prints are much easier to sell than more expensive art. The classes would be free for as many kids as could fit into the space + held weekly for month long 'sessions'. We could have a sale/show at the end of classes to generate sales to buy materials to keep the project rolling.

2. Donating % proceeds from prints we are already making to non-political non-profits. For example, our next series, 'the Life of Leisure' will have a print of a woodland bike ride, and we have plans to pitch this to [REDACTED] [REDACTED]--we sell the prints, they get 10% or so, and help us promote them. Their organization benefits from the donation and is able to further their reach as a result.

3. Consulting/Organizing travelling art shows. Lord knows we've done plenty of this! We can help people with displays, packaging, pricing, selling attitudes, etc. We've never *organized* a fair, so we don't really know who to talk to about venues, promotion, or that sort of thing, but we've been around them for a while.

4. Making prints that subtly encourage the progressive agenda. Health care, Employee free choice, immigration, energy conservation, etc. These are issues that we already care very much about and would be happy to give more of our time + lend our aesthetic to furthering the reach & understanding of these topics through print media.

--

So those are some of the ideas we've been tossing around.

We really enjoy being in on these projects (United We Serve), and contributing, but we're not sure that we are really an 'outreach' operation just yet.

What we mean is that we don't really have a group of people that we hold influence over, necessarily. We are constantly working and take what we make directly to people and have a growing audience, but are unsure how much what we say/do actually sways their motivations. That said, we are a young business ready to try new things + have a desire to lend our hands!

Our work has a lot of progressive sentiment in it, but we try to use our imagery to start a dialogue, not to spell out what's right and wrong.

Our long term goals include contributing to a middle class art industry that is accessible and affordable for people, as well as sustainable.

Looking forward to hearing what you think, or if you have other ideas of how we could be suite for the cause.

[REDACTED] + [REDACTED]

--
[REDACTED]
[REDACTED] & [REDACTED]
[REDACTED]
[REDACTED]
T: [REDACTED]
E: [REDACTED]
[REDACTED]

On Wed, Aug 19, 2009 at 3:22 PM, [REDACTED] <[REDACTED]> wrote:
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]

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] 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])
[REDACTED]. Has gotten [REDACTED] in LA for free to throw a party for United We Serve
[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]

Yosi Sergant

From: Yosi Sergant
Sent: Tuesday, August 25, 2009 6:38 PM
To: [REDACTED]
Subject: RE: MIGHT NOT BE ABLE TO HELP WITH UNITED WE SERVE EVENT
Attachments: image001.jpg

All good. Do what you gotta do.

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: [REDACTED] [mailto:[REDACTED]]
Sent: Tuesday, August 25, 2009 5:20 PM
To: Yosi Sergant
Subject: MIGHT NOT BE ABLE TO HELP WITH UNITED WE SERVE EVENT

IT SEEMES A BIT SCATTERED AND SHORT TIME. CALL IF YOU WANT TO DISCUSS

THX,



[REDACTED]

[REDACTED]
[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])

Yosi Sergant

From: Abernathy, Nell L. [NAbernathy@cns.gov]
Sent: Tuesday, August 25, 2009 9:04 AM
To: Yosi Sergant
Subject: RE: 9/11 LA event follow up
Attachments: image001.gif; image002.jpg; image003.gif

Working on them....

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 24, 2009 6:06 PM
To: Abernathy, Nell L.
Subject: FW: 9/11 LA event follow up

What about [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: [REDACTED] [mailto:[REDACTED]]
Sent: Monday, August 24, 2009 6:03 PM
To: [REDACTED], Nellie Abernathy; [REDACTED]; [REDACTED]
Cc: [REDACTED]; Yosi Sergant; [REDACTED]; [REDACTED]
Subject: Re: 9/11 LA event follow up

Great call guys.

(b)(6)
[REDACTED] is really running the ball. However she will need a lil more input and help from all of us if this thing is going to happen.

One big question is talent and celeb hosts. We need an indi rock ish type band or djs? Any suggestions [REDACTED]? (b)(6)

Thanks,



[Redacted]

[Redacted]

Cell - [Redacted]
AIM - [Redacted]

[http://\[Redacted\]](http://[Redacted])
[http://\[Redacted\]](http://[Redacted])
[http://\[Redacted\]](http://[Redacted])
[http://\[Redacted\]](http://[Redacted])

(b)(6)

On 8/24/09 1:55 PM, "[Redacted]" <[Redacted]> wrote:

(b)(6)

Hey all-

I'm sorry I won't be able to make this conference, as it turns out.

I'll call [Redacted] for the fill-in.

(b)(6)

[Redacted] (b)(6)

On 8/24/09 12:50 PM, "Nellie Abernathy" <nabernathy@cns.gov> wrote:

We can use the UWS conference call line – 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

(b)(6)

From: [redacted] [mailto:[redacted]]

Sent: Monday, August 24, 2009 2:46 PM

To: [redacted]

Cc: [redacted], Abernathy, Nell L.; Yosi Sergant; [redacted]; [redacted]

Subject: Re: 9/11 LA event follow up

I cannot come by in person- I recommend a conf call. 2PM works for me.

Best

[redacted]

....
[redacted]
[redacted]

o: [redacted]
m: [redacted]
e: [redacted]
Skype/AIM: [redacted]

} (b)(6)

[redacted]
[redacted]
[redacted]

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]

} (b)(6)

(b)(6)

On 8/24/09 11:06 AM, "[redacted]" <[redacted]> wrote:
Great, how's 2p today? The venue wants more talent options and ideas and willing to chip in for that budget to ensure people come :) If that works we can set up the call-in # [redacted]

(b)(6) [redacted] x. [redacted] (toll free) [redacted] fax [redacted]
[redacted]

Sent via BlackBerry from T-Mobile

(b)(6) [redacted]
From: [redacted]
Date: Mon, 24 Aug 2009 10:58:29 -0700
To: [redacted] <[redacted]>
Subject: Re: 9/11 LA event follow up

Hey All.
Lets schedule another conf call either later today or first thing tomorrow. Or for those in LA, want to come by [redacted] in Santa Monica for a morning mtg (coffee and bagels) and we can pow wow in person. We've only got a few weeks and have a few legs to get moving on this project.
thanks,
[redacted]

[redacted]
Vice President

w: [redacted]
e: [redacted]
ph: [redacted]

[http://\[redacted\]](http://[redacted])
Twitter - [http://twitter.com/\[redacted\]](http://twitter.com/[redacted])

(b)(6)

(b)(6)

On Sat, Aug 22, 2009 at 11:33 AM, [redacted] <[redacted]> wrote:

I might be able to get one of our graphics people @ current for free- and they're all ridiculously good & hip. Stand by.

Sent from a mobile telephone.

(b)(6) On Aug 22, 2009, at 9:02 AM, [redacted] <[redacted]> wrote:

Please do - [redacted] and [redacted] are super sweet and hopefully can do it within a reasonable budget (flights/rooms/small stipend).

I do need help ASAP with the following:

1. Proposal/deck to folks - I can help draw the initial draft but I will need everyones logos/info and input and can use an editor to finalize both wording/copy and graphic wise. Takers?

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Thanks guys in advance!

[redacted] (b)(6)

Sent via BlackBerry from T-Mobile

(b)(6) From: [redacted]
Date: Fri, 21 Aug 2009 20:22:33 -0400
To: [redacted]; Abernathy, Nell L. <NAbernathy@cns.gov>
Subject: Re: 9/11 LA event follow up

I can reach out to [redacted] (b)(6) if you would like

[redacted] (b)(6)

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

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

To: Abernathy, Nell L. <mailto:NAbernathy@cns.gov>

(b)(6) Cc: [redacted] <mailto:[redacted]>; Yosi Sergant <mailto:yosi@arts.gov>;

[redacted] <mailto:[redacted]>; [redacted] <mailto:[redacted]>

[redacted] <mailto:[redacted]> [redacted] <mailto:[redacted]>

Sent: Friday, August 21, 2009 7:01 PM

Subject: Re: 9/11 LA event follow up

Hey all,

Looks like a great start. (b)(6) would be excellent!
Let me know as we confirm and we'll start locking in some volunteer opportunities and the marketing/strategy plan to get people taking action on Friday and then the Saturday that follows.

Definitely a cool opportunity to tie in local nonprofits, see results, and capture some interesting content around the volunteering. Also, as Nellie mentioned on the call - a video booth could be setup and we could show some volunteering footage on the screens in the club.

(b)(6) - would love to connect with you soon to discuss and then loop in (b)(6) whom works directly with all the featured organizations on (b)(6). For the volunteer end, we need to get these confirmed soon.

Have a great weekend!

peace.

(b)(6)
Vice President

w: <http://(b)(6)> http://(b)(6)
e: <mailto:(b)(6)> (b)(6)
ph: (b)(6)

<http://(b)(6)> http://(b)(6)
Twitter - <http://twitter.com/(b)(6)> http://twitter.com/(b)(6)

(b)(6)

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United We Serve

Corporation for National and Community Service

202-606-6766

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

<image001.gif>

From: [redacted] [mailto: <mailto:[redacted]>]
Sent: Friday, August 21, 2009 4:53 PM
To: Abernathy, Nell L.
Cc: Yosi Sergant; <mailto:[redacted]> [redacted] <mailto:[redacted]>
[redacted] <mailto:[redacted]> [redacted]
<mailto:[redacted]> [redacted]; <mailto:[redacted]>
[redacted] <mailto:yosi@arts.gov> yosi@arts.gov; Abernathy, Nell L.;
<mailto:[redacted]> [redacted]
Subject: 9/11 LA event follow up

(b)(6)

(b)(6)

Good news folks, the [redacted] [redacted] is in – we can confirm on Monday.

They want to pack the place out so they are even willing to provide us with a talent budget to bring in 1 or 2 headliners – sweet!

They are willing to give us all that I asked for, per below, but they do want me to confirm big name talent and also see if we can do this from 7 – 10:30 so that they can have a DJ-based afterparty and make some

money for the venue.

(b)(6) The owner [redacted] is not stuck on that and if we get enough talent, we can have the whole evening/night.
Also, since [redacted] <http://[redacted]> is part owner of the [redacted] if he's in town we can get him to DJ - so far he looks open: <http://[redacted]>
http://[redacted]

My thoughts for headliners:

(b)(6) [redacted] (LA) (looks open: <http://[redacted]>
http://[redacted]
[redacted] (BAY) (they look open: <http://[redacted]>
http://[redacted]
[redacted] (BAY) looks open: <http://[redacted]> http://[redacted]

Other talent:

> all local:

(b)(6) [redacted]
[redacted]
[redacted]
[redacted] ([redacted])

Plus I work with of LA-based DJs like [redacted] the only competition hip-hop wise I see thus far would be this event: <http://[redacted]>
http://[redacted]

I'd also like to see about getting [redacted] involved for sure, maybe [redacted] and [redacted] can spin a few records as well.

Here's what the [redacted] knows thus far minus my verbal sales pitch earlier today:

Hello,

I would like to get that date locked in for a special event for the Serve.gov <http://Serve.gov> initiative - 9/11 marking a day of remembrance and service.

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We're looking for a limited all-in budget for talent costs (namely just

transport and hospitality), equipment + back line and access to the use
of our staff for door, sign-ups and set-up so that this becomes an
official event staffed with our people - what do you guys think?

The music will be cross over - hip hop, soul, indy rock etc with local
and some int'l artists.

This will be huge and we'll get a TON of coverage and PR.

Looking fwd, I also have a hot Devil's night idea for Oct 30th and would
like to help with Fridays when they are open in general.

All the best,

[Redacted] (b)(6)

please advise good people, thanks!

[Redacted]
CEO/Founder
[Redacted]

<http://[Redacted]> http://[Redacted]

Now in 18 cities!

New >> [Redacted]

Next >> [Redacted], [Redacted], [Redacted], [Redacted]

Overseas >> [Redacted] & [Redacted]

[Redacted] Anniversary Site Relaunch!

[Redacted] x. [Redacted]

[Redacted] x [Redacted] (toll free)

[Redacted] fax
[Redacted]

<http://[Redacted]> [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/[Redacted]> [Redacted]

(b)(6) [http://www.facebook.com/group/\[redacted\]](http://www.facebook.com/group/[redacted])
LinkedIn: <[http://www.linkedin.com/\[redacted\]](http://www.linkedin.com/[redacted])> [http://www.linkedin.com/\[redacted\]](http://www.linkedin.com/[redacted])
Imeem: <[http://\[redacted\]](http://[redacted])> [http://\[redacted\]](http://[redacted])

On 8/20/09 8:16 AM, "Abernathy, Nell L." <<[http://NABernathy@cns.gov](mailto:NABernathy@cns.gov)> NABernathy@cns.gov> wrote:

Hey [redacted] (b)(6)
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I'm attaching the excel doc of contact info for people who were on the call. But we should feel free to add whoever. You're clearly an expert on the event production front - but I took a few notes on the break down of roles, let me know if this is how you see it and if there's anything I can do to follow up.

- Event lead (space/talent budget) - [redacted]
- Non-profit lead - [redacted]/Nellie (cnsc)
- 9/11 vol activities lead - [redacted]
- 9/12 bus with celebs - [redacted]
- Video testimonial station - [redacted]
- Visual art outreach - [redacted]



Talent - everyone? Monitored through your doc.
Marketing/promoting - everyone - can we assign specific responsibilities?

Nellie Abernathy
United We Serve
Corporation for National and Community Service
202-606-6766
<[http://Nabernathy@cns.gov](mailto:Nabernathy@cns.gov)> Nabernathy@cns.gov

<image001.gif>

Yosi Sergant

From: Abernathy, Nell L. [NAbernathy@cns.gov]
Sent: Tuesday, August 25, 2009 9:07 AM
To: Yosi Sergant
Subject: RE: 9/11 LA event follow up

My thoughts exactly.

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: Tuesday, August 25, 2009 9:06 AM
To: Abernathy, Nell L.
Subject: Re: 9/11 LA event follow up

I love em, but would say... Eh.

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

From: Abernathy, Nell L. <NAbernathy@cns.gov>
To: Yosi Sergant
Sent: Tue Aug 25 09:04:51 2009
Subject: RE: 9/11 LA event follow up

Does anyone know or care about the [REDACTED]

Good friends of mine.

Nellie Abernathy
United We Serve
Corporation for National and Community Service
202-606-6766
Nabernathy@cns.gov

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

Sent: Monday, August 24, 2009 6:06 PM
To: Abernathy, Nell L.
Subject: FW: 9/11 LA event follow up

What about [REDACTED]

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 <mailto:serganty@arts.endow.gov>

From: [REDACTED] [mailto:[REDACTED]]
Sent: Monday, August 24, 2009 6:03 PM
To: [REDACTED]; Nellie Abernathy; [REDACTED]; [REDACTED]
Cc: [REDACTED]; Yosi Sergant; [REDACTED]; [REDACTED]
Subject: Re: 9/11 LA event follow up

Great call guys.

[REDACTED] is really running the ball. However she will need a lil more input and help from all of us if this thing is going to happen.

One big question is talent and celeb hosts. We need an indi rock ish type band or djs? Any suggestions [REDACTED]?

Thanks,

[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

Cell - [REDACTED]
AIM - [REDACTED]

http://[REDACTED]
http://[REDACTED]
http://[REDACTED]
http://[REDACTED]

On 8/24/09 1:55 PM, "[REDACTED]" <[REDACTED]>
wrote:

Hey all-

I'm sorry I won't be able to make this conference, as it turns out.

I'll call [REDACTED] for the fill-in.

[REDACTED]

On 8/24/09 12:50 PM, "Nellie Abernathy" <nabernathy@cns.gov> wrote:

We can use the UWS conference call line - 202 -606-3830

Nellie Abernathy
United We Serve
Corporation for National and Community Service
202-606-6766
Nabernathy@cns.gov

From: [REDACTED] [mailto:[REDACTED]]
Sent: Monday, August 24, 2009 2:46 PM
To: [REDACTED]; [REDACTED]
Cc: [REDACTED], Abernathy, Nell L.; Yosi Sergant; [REDACTED]; [REDACTED]
Subject: Re: 9/11 LA event follow up

I cannot come by in person- I recommend a conf call. 2PM works for me.

Best
[REDACTED]

....
[REDACTED]
[REDACTED]
[REDACTED]

O: [REDACTED]
M: [REDACTED]
E: [REDACTED]

Skype/AIM: [REDACTED]

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 8/24/09 11:06 AM, "[REDACTED]" <[REDACTED]> wrote:
Great, how's 2p today?The venue wants more talent options and ideas and willing to chip in for that budget to ensure people come :)If that works we can set up the call-in # [REDACTED]

[REDACTED]://[REDACTED]
[REDACTED]http://[REDACTED].x.[REDACTED].x.
[REDACTED] (toll free) [REDACTED] fax [REDACTED]
[REDACTED]http://google.com/profiles/[REDACTED]
<[REDACTED]http://google.com/profiles/[REDACTED]>

Sent via BlackBerry from T-Mobile

From: [REDACTED]
Date: Mon, 24 Aug 2009 10:58:29 -0700
To: [REDACTED] <[REDACTED]>
Subject: Re: 9/11 LA event follow up

Hey All.
Lets schedule another conf call either later today or first thing tomorrow. Or for those in LA, want to come by [REDACTED] in Santa Monica for a morning mtg (coffee and bagels) and we can pow wow in person. We've only got a few weeks and have a few legs to get moving on this project.

thanks,
[REDACTED]

[REDACTED]
[REDACTED]
Vice President

w: [REDACTED]
e: [REDACTED]
ph: [REDACTED]

http://[REDACTED]
Twitter - http://twitter.com/[REDACTED]

On Sat, Aug 22, 2009 at 11:33 AM, [REDACTED] <[REDACTED]> wrote:

I might be able to get one of our graphics people @ current for free- and they're all ridiculously good & hip. Stand by.

Sent from a mobile telephone.

On Aug 22, 2009, at 9:02 AM, "[REDACTED]" <[REDACTED]> wrote:

Please do - [REDACTED] and [REDACTED] are super sweet and hopefully can do it within a reasonable budget (flights/rooms/small stipend).

I do need help ASAP with the following:

1. Proposal/deck to folks - I can help draw the initial draft but I will need everyone's logos/info and input and can use an editor to finalize both wording/copy and graphic wise. Takers?
2. Talent: [REDACTED] was looking into [REDACTED] etc for live art I believe and I am not heavy into the indy rock world and I think we need such talent to diversify the lineup - I can reach out to [REDACTED] but my reach ends about there for that genre
3. Headliners. "B Listers" are easier but "A Listers" may be booked and always harder to reach out to - can we get a list of artists together building off my initial email yesterday by Monday?
4. Graphics - who will be designing the flyers/mini-site? I have a web intern that can post the event to all sites but I don't have an in-house graphic designer, I do have someone that I can pay \$200 for but do we have a pro-bono option?

Thanks guys in advance!

[REDACTED]

Sent via BlackBerry from T-Mobile

From: [REDACTED]
Date: Fri, 21 Aug 2009 20:22:33 -0400
To: [REDACTED] <[REDACTED]>; Abernathy, Nell L.<NABernathy@cns.gov>
Subject: Re: 9/11 LA event follow up

I can reach out to [REDACTED], if you would like

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

From: [REDACTED] <mailto:[REDACTED]>

To: Abernathy, Nell L. <mailto:NAbernathy@cns.gov>

Cc: [REDACTED] <mailto:[REDACTED]> ; Yosi Sergant <mailto:yosi@arts.gov> ;
<mailto:[REDACTED]> [REDACTED] ; <mailto:[REDACTED]>
[REDACTED] ; <mailto:[REDACTED]> [REDACTED] ;
<mailto:[REDACTED]> [REDACTED] ; [REDACTED]
<mailto:[REDACTED]>

Sent: Friday, August 21, 2009 7:01 PM

Subject: Re: 9/11 LA event follow up

Hey all,

Looks like a great start. [REDACTED] would be excellent!
Let me know as we confirm and we'll start locking in some volunteer
opportunities and the marketing/strategy plan to get people taking
action on Friday and then the Saturday that follows.

Definitely a cool opportunity to tie in local nonprofits, see
results, and capture some interesting content around the volunteering. Also, as Nellie
mentioned on the call - a video booth
could be setup and we could show some volunteering footage on the
screens in the club.

[REDACTED] - would love to connect with you soon to discuss and then loop
in [REDACTED] whom works directly with all the featured
organizations on [REDACTED]. For the volunteer end, we need to get these confirmed soon.

Have a great weekend!

peace.

[REDACTED]
[REDACTED]
[REDACTED]

Vice President

w: <http://[REDACTED]> http://[REDACTED]
e: <mailto:[REDACTED]> [REDACTED]
ph: [REDACTED]

<http://[REDACTED]/[REDACTED]
http://[REDACTED]
Twitter - <http://twitter.com/[REDACTED]
http://twitter.com/[REDACTED]

On Fri, Aug 21, 2009 at 1:55 PM, Abernathy, Nell L. <<mailto:NABernathy@cns.gov>> NABernathy@cns.gov wrote:

Great news! Thanks [REDACTED]

Nellie Abernathy

United We Serve

Corporation for National and Community Service

202-606-6766

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

<image001.gif>

From: [REDACTED] Shein [[mailto:\[REDACTED\]](mailto:[REDACTED])]

Sent: Friday, August 21, 2009 4:53 PM

To: Abernathy, Nell L.

Cc: Yosi Sergant; <[mailto:\[REDACTED\]](mailto:[REDACTED])> <[mailto:\[REDACTED\]](mailto:[REDACTED])>

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

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

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

<<mailto:yosi@arts.gov>> yosi@arts.gov; Abernathy, Nell L.;

<mailto:[REDACTED]>
Subject: 9/11 LA event follow up

Good news folks, [REDACTED] is in - we can confirm on Monday.

They want to pack the place out so they are even willing to provide us with a talent budget to bring in 1 or 2 headliners - sweet!

They are willing to give us all that I asked for, per below, but they do want me to confirm big name talent and also see if we can do this from 7 - 10:30 so that they can have a DJ-based afterparty and make some money for the venue.

The owner [REDACTED] is not stuck on that and if we get enough talent, we can have the whole evening/night.

Also, since [REDACTED] <http://[REDACTED]> is part owner of [REDACTED] if he's in town we can get him to DJ - so far he looks open: <http://[REDACTED]>
http://[REDACTED]

My thoughts for headliners:

[REDACTED] (LA) (looks open: <http://[REDACTED]>
http://[REDACTED])
[REDACTED] (BAY) (they look open: <http://[REDACTED]>
http://[REDACTED])
[REDACTED] (BAY) looks open: <http://[REDACTED]>
http://[REDACTED]/

Other talent:

> all local:

[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED] ([REDACTED])

Plus I work with of LA-based DJs like [REDACTED] the only competition hip-hop wise I see thus far would be this event:

<http://[REDACTED]>
http://[REDACTED]

I'd also like to see about getting [REDACTED] involved for sure, maybe [REDACTED] and [REDACTED] can spin a few records as well.

Here's what the [REDACTED] knows thus far minus my verbal sales

pitch earlier today:

Hello,

I would like to get that date locked in for a special event for the Serve.gov <<http://Serve.gov>> initiative - 9/11 marking a day of remembrance and service.

Major media like [REDACTED], [REDACTED] with major co-promoters are all in and we want to use [REDACTED] - a charity event theme with artists performing for cause.

We're looking for a limited all-in budget for talent costs (namely just transport and hospitality), equipment + back line and access to the use of our staff for door, sign-ups and set-up so that this becomes an official event staffed with our people - what do you guys think?

The music will be cross over - hip hop, soul, indy rock etc with local and some int'l artists.

This will be huge and we'll get a TON of coverage and PR.

Looking fwd, I also have a hot Devil's night idea for Oct 30th and would like to help with Fridays when they are open in general.

All the best,

[REDACTED]

please advise good people, thanks!

[REDACTED]
CEO/Founder
[REDACTED]

<[http://\[REDACTED\]](http://[REDACTED])> [http://\[REDACTED\]](http://[REDACTED])

Now in 18 cities!

New >> [redacted]
Next >> [redacted], [redacted], [redacted], [redacted]
Overseas >> [redacted] & [redacted]
[redacted] - [redacted] Anniversary Site Relaunch!

[redacted] x. [redacted]
[redacted] ([redacted]) x. [redacted] (toll free)
[redacted] fax
[redacted] [redacted] [redacted]
[redacted] [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/[redacted]>
http://www.facebook.com/[redacted]

LinkedIn: <http://www.linkedin.com/in/[redacted]>
http://www.linkedin.com/in/[redacted]

Imeem: <http://[redacted]> http://[redacted]

On 8/20/09 8:16 AM, "Abernathy, Nell L." <
<http://NAbernathy@cns.gov> NAbernathy@cns.gov> wrote:

Hey [redacted]
Thanks so much for taking the lead on this event. I'm thrilled to
create one example that the rest of the country (aka New York) can
follow!

I'm attaching the excel doc of contact info for people who were
on the call. But we should feel free to add whoever. You're
clearly an expert on the event production front - but I took a few
notes on the break down of roles, let me know if this is how you
see it and if there's anything I can do to follow up.

- Event lead (space/talent budget) - [redacted]
- Non-profit lead - [redacted] ([redacted])/Nellie (cncs)
- 9/11 vol activities lead - [redacted]
- 9/12 bus with celebs - [redacted] [redacted]
- Video testimonial station - [redacted]
- Visual art outreach - [redacted]
- Talent - everyone? Monitored through your doc.
- Marketing/promoting - everyone - can we assign specific responsibilities?

Nellie Abernathy
United We Serve
Corporation for National and Community Service
202-606-6766

<[http://Nabernathy@cns.gov](mailto:Nabernathy@cns.gov)> Nabernathy@cns.gov

<image001.gif>

Yosi Sergant

From: Abernathy, Nell L. [NAbernathy@cns.gov]
Sent: Wednesday, August 26, 2009 10:46 AM
To: Yosi Sergant
Subject: RE: in light of the current situation
Attachments: image001.gif

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 Sergant [<mailto:yosi@arts.gov>]
Sent: Wednesday, August 26, 2009 10:06 AM
To: Abernathy, Nell L.; [REDACTED]
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 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