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## Monica Ashar

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**From:** Yosi Sergeant  
**Sent:** Monday, May 18, 2009 6:31 PM  
**To:** Tranchin, Matthew A.  
**Subject:** RE: Summer of Service

He did. I have a something to send you, I am cc'ing my asst. so you two can sort out getting it into that fortress...

:)

I wanna play softball with you crazy kids.

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

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

From: Tranchin, Matthew A. [mailto:[REDACTED]] (b)(2)  
Sent: Monday, May 18, 2009 10:45 AM  
To: Yosi Sergeant  
Subject: RE: Summer of Service

Hey buddy,

Not sure if Kareem got back to you, but the arts groups that were invited are the Rockefeller Foundation, Americans for the Arts, and the Creative Coalition.

Hope you're doing well,  
You are missed,

Matt Tranchin  
The White House  
Office of Public Engagement  
[REDACTED] (b)(2)

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

From: Yosi Sergeant [mailto:yosi@arts.gov]  
Sent: Sunday, May 17, 2009 1:10 AM  
To: Dale, Kareem A.  
Cc: Tranchin, Matthew A.  
Subject: Summer of Service

Might I ask what arts groups you are having at the flotus briefing?

Monica Ashar

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From: Yosi Sergeant  
Sent: Monday, May 18, 2009 8:29 AM  
To: [REDACTED]  
Subject: Re: Summer of Service

(b)(2)

xlnt. Thank you.

Will see if I can amplify from here...

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

From: Dale, Kareem A. [REDACTED]  
To: Yosi Sergeant  
Cc: Tranchin, Matthew A. [REDACTED]  
Sent: Mon May 18 08:03:20 2009  
Subject: RE: Summer of Service

] (b)(2)

The Creative Coalition, The Rockefeller Foundation, The Gund Foundation, and Americans for the Arts.

Kareem Dale

Special Assistant to the President for Disability Policy The White House

Phone: [REDACTED]  
[REDACTED]

] (b)(2)

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

From: Yosi Sergeant [mailto:yosi@arts.gov]  
Sent: Sunday, May 17, 2009 1:10 AM  
To: Dale, Kareem A.  
Cc: Tranchin, Matthew A.  
Subject: Summer of Service

Might I ask what arts groups you are having at the flotus briefing?

**Monica Ashar**

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**From:** Tranchin, Matthew A. [REDACTED] (b)(2)  
**Sent:** Tuesday, May 19, 2009 10:26 AM  
**To:** Yosi Sergeant  
**Subject:** RE: Summer of Service

Makes sense to me. Working on Kareem. Be in touch soon.

Matt Tranchin  
The White House  
Office of Public Engagement  
[REDACTED] (b)(2)

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

**From:** Yosi Sergeant [mailto:yosi@arts.gov]  
**Sent:** Monday, May 18, 2009 7:18 PM  
**To:** Tranchin, Matthew A.  
**Subject:** RE: Summer of Service

k.

Can Anita or I attend so we can turn on the thousands of other groups we work with?

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

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

**From:** Tranchin, Matthew A. [mailto:[REDACTED]] (b)(2)  
**Sent:** Monday, May 18, 2009 1:23 PM  
**To:** Yosi Sergeant  
**Subject:** Re: Summer of Service

Kareem.

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

**From:** Yosi Sergeant <yosi@arts.gov>  
**To:** Tranchin, Matthew A.  
**Sent:** Mon May 18 12:57:59 2009  
**Subject:** RE: Summer of Service

I plan on it.

Who put together this list?

Yosi Sergeant  
Director



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

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

From: Tranchin, Matthew A. [mailto:[REDACTED]] (b)(2)  
Sent: Monday, May 18, 2009 10:54 AM  
To: Yosi Sergeant  
Subject: FW: Summer of Service

Ahh....I need to catch up on my emails:)

Thanks again for a great time last week. We should definitely have at least a monthly reunion-esc type of event to remind ourselves of the good life.

Take care,

Matt Tranchin  
The White House  
Office of Public Engagement  
[REDACTED] (b)(2)

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

From: Dale, Kareem A.  
Sent: Monday, May 18, 2009 8:03 AM  
To: 'Yosi Sergeant'  
Cc: Tranchin, Matthew A.  
Subject: RE: Summer of Service

The Creative Coalition, The Rockefeller Foundation, The Gund Foundation, and Americans for the Arts.

Kareem Dale  
Special Assistant to the President for Disability Policy The White House  
Phone: [REDACTED] (b)(2)  
[REDACTED]

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

From: Yosi Sergeant [mailto:yosi@arts.gov]  
Sent: Sunday, May 17, 2009 1:10 AM  
To: Dale, Kareem A.  
Cc: Tranchin, Matthew A.  
Subject: Summer of Service

Might I ask what arts groups you are having at the flotus briefing?

## Monica Ashar

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**From:** Yosi Sergant  
**Sent:** Tuesday, May 26, 2009 6:30 PM  
**To:** Wicks, Buffy  
**Cc:** Anita Decker  
**Subject:** NEA & SOS

Good seeing you albeit brief. The NEA would like to support the SOS and help in whatever way we can. We have a very, very wide reach into service orgs, arts orgs and into diverse communities across the country. Our groups are both ready to volunteer and ready to scale up and accept volunteers.

How are other agencies supporting? How do you best see us supporting?

Put us to work for you!

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

## Monica Ashar

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**From:** Yosi Sergant  
**Sent:** Wednesday, June 10, 2009 6:03 PM  
**To:** Elizabeth Stark  
**Subject:** FW: talk today?

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:** Anita Decker  
**Sent:** Tuesday, June 09, 2009 1:49 PM  
**To:** Martin, Philip; [REDACTED] (b)(6)  
**Cc:** Yosi Sergant  
**Subject:** RE: talk today?

Looping in Yosi who I think should be the person to speak on behalf of the NEA. I am fine to jump in if needed but would like to see if Yosi would like to take the lead here.  
Yosi?

---

**From:** Martin, Philip [mailto:PMartin@cns.gov]  
**Sent:** Tuesday, June 09, 2009 12:57 PM  
**To:** [REDACTED] (b)(6)  
**Cc:** Anita Decker  
**Subject:** RE: talk today?

[REDACTED] (b)(6)

Good to talk today – I made out most of our conversation but might've missed some things with the boat engine and river spray!

Anita, what [REDACTED] and I cooked up for Thursday's call is this. I've added suggested times --

- (3 mins) Anita opens the meeting representing NEA/White House, welcomes/thanks people and gives agenda, introduces the initiative saying NEA is behind it 100% and is calling on key arts partners to be a part of it too, says why it makes sense that arts are part of the initiative, etc.
- (3 mins) Phil (CNCS) talks about some of the nuts and bolts – purpose, timeline, what we're asking of organizations, etc.
- (b)(6) - (5 mins) [REDACTED] at Americans for the Arts reiterates the "we want everyone to be part of this" message, gives example(s) of how Americans for the Arts will participate, reminds people that one of the platform items was about increasing arts-related work at all levels of national service, and challenges everyone to be creative about how to engage volunteers in meaningful opportunities this summer
- (b)(6) - (~15 minutes) Phil, [REDACTED], and Anita field questions – Anita or Phil give instructions to participants?
- (final minute) Anita or Phil wrap it up – hit major points, thank people, let them know we'll talk again soon

(b)(6) [redacted], is this what you remember from our conversation? What changes do you suggest? Could you send me a draft of [redacted]'s talking points to review please?  
Anita, what do you think? Could you send me a draft of what you'll say? Let me know if you want guidance, or maybe work with [redacted] before sending to me.

Could one of you send me the invite letter before it goes out to people?

I will have the call-in number by the end of the day. Think we can wait till then to send email or want to send a save the date/time email very soon w/out the call-in number? I'd say wait, but up to you.

Please add these people to the list:

(b)(6) [redacted]  
[redacted] Dir Pub Affairs  
[redacted]  
[redacted] President and CEO [redacted]  
[redacted] ED [redacted]

We also talked about doing a much larger call with smaller, community-based orgs after the President's announcement...

Thanks! I'm excited for Thursday!  
Phil

---

**From:** [redacted] [mailto:[redacted]] (b)(6)  
**Sent:** Tuesday, June 09, 2009 11:16 AM  
**To:** Martin, Philip  
**Subject:** Re: talk today?

Hi Phil,

Yes, we can talk today. Ironically, I'm actually volunteering today for my daughter's 4th grade trip to Mt. Vernon. I'm on the boat at the moment and will try to call you in a few minutes.

In the meantime, can you send me the call in info for Thurs so we can inform folks?

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

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

(b)(6) [redacted]  
From: Martin, Philip <PMartin@cns.gov>  
To: [redacted]  
Sent: Tue Jun 09 11:08:14 2009  
Subject: talk today?

Hi [redacted]

I'm mostly free today before 12:30, 2:15 – 2:45, and after 5 pm Eastern. Hoping we can check in about the Thursday conference call with arts groups re the summer service initiative (see attached) that Anita Decker you should have a role in. Let me know what works.

Thanks,

Phil

Phil Martin

Education Outreach Coordinator | United We Serve

202.606.6657

[pmartin@cns.gov](mailto:pmartin@cns.gov)

**Monica Ashar**

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**From:** Bill O'Brien  
**Sent:** Friday, June 12, 2009 8:00 PM  
**To:** Yosi Sergeant; Anita Decker  
**Cc:** Elizabeth Stark  
**Subject:** Re: AdCouncil Meeting

I'm in for 4 pm. Yosi, there is also a solo performance happening mon eve at [REDACTED] that I think u may get a kick out of. [REDACTED] (b)(6)  
[REDACTED]. This is an old entry in my calander, so I needs to verify, but let me know if your interested and available.

Sent from my Blackberry

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

**From:** Yosi Sergeant  
**To:** Anita Decker; Bill O'Brien  
**Cc:** Elizabeth Stark  
**Sent:** Fri Jun 12 18:11:22 2009  
**Subject:** AdCouncil Meeting

I'm having a friend from the AdCouncil who is handling the United We Serve account come by and chat Monday at 4:30...

My intent is to try and get her to integrate Arts into the content they are producing for the CNS, but also to talk about long term possibilities for AdCouncil and NEA.

You are welcome to join if you can make the time.

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

**Monica Ashar**

---

**From:** Elizabeth Stark  
**Sent:** Monday, June 15, 2009 3:40 PM  
**To:** [REDACTED] (b)(6)  
**Cc:** Yosi Sergant  
**Subject:** RE: Summer of service, \$, Seattle

Hi [REDACTED], (b)(6)

Saturday morning is fine. How about 9 a.m.? Are you familiar enough with Seattle to suggest a good location? Yosi is staying at Hotel Max.

Thanks,  
Liz

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

**From:** [REDACTED] [mailto:[REDACTED]] (b)(6)  
**Sent:** Saturday, June 13, 2009 1:39 PM  
**To:** Elizabeth Stark  
**Subject:** RE: Summer of service, \$, Seattle

Liz -- Thank you very much for orchestrating this conference call. Yosi and [REDACTED] (b)(6) and I talked this morning very successfully.

Following up on that, w would like to actually meet and talk further when we are both in Seattle for the Americans for the Arts conference. He said you control his calendar. Is there a chance you could schedule coffee for us on Saturday morning? Any time after 7 am is fine with me, and I'm happy to meet him wherever it is convenient for him. We need about an hour.

Thank you.

[REDACTED] (b)(6)  
-----Original Message-----  
**From:** Elizabeth Stark [mailto:starke@arts.gov]  
**Sent:** Friday, June 12, 2009 3:26 PM  
**To:** [REDACTED]; [REDACTED] (b)(6)  
**Subject:** RE: Summer of service, \$, Seattle

Great- how about I have Yosi call at 10 a.m. What number should he call? Do you have the ability to conference everyone in on the phone?

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

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

From: [REDACTED] [mailto:[REDACTED]] (b)(6)  
Sent: Friday, June 12, 2009 2:40 PM  
To: [REDACTED] (b)(6)  
Cc: Elizabeth Stark  
Subject: Re: Summer of service, \$, Seattle

I can do that

Sent from my iPhone

On Jun 12, 2009, at 1:33 PM, [REDACTED] <[REDACTED]> wrote: (b)(6)

> 9 or 10 tomorrow morning would be best for me. H  
>

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

> From: [REDACTED] <[REDACTED]> (b)(6)  
> To: Elizabeth Stark <starke@arts.gov>  
> Cc: [REDACTED] (b)(6)  
> Sent: Fri Jun 12 10:57:22 2009  
> Subject: Re: Summer of service, \$, Seattle

> I can do Sat at 9 or 10 est or after 3 - I'll be on a plane in  
> between! How about you [REDACTED]? (b)(6)

> Sent from my iPhone

> On Jun 12, 2009, at 10:46 AM, Elizabeth Stark <starke@arts.gov> wrote:

>> Hi [REDACTED], (b)(6)

>> Yosi was wondering if you all could have this phone call over the  
>> weekend? Are you available Saturday? His schedule Monday is pretty  
>> full and he leaves Tuesday for the Seattle conference.

>> Thanks!

>> Liz

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

>> From: [REDACTED] [mailto:[REDACTED]] (b)(6)  
>> Sent: Thursday, June 11, 2009 10:50 PM  
>> To: Yosi Sergeant  
>> Cc: [REDACTED] Elizabeth Stark (b)(6)  
>> Subject: Re: Summer of service, \$, Seattle

>> Hi Yosi - I think doing a call with you, me, and [REDACTED] is the way to  
>> go since I'm not sure that I will go to Seattle. Then you and [REDACTED]  
>> can meet in Seattle. Some possible times that could work for me  
>> would be Monday afternoon the 15th at 2, 3, 4 or 5pm est or Wednesday  
>> at 10 or 11am or 3 or 5 pm est. Do any of these times work for you?  
>> I'm also copying [REDACTED] and Elizabeth. [REDACTED] (b)(6)

>> On Jun 10, 2009, at 5:31 PM, Yosi Sergeant wrote:

>>> All fantastic. I will be in Seattle for the duration and can make



```
>>> time then or can be avail for a call if you thinks its quicker to
>>> activate around that way.
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&gt;&gt;&gt;

```
>>> I will be helping to lead tomorrows call, but it will be very broad
>>> in its approach at activation as this will be many of these folks
>>> first introduction to the 'United We Serve' (new name). I hope that
>>> you will work to activate you networks using your understanding of
>>> the potential.
```

&gt;&gt;&gt;

```
>>> Together we will get it done.
```

&gt;&gt;&gt;

&gt;&gt;&gt;

&gt;&gt;&gt;

```
>>> ----- Original Message -----
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>>> From: [REDACTED] <[REDACTED]>

>>> To: Yosi Sergeant; [REDACTED] <[REDACTED]>

>>> Cc: [REDACTED] <[REDACTED]>; [REDACTED]

>>> < [REDACTED] >

>>> Sent: Wed Jun 10 16:43:03 2009

>>> Subject: Summer of service, \$, Seattle

&gt;&gt;&gt;

```
>>> Hey Yosi, great to see you last week. I just met with a colleague,
>>> [REDACTED] who had a lot great ideas for the arts & Summer of
>>> Service, including some funding sources to raise money from so we
>>> can have the kind of coordinated, high visibility effort we
>>> discussed. [REDACTED] is going to be at the Americans for the Arts on
>>> Saturday and I'm starting to think of going there for Friday night
>>> and Sat, since I'll already be on the west coast at the Network of
>>> Ensemble Theaters meeting in San Francisco. It might be worthwhile
>>> to get together with [REDACTED] and me on Sat if you have time there - or
>>> in NYC or by phone. [REDACTED] has worked at several foundations and
>>> knows that world well - she was going to make some discreet calls to
>>> see what the possibilities might be.
```

&gt;&gt;&gt;

>>> We are going to send you some additional responses to our meeting,  
>>> but I wanted to get this to you right away to figure out if I should  
>>> go to Seattle. Also, as you probably know, Americans for the Arts  
>>> set up a conference call about Summer of Service for tomorrow -  
>>> which I just got invited to - but will call into. Is there any  
>>> material out yet describing how people can get involved?

>>> BEST [REDACTED]

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**Monica Ashar**

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**From:** Wicks, Buffy [REDACTED] (b)(2)  
**Sent:** Wednesday, June 17, 2009 10:46 AM  
**To:** Wicks, Buffy  
**Subject:** TODAY: White House Conf Call on "UNITED WE SERVE"

Dear Friend,

Please join us TODAY, Wednesday, June 17<sup>th</sup> at 3:00pm EST for a conference call with Obama administration officials regarding the launch of United We Serve, President Obama's call to service that was just launched today.

Title: Service Call **\*use this in lieu of a passcode\***

Participant: [REDACTED] (b)(2)  
Please RSVP to [REDACTED] (b)(2)

THE WHITE HOUSE  
Office of the Press Secretary

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FOR IMMEDIATE RELEASE

June 17, 2009

**President Obama Unveils 'United We Serve,' Calls on All Americans to Commit to Meaningful Volunteer Service in Their Daily Lives**

*President encourages Americans to visit [www.serve.gov](http://www.serve.gov) to find and create service projects in their communities, share stories about projects they're working on*

WASHINGTON, DC - Today, in a video message, President Obama unveiled United We Serve, an extended call to service challenging all Americans to help lay a new foundation for growth in this country by engaging in sustained, meaningful community service. The initiative will be led by the Corporation for National and Community Service, the federal agency dedicated to fostering service in communities across the country. Since his Inauguration, the President has called on all Americans to serve their communities and be a part of building a better future for our country.

The United We Serve summer initiative begins on June 22<sup>nd</sup> and runs through the National Day of Service and Remembrance on September 11<sup>th</sup>. The National Day of Service and Remembrance was created by the Edward M. Kennedy Serve America Act, which President Obama signed in April to help encourage and facilitate community service across the country. During this summer, the President is renewing his call to all Americans to identify needs in their communities, engage in meaningful service to create change - and stay engaged with those projects long after September. The President's call focuses on four key areas where everyone can have a continuing impact in their community: education, health, energy and the environment and community renewal. To create new service projects, to find service projects in their communities and to share stories about projects that are making a difference, Americans can visit the Corporation's website, [www.serve.gov](http://www.serve.gov).

President Obama's video was distributed via email by the Corporation for National and Community Service. View President Obama's full video message at [www.serve.gov](http://www.serve.gov).

"The challenges we face are unprecedented in their size and scope, and we cannot rely on quick fixes or easy answers to put us on the road to recovery," **President Obama** says in the video message. "In this new century, we need to build a new foundation for economic growth in America. My Administration has already begun this work with dramatic new investments in education, health care and clean energy – investments that will create new jobs and lay the foundation for lasting prosperity. But we cannot do this alone here in Washington..."

'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.'

The goal of United We Serve is to help make volunteerism and community service part of the daily lives of all Americans in order to help build a new foundation, one community at a time. Further details about the June 22<sup>nd</sup> kickoff are forthcoming.

##

**Monica Ashar**

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**From:** [REDACTED] (b)(6)  
**Sent:** Wednesday, June 17, 2009 11:25 AM  
**To:** Yosi Sergeant  
**Subject:** service & the arts

can you give me 2-3 examples of "unconventional" acts of volunteerism/service, filtered through the prism of young people + the arts? we're pulling together a promo spot that's going up next week -- to support All for Good / Serve.MTV.com / United We Serve -- and I'd like to include a couple really compelling examples that will be immediately relatable to our audience. I've got a placeholder now called "documenting the American recovery," but we need to make it a bit more explicit and accessible, and have it live along side suggested actions like "help green your school," "read to kids," etc.

challah.

[REDACTED] (b)(6)

---

**From:** Yosi Sergeant [mailto:yosi@arts.gov]  
**Sent:** Wednesday, June 10, 2009 6:29 PM  
**To:** [REDACTED] (b)(6)  
**Subject:** RE: 330 mtg TODAY

I have a foundation willing to fund a youth media program around service... not sure at what scale, but seems very promising.

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

---

**From:** [REDACTED] [mailto:[REDACTED]] (b)(6)  
**Sent:** Wednesday, June 10, 2009 6:26 PM  
**To:** Yosi Sergeant  
**Subject:** Re: 330 mtg TODAY

No worries. Thanks again for setting this up. I think (read: know) we're going to do some incredible stuff together.

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

**From:** Yosi Sergeant <yosi@arts.gov>  
**To:** [REDACTED] (b)(6)  
**Sent:** Wed Jun 10 17:44:11 2009  
**Subject:** Re: 330 mtg TODAY

All good. He trapped me. Sorry bout that.

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

From: [REDACTED] <[REDACTED]> (b)(6)  
To: Yosi Sergeant  
Sent: Wed Jun 10 16:32:59 2009  
Subject: Re: 330 mtg TODAY

I gotta bounce dude

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

From: Yosi Sergeant <yosi@arts.gov>  
To: [REDACTED] (b)(6)  
Sent: Wed Jun 10 15:33:24 2009  
Subject: Re: 330 mtg TODAY

looking forward to seeing you all

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

From: [REDACTED] <[REDACTED]> (b)(6)  
To: [REDACTED] <[REDACTED]> (b)(2)  
Cc: Elizabeth Stark; Yosi Sergeant  
Sent: Wed Jun 10 15:30:30 2009  
Subject: Re: 330 mtg TODAY

I'm outside Ike's, sitting down -- see you guys when you get here.

---

From: Washington, David O.

To: [REDACTED]  
Cc: [REDACTED]; Elizabeth Stark ; Yosi Sergeant (b)(6)  
Sent: Wed Jun 10 14:33:21 2009  
Subject: 330 mtg TODAY

The WH mtg rooms are at capacity today.

We will do our mtg at the tables at Ike's cafeteria inside the EEOB complex. (b)(6) [REDACTED]; if you don't see Yosi the Secret Service can direct you there soon as you go through the security into the actual building)

(b)(6)

[REDACTED] look for Yosi at check in.

I will meet you both down there as close to 330pm as possible (a few fires going on but I'll be there).

Looking fwd to it / see you in an hour!

---

David O. Washington, Ph.D.

Associate Director

Office of Public Engagement

The White House

(d) [REDACTED]

(c) [REDACTED]

[REDACTED]

} (b)(2)

Monica Ashar

---

From: Yosi Sergeant  
Sent: Wednesday, June 17, 2009 11:28 AM  
To: [REDACTED]; [REDACTED] (b)(6)  
Subject: Fw: TODAY: White House Conf Call on "UNITED WE SERVE"

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

From: Wicks, Buffy <[REDACTED]> (b)(2)  
To: Wicks, Buffy <[REDACTED]>  
Sent: Wed Jun 17 10:45:40 2009  
Subject: TODAY: White House Conf Call on "UNITED WE SERVE"

Dear Friend,

Please join us TODAY, Wednesday, June 17th at 3:00pm EST for a conference call with Obama administration officials regarding the launch of United We Serve, President Obama's call to service that was just launched today.

Title: Service Call \*use this in lieu of a passcode\*

Participant: [REDACTED]

Please RSVP to [REDACTED] <mailto:[REDACTED]> (b)(2)

THE WHITE HOUSE

Office of the Press Secretary

FOR IMMEDIATE RELEASE

June 17, 2009

President Obama Unveils 'United We Serve,' Calls on All Americans to Commit to Meaningful Volunteer Service in Their Daily Lives

President encourages Americans to visit [www.serve.gov](http://www.serve.gov) to find and create service projects in their communities, share stories about projects they're working on

WASHINGTON, DC - Today, in a video message, President Obama unveiled United We Serve, an extended call to service challenging all Americans to help lay a new foundation for growth in this country by engaging in sustained, meaningful community service. The initiative will be

led by the Corporation for National and Community Service, the federal agency dedicated to fostering service in communities across the country. Since his Inauguration, the President has called on all Americans to serve their communities and be a part of building a better future for our country.

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‘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.’

The goal of United We Serve is to help make volunteerism and community service part of the daily lives of all Americans in order to help build a new foundation, one community at a time. Further details about the June 22nd kickoff are forthcoming.

##



**Monica Ashar**

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**From:** Washington, David O. [REDACTED] (b)(2)  
**Sent:** Wednesday, June 17, 2009 11:33 AM  
**To:** Washington, David O.  
**Subject:** TODAY @3pm EST: White House Conf Call on "UNITED WE SERVE"

Dear Friend,

Please join us TODAY, Wednesday, June 17<sup>th</sup> at 3:00pm EST for a conference call with Obama administration officials regarding the launch of United We Serve, President Obama's call to service that was just launched today.

Title: Service Call **\*use this in lieu of a passcode\***

Participant: [REDACTED]

Please RSVP to [REDACTED] (b)(2)

THE WHITE HOUSE  
Office of the Press Secretary

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FOR IMMEDIATE RELEASE

June 17, 2009

**President Obama Unveils 'United We Serve,' Calls on All Americans to Commit to Meaningful Volunteer Service in Their Daily Lives**

*President encourages Americans to visit [www.serve.gov](http://www.serve.gov) to find and create service projects in their communities, share stories about projects they're working on*

WASHINGTON, DC – Today, in a video message, President Obama unveiled United We Serve, an extended call to service challenging all Americans to help lay a new foundation for growth in this country by engaging in sustained, meaningful community service. The initiative will be led by the Corporation for National and Community Service, the federal agency dedicated to fostering service in communities across the country. Since his Inauguration, the President has called on all Americans to serve their communities and be a part of building a better future for our country.

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##

Monica Ashar

---

From: Yosi Sergant  
Sent: Wednesday, June 17, 2009 1:03 PM  
To: [REDACTED] (b)(6)  
Subject: Re: TODAY @3pm EST: White House Conf Call on "UNITED WE SERVE"

I won't tell

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

From: [REDACTED] <[REDACTED]> (b)(6)  
To: Yosi Sergant  
Sent: Wed Jun 17 12:11:07 2009  
Subject: Re: TODAY @3pm EST: White House Conf Call on "UNITED WE SERVE"

Is this for anyone? If so can if forward it to a couple people?

Xo [REDACTED] (b)(6)

On 6/17/09 11:58 AM, "Yosi Sergant" <yosi@arts.gov> wrote:

Dear Friend,

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Title: Service Call \*use this in lieu of a passcode\*  
Participant: [REDACTED]  
Please RSVP to [REDACTED] <mailto:[REDACTED]> [REDACTED] (b)(2)  
<mailto:[REDACTED]>

THE WHITE HOUSE

Office of the Press Secretary

FOR IMMEDIATE RELEASE

June 17, 2009

President Obama Unveils 'United We Serve,' Calls on All Americans to Commit to Meaningful Volunteer Service in Their Daily Lives

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##

[REDACTED]  
Los Angeles ~ Washington DC ~ New York  
Telephone [REDACTED] (b)(6)

**Monica Ashar**

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**From:** Yosi Sergeant  
**Sent:** Wednesday, June 17, 2009 3:03 PM  
**To:** Bill O'Brien  
**Subject:** Re: TODAY: White House Conf Call on "UNITED WE SERVE"

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

**From:** Bill O'Brien  
**To:** Yosi Sergeant  
**Cc:** Katey Doherty  
**Sent:** Wed Jun 17 14:48:47 2009  
**Subject:** Re: TODAY: White House Conf Call on "UNITED WE SERVE"

That would be fine. Might be easiest to circulate through katey doherty. Katey, please cut and paste the invite below and forward to the directors. Let them know that this came in late, but that they are encouraged to join if they can.  
Sent from my Blackberry

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

**From:** Yosi Sergeant  
**To:** Bill O'Brien  
**Sent:** Wed Jun 17 14:17:58 2009  
**Subject:** Re: TODAY: White House Conf Call on "UNITED WE SERVE"

Think maybe we should circulate to directors?

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

**From:** Bill O'Brien  
**To:** Yosi Sergeant; Maurice Cox; Anita Decker  
**Sent:** Wed Jun 17 11:34:15 2009  
**Subject:** RE: TODAY: White House Conf Call on "UNITED WE SERVE"

I'll be on a plane heading your way at that time.

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

**From:** Yosi Sergeant  
**Sent:** Wednesday, June 17, 2009 11:28 AM  
**To:** Bill O'Brien; Maurice Cox; Anita Decker  
**Subject:** Fw: TODAY: White House Conf Call on "UNITED WE SERVE"

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

**From:** Wicks, Buffy <[REDACTED]> ](b)(2)  
**To:** Wicks, Buffy <[REDACTED]>  
**Sent:** Wed Jun 17 10:45:40 2009  
**Subject:** TODAY: White House Conf Call on "UNITED WE SERVE"

Dear Friend,

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Title: Service Call \*use this in lieu of a passcode\*

Participant: [REDACTED]

Please RSVP to [REDACTED] <mailto:[REDACTED]>

7 (b)(2)

THE WHITE HOUSE

Office of the Press Secretary

FOR IMMEDIATE RELEASE

June 17, 2009

President Obama Unveils 'United We Serve,' Calls on All Americans to Commit to Meaningful Volunteer Service in Their Daily Lives

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##



**Monica Ashar**

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**From:** [REDACTED]  
**Sent:** Wednesday, June 17, 2009 3:59 PM  
**To:** Yosi Sergeant  
**Cc:** [REDACTED]  
**Subject:** Re: TODAY @3pm EST: White House Conf Call on "UNITED WE SERVE"

(b)(6)

Hey Yos. I couldn't make it on the call today. Could you send me any written info you have.

[REDACTED]. potential project for [REDACTED] you/etc...  
[REDACTED]

(b)(6)

On Wed, Jun 17, 2009 at 8:58 AM, Yosi Sergeant <[yosi@arts.gov](mailto:yosi@arts.gov)> wrote:  
Dear Friend,

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Title: Service Call \*use this in lieu of a passcode\*

Participant: [REDACTED]

Please RSVP to [REDACTED] <[mailto:\[REDACTED\]](mailto:[REDACTED])>

(b)(2)

THE WHITE HOUSE

Office of the Press Secretary

FOR IMMEDIATE RELEASE

June 17, 2009

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##

**From:** Martin, Philip [PMartin@cns.gov]  
**Sent:** Wednesday, June 17, 2009 5:45 PM  
**To:** [REDACTED] (b)(6)  
**Cc:** Yosi Sergant  
**Subject:** RE: available today 5 pm for quick call re arts resources?

Phil Martin  
Outreach Coordinator  
Corporation for National and Community Service  
202.606.6657  
[pmartin@cns.gov](mailto:pmartin@cns.gov)

F: [REDACTED]  
E: [REDACTED]  
W: [REDACTED]

██████████, (b)(6)

1

Phil

## Monica Ashar

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**From:** Martin, Philip [PMartin@cns.gov]  
**Sent:** Thursday, June 18, 2009 6:32 PM  
**To:** Yosi Sergeant  
**Subject:** RE: Monday

I totally hear you and believe you're right - yeah, definitely work different angles to try to get the message.

I want mine to be zippy too! We're getting there...

Phil Martin  
Outreach Coordinator, United We Serve  
Corporation for National and Community Service  
202.606.6657  
[pmartin@cns.gov](mailto:pmartin@cns.gov)  
[www.serve.gov](http://www.serve.gov)

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

**From:** Yosi Sergeant [mailto:yosi@arts.gov]  
**Sent:** Thursday, June 18, 2009 6:30 PM  
**To:** Martin, Philip  
**Subject:** Re: Monday

My federal gov is zippy and effective! ;) Be the change Phil! Ha.

(As you know) I'm at this massive arts service conference, and I'm telling you, something as simple as that will rock this community...  
Rock it. Service projects in our community will jump significantly.

FYI- I know Anita has a call with Jackie upcoming and she intends to bring it up then.

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

**From:** Martin, Philip <PMartin@cns.gov>  
**To:** Yosi Sergeant  
**Sent:** Thu Jun 18 18:21:06 2009  
**Subject:** RE: Monday

Come on, you work for the federal government too so you know things don't happen that fast! But I've definitely made the request - and others have too so we're hoping for a rotating list - so it's on the list of potential changes, but they're working kinks out of the database part of the site before tinkering with the other stuff. Will definitely keep you updated as I learn.

Phil Martin  
Outreach Coordinator, United We Serve  
Corporation for National and Community Service  
202.606.6657  
[pmartin@cns.gov](mailto:pmartin@cns.gov)  
[www.serve.gov](http://www.serve.gov)

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

From: Yosi Sergeant [mailto:yosi@arts.gov]  
Sent: Thursday, June 18, 2009 6:17 PM  
To: Martin, Philip  
Subject: Re: Monday

Any success on adding the word 'art' under the search bar?

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

From: Martin, Philip <PMartin@cns.gov>  
To: Yosi Sergeant  
Cc: Kelly, John <JKelly@cns.gov>  
Sent: Thu Jun 18 18:14:41 2009  
Subject: RE: Monday

Yosi,

I don't know much about the event, except we've been told that anything that's supposed to happen has already been set up. If registration is still open, it happens here:

<http://www.volunteeringandservice.org/>

Copying John Kelly, our interagency guy, in case he has anything to add.

Phil

Phil Martin  
Outreach Coordinator, United We Serve  
Corporation for National and Community Service  
202.606.6657  
[pmartin@cns.gov](mailto:pmartin@cns.gov)  
[www.serve.gov](http://www.serve.gov)

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

From: Yosi Sergeant [mailto:yosi@arts.gov]  
Sent: Thursday, June 18, 2009 6:09 PM  
To: Martin, Philip  
Subject: Monday

What's the format of the event on Monday in SF? Big? Small? Who? Where?

The head of the [REDACTED] (big player there and in the arts field) wants to engage.

(b)(6)

**Monica Ashar**

---

**From:** Yosi Sergeant  
**Sent:** Friday, June 19, 2009 2:22 PM  
**To:** Anita Decker  
**Subject:** Fw: United We Serve 6/22 PR template  
**Attachments:** sample\_release for 6.22.doc

Should patrice do something? Sitar?

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

From: Martin, Philip <PMartin@cns.gov>  
To: Martin, Philip <PMartin@cns.gov>  
Sent: Fri Jun 19 14:00:04 2009  
Subject: United We Serve 6/22 PR template

Below is a list of White House-sponsored events on/around June 22 for the United We Serve kickoff. If your organization is doing an event in conjunction with the kickoff that is not on this list, please feel free to use the attached PR template.

Phil Martin

Outreach Coordinator, United We Serve

Corporation for National and Community Service

202.606.6657

[pmartin@cns.gov](mailto:pmartin@cns.gov)

[www.serve.gov](http://www.serve.gov)

THE WHITE HOUSE

Office of the Press Secretary

FOR IMMEDIATE RELEASE

June 19, 2009

ADVISORY: First Lady, Cabinet Secretaries and Senior Administration Officials to Kick Off United We Serve Monday with Service Projects Across the Country

First Lady, administration officials encourage Americans to visit [www.serve.gov](http://www.serve.gov) <<http://www.serve.gov>> to find and create service projects in their communities, share stories about projects they're working on

WASHINGTON, DC – On Monday, June 22nd, First Lady Michelle Obama and a large number of Cabinet secretaries and senior administration officials will kick off the United We Serve summer service initiative by participating in service projects across the country. United We Serve is an extended call to service by President Obama challenging all Americans to help lay a new foundation for growth in this country by engaging in sustained, meaningful community service. The United We Serve summer service initiative begins June 22nd and runs through the National Day of Service and Remembrance on September 11th. The initiative will be led by the Corporation for National and Community Service, the federal agency dedicated to fostering service in communities across the country.

During this summer, the President is renewing his call to all Americans to identify needs in their communities, engage in meaningful service to create change – and stay engaged with those projects long after September. To create new service projects, to find service projects in their communities and to share stories about projects that are making a difference, Americans can visit the Corporation for National and Community Service's website, [www.serve.gov](http://www.serve.gov) <<http://www.serve.gov>> .

The details of the June 22nd service projects are below. All events are open to the press and the public unless otherwise noted.

First Lady Michelle Obama

\*Note: This event is closed to the public.\*

Mrs. Obama will join the First Lady of California Maria Shriver and Corporation for National and Community Service acting CEO Nicky Goren to highlight the importance of children's health and well-being by helping to construct a public playground at Bret Harte Public Elementary School in San Francisco in conjunction with KaBOOM!. KaBOOM! empowers communities to build play spaces for children across the country.

12:30pm PDT

1035 Gilman Avenue

San Francisco, CA

Department of Defense

\*NOTE: This event is closed to the press and the public.\*



Secretary Gates will visit Walter Reed Army Medical Center to spend time with wounded warriors in residence there and to recognize the efforts of the many volunteers supporting this community of Service Members, families and staff.

#### Department of Justice

Attorney General Holder will visit the Police Athletic League in Philadelphia to tour the PAL center, speak to youth and volunteers and toss the opening tip-off of a youth basketball game.

3:00pm EDT

Cozen Center

732 N. 17th Street

Philadelphia, PA

#### Department of the Interior

Secretary Salazar will work with volunteers from Youth Conservation Corps, Volunteers-in-the-Parks, Student Conservation Association and the Shenandoah National Park Association to remove exotic plants in the Shenandoah National Park.

11:30am EDT

Shenandoah National Park

Highway 121 and Skyline Drive

Luray, VA

Secretary Salazar will hold a media availability at 12:00pm EST.

#### Department of Commerce

Secretary Locke will visit the La Mesita Homeless Shelter for Families in Mesa, Arizona to read to children and serve them lunch at the Child Care Center.

11:00am MST

La Mesita Homeless Shelter for Families

2254 W. Main Street

Mesa, AZ

Department of Labor

Secretary Solis will work with the Los Angeles Communities Advocating for Unity Social Justice and Action YouthBuild program to help construct energy-efficient housing for low income individuals.

10:00am PDT

LACAUSA YouthBuild

1117 Goodrich Blvd

Los Angeles, CA

Department of Housing and Urban Development

Secretary Donovan will join volunteers from the St. Bernard Project and other local organizations to rebuild a New Orleans home that was destroyed in Hurricane Katrina. Donovan will also join the St. Bernard Project to welcome a family back into their Gentilly neighborhood home that was recently renovated with support from the St. Bernard Project.

9:45am CDT

The Allen Family House

7730 Hansbrough Avenue

New Orleans, LA

1:00pm CDT

The Wiltz Family House

5334 Cameron Blvd.

New Orleans, LA

Secretary Donovan will be available for interviews at 12:00pm CST at the Allen family house.

Department of Transportation

Secretary LaHood will visit and work on Habitat for Humanity's Atlantic Avenue project in Brooklyn, New York. The Atlantic Avenue project is a 41 unit, multi-family, energy efficient building complex.

1:00pm EDT

Atlantic Avenue Habitat for Humanity project

2331 Atlantic Avenue (between Eastern parkway and Sherlock Place)

Brooklyn, NY

Secretary LaHood will hold a media availability at 2:00pm.

Department of Energy

Secretary Chu will travel to Battle Creek, Michigan for an energy efficiency event in partnership with League of Conservation Voters at the local YMCA. He will help assemble home energy efficiency kits and educational materials to help families lower their energy costs.

2:00pm EDT

Battle Creek YMCA

182 Capital Avenue NE

Battle Creek, MI

Department of Education

Secretary Duncan will meet with librarians and then read to children at Fanwood Memorial Library in Fanwood, New Jersey to highlight the importance of combating reading loss during the summer.

1:20pm EDT

Fanwood Memorial Library

North Avenue and Tillotson Road

Fanwood, NJ

Secretary Duncan will hold a media availability at 2:40pm EDT.

Department of Veterans' Affairs

\*NOTE: This event is limited to invited press.\*

Secretary Shinseki will assist volunteer drivers in transporting patients who are unable to drive to their medical appointments at VA Medical Centers. Assistant Secretary Duckworth will address a group of youth volunteers about “Knowing and Respecting Disabled Veterans” and help escort a patient to a rehabilitation appointment.

Department of Homeland Security

Secretary Napolitano will be working with the Orlando Citizen Corps Council and volunteers in Orlando to assemble Community Emergency Response Team kits in preparation for hurricane season at the Orlando Emergency Operations Center.

1:15pm EDT

City of Orlando Emergency Operations Center

110 Andes Avenue

Orlando, FL

\*Note: This event is closed to the public.\*

Federal Emergency Management Agency Administrator Fugate, a former volunteer firefighter himself, will meet with firefighters, Community Emergency Response Team volunteers and members of Fire Corps, a group of community members that volunteer time to support local firefighters, in Denver. They will discuss the importance of volunteerism in the effort to fight fires and keep communities safe.

11:00am MDT

Station 8, Denver Fire Department

1616 Park Avenue

Denver, CO

United States Mission to the United Nations

\*Note: This event is closed to the public.\*

Ambassador Rice will visit the Harlem Children’s Zone in New York, where she will teach middle and high school students about the situation in the Democratic Republic of the Congo (DRC) and about the emergency relief items needed by children in the DRC. The US Fund for UNICEF will make a donation of emergency goods to children in the DRC, and the Harlem students will personalize the gifts with cards and photos.

12:15 pm EDT

Harlem Children's Zone

35 East 125th Street

New York, NY

Office of the United States Trade Representative

Ambassador Kirk will serve breakfast at The Second Chance Café at The Bridge, a program of The Stewpot, a facility that feeds the homeless in Dallas, Texas. The Stewpot is a comprehensive resource center for homeless and at-risk individuals in Dallas.

7:00am CDT

The Second Chance Café at The Bridge

1818 Corsicana St.

Dallas, TX

Environmental Protection Agency

Administrator Jackson will join Missouri River Relief, Blue River Watershed Association, Missouri Stream Team and Friends of the Kaw, as well as local students to monitor and help clean up the Missouri and Kansas Rivers at Kaw Point Park, Kansas. Students will be testing mercury levels in fish and measuring water quality and volunteers will be using boats to pick up trash along the rivers' banks.

11:30am CDT

Kaw Point Park

Fairfax District

Kansas City, KS

United States Agency for International Development

Acting Administrator Alonzo Fulgham will participate in an immunization drive with the Baltimore City Health Department, the Esperanza Center, a health center that provides bilingual primary care adult, pediatric and well-woman care, and the Baltimore City Women, Infant and Children program.

10:00am EDT  
Esperanza Center  
430 South Broadway  
Baltimore, MD

11:00am EDT  
Baltimore City WIC Program  
620 N. Caroline Street  
Baltimore, MD

#### Council on Environmental Quality

Chairwoman Nancy Sutley will work with the Anacostia Watershed Society to plant native wetland species in Kingman Lake, a 35-acre wetlands marsh adjacent to the Anacostia River. Kingman Lake is the biggest tidal wetland in D.C.

2:00pm EDT

Kingman Lake

2790 Benning Road, NE

Washington, DC

#### Small Business Administration

Administrator Mills, along with SCORE, Small Business Development Center and Women's Business Center volunteers and counselors will host a Young Entrepreneurs session at Southern Maine Community College. Mills, along with the other volunteers, will counsel budding business leaders by providing insight and assistance based on their knowledge and past experiences.

9:00am EDT

Southern Maine Community College

Peter A. McKernan Hospitality Center  
2 Fort Road  
South Portland, ME

Tuesday, June 23rd

Department of Health and Human Services

Secretary Sebelius will participate in the “Reach Out and Read” program and read to children at a local health center in the DC metro area. Details are forthcoming.

#### Office of Personnel Management

Director John Berry will visit Food For Others food distribution center to kick off the ‘Feds Feed Families’ food drive that federal employees will participate in throughout the summer.

12:00pm EDT

Food For Others

2938 Prosperity Avenue

Merrifield, VA

Thursday, June 25th

#### Department of Treasury

Secretary Geithner will participate in a community service project in Washington, DC. Details are forthcoming.

Monday, June 29th

#### United States Department of Agriculture

Secretary Vilsack will work with the Summer Food Service Program in Chicago to help prepare and distribute free, nutritious meals and snacks to children in low-income areas who are enrolled in the program. The Summer Food Service Program is administered by the Food and Nutrition Service, an agency of the USDA.

11:45am CDT

St. Agatha Family Empowerment Center

Chicago, IL

## **Sample Press Release for Organizations Participating in United We Serve**

*Below is a sample press release for an organization participating in the United We Serve initiative's kick off on June 22<sup>nd</sup>. Feel free to use or adapt this to meet your needs. There are several places for you to include information about your organization and its efforts this summer. We encourage you to link to [www.Serve.gov](http://www.Serve.gov) to learn more, post your volunteer opportunities, and share your service stories. To let us know what you have planned, please email a copy of your media advisory or release to [sscott@cns.gov](mailto:sscott@cns.gov). Thank you!*

-----  
FOR IMMEDIATE RELEASE  
DATE:

CONTACT:  
PHONE & EMAIL:

### **(Your Organization) Joins United We Serve Initiative**

#### *(Organization) Joins President in Call to Service for Summer Projects*

(Your City and State) –(Organization name) is taking part in United We Serve, a national effort launched by President Obama to engage more Americans in serving their communities this summer.

On Monday, June 22, 18 high level administration officials, including the First Lady, will join volunteers in service as part United We Serve's nationwide kickoff. Here in (city or town), (Organization Name) will participate in the kickoff by (describe your organizations activity here - for example, you are recruiting volunteers, or hosting an upcoming volunteer project)

"In these tough economic times, we need volunteers more than ever," said (Organization Executive Director or Board member). "(Organization name) is facing increasing demands for services, and volunteers can help us fill this growing need. We are pleased to participate in United We Serve and thank the President for making this call to service this summer and beyond."

United We Serve kicks off on Monday and runs through September 11, which will be marked for the first time as a national day of service and remembrance. The initiative focuses on four key areas: education, health, energy and the environment; and community renewal. It is being led by the Corporation for National and Community Service, a federal agency that improves lives and strengthens communities through volunteering and service.

"This summer, I'm calling on all of you to make volunteerism and community service part of your daily life and the life of this nation," said President Obama in the video. "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."

To make it easy for individuals to get involved, the Corporation created [Serve.gov](http://Serve.gov), a website that allows visitors to type in their zip code to find local volunteer opportunities, recruit volunteers by posting their organization's projects, or get ideas for creating their own projects with friends, families, and neighbors. (If your organizations volunteer opportunities are listed on [Serve.gov](http://Serve.gov), mention that here)

"Everyone has something to give, and summer is a great time to get involved," said (Executive Director or Board member). By serving this summer, we hope more (state or city residents) will make an ongoing commitment to volunteering throughout the year."

*(Boilerplate about Your Organization)*



## Monica Ashar

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**From:** Yosi Sergant  
**Sent:** Friday, June 19, 2009 2:24 PM  
**To:** Bill O'Brien; Anita Decker  
**Cc:** Elizabeth Stark  
**Subject:** Fw: CMA Accent--Special Edition: June 19, 2009

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

**From:** [REDACTED] <[REDACTED]> (b)(6)  
**To:** Yosi Sergant  
**Sent:** Fri Jun 19 14:11:32 2009  
**Subject:** CMA Accent--Special Edition: June 19, 2009

Dear Yosi,

I was on the teleconference that was organized last week regarding the summer service initiative. I wanted to make sure you saw what Chamber Music America is doing to get our members involved. I will keep you posted as the summer progresses.

Regards,

[REDACTED] (b)(6)

Sent by: Chamber Music America

Reply to the sender <[http://chamber-music.pmailus.com/pmailweb/f?cide=ASkNgQd4Y\\_F-s4-F5g](http://chamber-music.pmailus.com/pmailweb/f?cide=ASkNgQd4Y_F-s4-F5g)>

Forward to a friend <<http://chamber-music.pmailus.com/pmailweb/raf?id=AQ5PgP7AcDz0HRL6673I-KZBGU8x>>

accent > an e-newsletter

a weekly publication of Chamber Music America

June 19, 2009

Dear CMA Members,

I am writing to tell you about United We Serve, a summer-long national initiative that President Obama will launch on Monday, June 22. The program is a call to action, an affirmation of the importance of volunteer efforts in meeting today's many social challenges.

Chamber Music America and other arts service organizations recently participated in a national teleconference--with Yosi Sergant of the National Endowment for the Arts, Phil Martin of the Corporation for National and Community Service, and Bob Lynch of Americans for the Arts--in which we were urged to spread the word among our members and constituents to become actively involved in this effort.

On September 11, the United We Serve summer initiative will culminate in a National Day of Service and Remembrance, when those who died on 9/11/2001 will be honored and when the summer's accomplishments will be recognized.

A new website, [www.serve.gov](http://www.serve.gov) <<http://chamber-music.pmailus.com/pmailweb/ct?d=Ib0qdAAOAAEAAAVTAALzHQ>> , has been created to help us find opportunities to volunteer, to tell others about our own projects, and to read about theirs.

We know that the great majority of you regularly volunteer in your communities. And volunteers who are not musicians are the backbone of innumerable chamber music societies and community presenters. Individual musicians, too, routinely perform as volunteers in houses of worship, schools, senior centers, hospitals, clinics, and hospices.

Please visit [www.serve.gov](http://www.serve.gov) <<http://chamber-music.pmailus.com/pmailweb/ct?d=Ib0qdAAOAAEAAAF3AALzHQ>> to listen to a message from the President about this initiative. You may already have a volunteer project that you would like to post on the site or perhaps your imagination will be sparked to create one. The chamber music field is already deeply rooted in community; this is an opportunity for us to demonstrate that to the rest of the country.

We at Chamber Music America would like to keep a record of the various volunteer projects that are taking place. Please keep us informed about your ongoing and new volunteer projects. We will coordinate with our colleagues at the Corporation for National and Community Service and the NEA to make sure that your efforts are counted among the many service initiatives that will take place this summer.

Send your project information to [volunteer@chamber-music.org](mailto:volunteer@chamber-music.org) <[mailto: volunteer@chamber-music.org](mailto:volunteer@chamber-music.org)> . We hope to hear from you soon.

[REDACTED] (b)(6)  
Chamber Music America  
305 Seventh Avenue  
New York, NY 10001  
[REDACTED]  
[REDACTED] <[mailto:\[REDACTED\]](mailto:[REDACTED])> (b)(6)

This e-mail was sent from Chamber Music America Immediate removal with PatronMail® SecureUnsubscribe <<http://chamber-music.pmailus.com/pmailweb/uss?ide=AQ5PgP7AcDz0HRL6673I-KZBGU8x>> .

This e-mail has been created using PatronMail...the innovative e-marketing tool for the arts. <<http://www.patronmail.com/>>

To forward this e-mail to a friend or colleague, use this link <<http://chamber-music.pmailus.com/pmailweb/raf?ide=AQ5PgP7AcDz0HRL6673I-KZBGU8x>> .

To change your e-mail address or update preferences, use this link <<http://chamber-music.pmailus.com/pmailweb/setup?pid=AVdfJ-vA-2T18ZqCzg>> .

## Monica Ashar

---

**From:** Yosi Sergeant  
**Sent:** Friday, June 19, 2009 2:56 PM  
**To:** 'JBernard@neh.gov'  
**Subject:** Fw: United We Serve 6/22 PR template  
**Attachments:** sample\_release for 6.22.doc

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

From: Martin, Philip <PMartin@cns.gov>  
To: Martin, Philip <PMartin@cns.gov>  
Sent: Fri Jun 19 14:00:04 2009  
Subject: United We Serve 6/22 PR template

Below is a list of White House-sponsored events on/around June 22 for the United We Serve kickoff. If your organization is doing an event in conjunction with the kickoff that is not on this list, please feel free to use the attached PR template.

Phil Martin

Outreach Coordinator, United We Serve

Corporation for National and Community Service

202.606.6657

[pmartin@cns.gov](mailto:pmartin@cns.gov)

[www.serve.gov](http://www.serve.gov)

THE WHITE HOUSE

Office of the Press Secretary

FOR IMMEDIATE RELEASE

June 19, 2009

ADVISORY: First Lady, Cabinet Secretaries and Senior Administration Officials to Kick Off United We Serve Monday with Service Projects Across the Country

First Lady, administration officials encourage Americans to visit [www.serve.gov](http://www.serve.gov) <<http://www.serve.gov>> to find and create service projects in their communities, share stories about projects they're working on

WASHINGTON, DC - On Monday, June 22nd, First Lady Michelle Obama and a large number of Cabinet secretaries and senior administration officials will kick off the United We Serve summer service initiative by participating in service projects across the country. United We Serve is an extended call to service by President Obama challenging all Americans to help lay a new foundation for growth in this country by engaging in sustained, meaningful community service. The United We Serve summer service initiative begins June 22nd and runs through the National Day of Service and Remembrance on September 11th. The initiative will be led by the Corporation for National and Community Service, the federal agency dedicated to fostering service in communities across the country.

During this summer, the President is renewing his call to all Americans to identify needs in their communities, engage in meaningful service to create change - and stay engaged with those projects long after September. To create new service projects, to find service projects in their communities and to share stories about projects that are making a difference, Americans can visit the Corporation for National and Community Service's website, [www.serve.gov](http://www.serve.gov) <<http://www.serve.gov>> .

The details of the June 22nd service projects are below. All events are open to the press and the public unless otherwise noted.

First Lady Michelle Obama

\*Note: This event is closed to the public.\*

Mrs. Obama will join the First Lady of California Maria Shriver and Corporation for National and Community Service acting CEO Nicky Goren to highlight the importance of children's health and well-being by helping to construct a public playground at Bret Harte Public Elementary School in San Francisco in conjunction with KaBOOM!. KaBOOM! empowers communities to build play spaces for children across the country.

12:30pm PDT

1035 Gilman Avenue

San Francisco, CA

Department of Defense

\*NOTE: This event is closed to the press and the public.\*

Secretary Gates will visit Walter Reed Army Medical Center to spend time with wounded warriors in residence there and to recognize the efforts of the many volunteers supporting this community of Service Members, families and staff.

Department of Justice

Attorney General Holder will visit the Police Athletic League in Philadelphia to tour the PAL center, speak to youth and volunteers and toss the opening tip-off of a youth basketball game.

3:00pm EDT

Cozen Center

732 N. 17th Street

Philadelphia, PA

Department of the Interior

Secretary Salazar will work with volunteers from Youth Conservation Corps, Volunteers-in-the-Parks, Student Conservation Association and the Shenandoah National Park Association to remove exotic plants in the Shenandoah National Park.

11:30am EDT

Shenandoah National Park

Highway 121 and Skyline Drive

Luray, VA

Secretary Salazar will hold a media availability at 12:00pm EST.

Department of Commerce

Secretary Locke will visit the La Mesita Homeless Shelter for Families in Mesa, Arizona to read to children and serve them lunch at the Child Care Center.

11:00am MST

La Mesita Homeless Shelter for Families

2254 W. Main Street

Mesa, AZ

Department of Labor

Secretary Solis will work with the Los Angeles Communities Advocating for Unity Social Justice and Action YouthBuild program to help construct energy-efficient housing for low income individuals.

10:00am PDT

LACAUSA YouthBuild

1117 Goodrich Blvd

Los Angeles, CA

Department of Housing and Urban Development

Secretary Donovan will join volunteers from the St. Bernard Project and other local organizations to rebuild a New Orleans home that was destroyed in Hurricane Katrina. Donovan will also join the St. Bernard Project to welcome a family back into their Gentilly neighborhood home that was recently renovated with support from the St. Bernard Project.

9:45am CDT

The Allen Family House

7730 Hansbrough Avenue

New Orleans, LA

1:00pm CDT

The Wiltz Family House

5334 Cameron Blvd.

New Orleans, LA

Secretary Donovan will be available for interviews at 12:00pm CST at the Allen family house.

Department of Transportation

Secretary LaHood will visit and work on Habitat for Humanity's Atlantic Avenue project in Brooklyn, New York. The Atlantic Avenue project is a 41 unit, multi-family, energy efficient building complex.

1:00pm EDT

Atlantic Avenue Habitat for Humanity project

2331 Atlantic Avenue (between Eastern parkway and Sherlock Place)

Brooklyn, NY

Secretary LaHood will hold a media availability at 2:00pm.

Department of Energy

Secretary Chu will travel to Battle Creek, Michigan for an energy efficiency event in partnership with League of Conservation Voters at the local YMCA. He will help assemble home energy efficiency kits and educational materials to help families lower their energy costs.

2:00pm EDT

Battle Creek YMCA

182 Capital Avenue NE

Battle Creek, MI

Department of Education

Secretary Duncan will meet with librarians and then read to children at Fanwood Memorial Library in Fanwood, New Jersey to highlight the importance of combating reading loss during the summer.

1:20pm EDT

Fanwood Memorial Library

North Avenue and Tillotson Road

Fanwood, NJ

Secretary Duncan will hold a media availability at 2:40pm EDT.

Department of Veterans' Affairs

\*NOTE: This event is limited to invited press.\*

Secretary Shinseki will assist volunteer drivers in transporting patients who are unable to drive to their medical appointments at VA Medical Centers. Assistant Secretary Duckworth

will address a group of youth volunteers about “Knowing and Respecting Disabled Veterans” and help escort a patient to a rehabilitation appointment.

Department of Homeland Security

Secretary Napolitano will be working with the Orlando Citizen Corps Council and volunteers in Orlando to assemble Community Emergency Response Team kits in preparation for hurricane season at the Orlando Emergency Operations Center.

1:15pm EDT

City of Orlando Emergency Operations Center

110 Andes Avenue

Orlando, FL

\*Note: This event is closed to the public.\*

Federal Emergency Management Agency Administrator Fugate, a former volunteer firefighter himself, will meet with firefighters, Community Emergency Response Team volunteers and members of Fire Corps, a group of community members that volunteer time to support local firefighters, in Denver. They will discuss the importance of volunteerism in the effort to fight fires and keep communities safe.

11:00am MDT

Station 8, Denver Fire Department

1616 Park Avenue

Denver, CO

United States Mission to the United Nations

\*Note: This event is closed to the public.\*

Ambassador Rice will visit the Harlem Children’s Zone in New York, where she will teach middle and high school students about the situation in the Democratic Republic of the Congo (DRC) and about the emergency relief items needed by children in the DRC. The US Fund for UNICEF will make a donation of emergency goods to children in the DRC, and the Harlem students will personalize the gifts with cards and photos.

12:15 pm EDT



Harlem Children's Zone

35 East 125th Street

New York, NY

Office of the United States Trade Representative

Ambassador Kirk will serve breakfast at The Second Chance Café at The Bridge, a program of The Stewpot, a facility that feeds the homeless in Dallas, Texas. The Stewpot is a comprehensive resource center for homeless and at-risk individuals in Dallas.

7:00am CDT

The Second Chance Café at The Bridge

1818 Corsicana St.

Dallas, TX

Environmental Protection Agency

Administrator Jackson will join Missouri River Relief, Blue River Watershed Association, Missouri Stream Team and Friends of the Kaw, as well as local students to monitor and help clean up the Missouri and Kansas Rivers at Kaw Point Park, Kansas. Students will be testing mercury levels in fish and measuring water quality and volunteers will be using boats to pick up trash along the rivers' banks.

11:30am CDT

Kaw Point Park

Fairfax District

Kansas City, KS

United States Agency for International Development

Acting Administrator Alonzo Fulgham will participate in an immunization drive with the Baltimore City Health Department, the Esperanza Center, a health center that provides bilingual primary care adult, pediatric and well-woman care, and the Baltimore City Women, Infant and Children program.

10:00am EDT

Esperanza Center

430 South Broadway

Baltimore, MD

11:00am EDT  
Baltimore City WIC Program  
620 N. Caroline Street  
Baltimore, MD

#### Council on Environmental Quality

Chairwoman Nancy Sutley will work with the Anacostia Watershed Society to plant native wetland species in Kingman Lake, a 35-acre wetlands marsh adjacent to the Anacostia River. Kingman Lake is the biggest tidal wetland in D.C.

2:00pm EDT

#### Kingman Lake

2790 Benning Road, NE

Washington, DC

#### Small Business Administration

Administrator Mills, along with SCORE, Small Business Development Center and Women's Business Center volunteers and counselors will host a Young Entrepreneurs session at Southern Maine Community College. Mills, along with the other volunteers, will counsel budding business leaders by providing insight and assistance based on their knowledge and past experiences.

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South Portland, ME

Tuesday, June 23rd

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Director John Berry will visit Food For Others food distribution center to kick off the 'Feds Feed Families' food drive that federal employees will participate in throughout the summer.

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Merrifield, VA

Thursday, June 25th

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Monday, June 29th

United States Department of Agriculture

Secretary Vilsack will work with the Summer Food Service Program in Chicago to help prepare and distribute free, nutritious meals and snacks to children in low-income areas who are enrolled in the program. The Summer Food Service Program is administered by the Food and Nutrition Service, an agency of the USDA.

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St. Agatha Family Empowerment Center

Chicago, IL

## **Sample Press Release for Organizations Participating in United We Serve**

*Below is a sample press release for an organization participating in the United We Serve initiative's kick off on June 22<sup>nd</sup>. Feel free to use or adapt this to meet your needs. There are several places for you to include information about your organization and its efforts this summer. We encourage you to link to [www.Serve.gov](http://www.Serve.gov) to learn more, post your volunteer opportunities, and share your service stories. To let us know what you have planned, please email a copy of your media advisory or release to [sscott@cns.gov](mailto:sscott@cns.gov). Thank you!*

-----  
FOR IMMEDIATE RELEASE  
DATE:

CONTACT:  
PHONE & EMAIL:

### **(Your Organization) Joins United We Serve Initiative**

#### *(Organization) Joins President in Call to Service for Summer Projects*

(Your City and State) --(Organization name) is taking part in United We Serve, a national effort launched by President Obama to engage more Americans in serving their communities this summer.

On Monday, June 22, 18 high level administration officials, including the First Lady, will join volunteers in service as part United We Serve's nationwide kickoff. Here in (city or town), (Organization Name) will participate in the kickoff by (describe your organizations activity here - for example, you are recruiting volunteers, or hosting an upcoming volunteer project)

"In these tough economic times, we need volunteers more than ever," said (Organization Executive Director or Board member). "(Organization name) is facing increasing demands for services, and volunteers can help us fill this growing need. We are pleased to participate in United We Serve and thank the President for making this call to service this summer and beyond."

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"This summer, I'm calling on all of you to make volunteerism and community service part of your daily life and the life of this nation," said President Obama in the video. "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."

To make it easy for individuals to get involved, the Corporation created [Serve.gov](http://Serve.gov), a website that allows visitors to type in their zip code to find local volunteer opportunities, recruit volunteers by posting their organization's projects, or get ideas for creating their own projects with friends, families, and neighbors. (If your organizations volunteer opportunities are listed on [Serve.gov](http://Serve.gov), mention that here)

"Everyone has something to give, and summer is a great time to get involved," said (Executive Director or Board member). By serving this summer, we hope more (state or city residents) will make an ongoing commitment to volunteering throughout the year."

*(Boilerplate about Your Organization)*

## Monica Ashar

---

**From:** Yosi Sergeant  
**Sent:** Friday, June 19, 2009 5:28 PM  
**To:** 'PMartin@cns.gov'  
**Subject:** Re: WE LOVE YOU YOSI!

One by one

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

**From:** Martin, Philip <PMartin@cns.gov>  
**To:** Yosi Sergeant  
**Sent:** Fri Jun 19 17:26:47 2009  
**Subject:** RE: WE LOVE YOU YOSI!

Sweet! Way to get it out there!

Phil Martin  
Outreach Coordinator, United We Serve  
Corporation for National and Community Service  
202.606.6657  
[pmartin@cns.gov](mailto:pmartin@cns.gov)  
[www.serve.gov](http://www.serve.gov)

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

**From:** Yosi Sergeant [mailto:yosi@arts.gov]  
**Sent:** Friday, June 19, 2009 5:23 PM  
**To:** Martin, Philip  
**Subject:** Fw: WE LOVE YOU YOSI!

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

**From:** [REDACTED] <[REDACTED]> (b)(6)  
**To:** Yosi Sergeant  
**Sent:** Fri Jun 19 16:51:56 2009  
**Subject:** WE LOVE YOU YOSI!

<http://www.nylonmag.com/?section=article&parid=3200>

\*\*\*

[REDACTED] (b)(6)  
[REDACTED]  
NYLON  
110 greene st. | suite 607 | nyc 10012  
212 226 6454 | extension [REDACTED] (b)(6)  
[REDACTED]

**Monica Ashar**

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**From:** Maurice Cox  
**Sent:** Monday, June 22, 2009 10:56 AM  
**To:** Yosi Sergeant; Bill O'Brien; Anita Decker  
**Subject:** RE: TODAY: White House Conf Call on "UNITED WE SERVE"

Hey Yosi,

Sorry, this notice came as a surprise. I was in Montana for a Gov's Institute with timbermen and environmentalists. Thought the White House was doing the launch today, June 22nd? Anyway, thanks for making yourself available last week for the conf. call, from the streets of Seattle and sorry for the conf. call confusion. If the White is putting out the You Tube video of Obama's Call to Service, please forward it to me and I'll get it out to the design discipline. I take it you guys had a great time at the conference.

Ciao,

Maurice

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

**From:** Yosi Sergeant  
**Sent:** Wednesday, June 17, 2009 11:28 AM  
**To:** Bill O'Brien; Maurice Cox; Anita Decker  
**Subject:** Fw: TODAY: White House Conf Call on "UNITED WE SERVE"

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

**From:** Wicks, Buffy <[REDACTED]>  
**To:** Wicks, Buffy <[REDACTED]>  
**Sent:** Wed Jun 17 10:45:40 2009  
**Subject:** TODAY: White House Conf Call on "UNITED WE SERVE"

](b)(2)

Dear Friend,

Please join us TODAY, Wednesday, June 17th at 3:00pm EST for a conference call with Obama administration officials regarding the launch of United We Serve, President Obama's call to service that was just launched today.

Title: Service Call \*use this in lieu of a passcode\*

Participant: [REDACTED]

Please RSVP to [REDACTED] <mailto:[REDACTED]>

](b)(2)

THE WHITE HOUSE

Office of the Press Secretary

FOR IMMEDIATE RELEASE

June 17, 2009

## President Obama Unveils 'United We Serve,' Calls on All Americans to Commit to Meaningful Volunteer Service in Their Daily Lives

President encourages Americans to visit [www.serve.gov](http://www.serve.gov) to find and create service projects in their communities, share stories about projects they're working on

WASHINGTON, DC – Today, in a video message, President Obama unveiled United We Serve, an extended call to service challenging all Americans to help lay a new foundation for growth in this country by engaging in sustained, meaningful community service. The initiative will be led by the Corporation for National and Community Service, the federal agency dedicated to fostering service in communities across the country. Since his Inauguration, the President has called on all Americans to serve their communities and be a part of building a better future for our country.

The United We Serve summer initiative begins on June 22nd and runs through the National Day of Service and Remembrance on September 11th. The National Day of Service and Remembrance was created by the Edward M. Kennedy Serve America Act, which President Obama signed in April to help encourage and facilitate community service across the country. During this summer, the President is renewing his call to all Americans to identify needs in their communities, engage in meaningful service to create change – and stay engaged with those projects long after September. The President's call focuses on four key areas where everyone can have a continuing impact in their community: education, health, energy and the environment and community renewal. To create new service projects, to find service projects in their communities and to share stories about projects that are making a difference, Americans can visit the Corporation's website, [www.serve.gov](http://www.serve.gov).

President Obama's video was distributed via email by the Corporation for National and Community Service. View President Obama's full video message at [www.serve.gov](http://www.serve.gov).

"The challenges we face are unprecedented in their size and scope, and we cannot rely on quick fixes or easy answers to put us on the road to recovery," President Obama says in the video message. "In this new century, we need to build a new foundation for economic growth in America. My Administration has already begun this work with dramatic new investments in education, health care and clean energy – investments that will create new jobs and lay the foundation for lasting prosperity. But we cannot do this alone here in Washington..."

"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."

The goal of United We Serve is to help make volunteerism and community service part of the daily lives of all Americans in order to help build a new foundation, one community at a time. Further details about the June 22nd kickoff are forthcoming.

##



**Monica Ashar**

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From: [REDACTED]  
Sent: Monday, June 22, 2009 11:32 AM  
To: Yosi Sergeant; [REDACTED]  
Cc: Elizabeth Stark  
Subject: RE: Phone call

(b)(6)

[REDACTED] pls set this up ASAP today..work around Yosi's schedule..

Yosi, we are very intrested in helping promote this!

[REDACTED]

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

From: Yosi Sergeant [mailto:yosi@arts.gov]  
Sent: Monday, June 22, 2009 10:35 AM  
To: [REDACTED]  
Cc: Elizabeth Stark  
Subject: Phone call

(b)(6)

Hope this finds you well.

I was hoping we could hop on the horn today or tomorrow to discuss United We Serve which Obama is launching today.

Yosi Sergeant  
National Endowment for the Arts  
202 682 5570  
[Yosi@arts.gov](mailto:Yosi@arts.gov)

**Monica Ashar**

---

**From:** Tranchin, Matthew A. [REDACTED] (b)(2)  
**Sent:** Monday, June 22, 2009 4:26 PM  
**To:** Evans, Elisabeth W.  
**Cc:** Yosi Sergeant  
**Subject:** RE: Music Liaison

Thanks, Beth – My take on the situation is that we gave over 50 groups the ole ‘take ownership and spread the good word’ speech. This is one such example. Please let [REDACTED] know that we’ll be in touch as soon as we confirm that EFFORT is their best outlet. (b)(6)

Again, thank you

Matt Tranchin  
The White House  
Office of Public Engagement  
[REDACTED] (b)(2)

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**From:** Evans, Elisabeth W.  
**Sent:** Monday, June 22, 2009 4:19 PM  
**To:** Tranchin, Matthew A.; Wicks, Buffy; 'Yosi Sergeant'  
**Cc:** Kennedy, Joseph  
**Subject:** RE: Music Liaison

Hi everyone,  
To clarify, the person who contacted us is [REDACTED] (b)(6), the manager of [REDACTED] (b)(6). We had given the band a tour [REDACTED] (b)(6) and he just wanted to make sure that if they got involved with this project, it was in fact sanctioned by the White House. Let me know if you would like to speak with him directly or if you would like me to let him know either way. (b)(6)

Thank you,

Bess Evans  
White House Visitors Office

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

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**From:** Tranchin, Matthew A.  
**Sent:** Monday, June 22, 2009 4:15 PM  
**To:** Evans, Elisabeth W.; Wicks, Buffy; 'Yosi Sergeant'  
**Cc:** Kennedy, Joseph  
**Subject:** RE: Music Liaison

Thanks, Beth. Looping in Buffy Wicks, Deputy Director of OPL who is spearheading the “United We Serve” effort and Yosi Sergeant, Communications Director for the NEA who set-up the massive arts summit when he was working in the WH.

Buffy – is the message below something we can sanction/get behind?

Yosi – my understanding is that EFFECT was one of a handful of music organizations that were asked to take ownership over “UWS.” Do you know their background/legitimacy?

Thanks,

Matt Tranchin  
The White House  
Office of Public Engagement  
[REDACTED] (b)(2)

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**From:** Evans, Elisabeth W.  
**Sent:** Monday, June 22, 2009 3:58 PM  
**To:** Kennedy, Joseph; Tranchin, Matthew A.  
**Subject:** RE: Music Liaison

Perfect! Matt, do you know anything about this? We have a group that wants to make sure it is legit. I am more than happy to pass them along to you as well.



June 17, 2009

Dear Music Industry Leader,

Today, in a video message, President Obama officially announced the initiative, **United We Serve**, encouraging Americans to create meaningful change in their communities by engaging in service. The White House has asked EFFECT (parent company of MusicMatters) to mobilize the music industry around the **United We Serve** Campaign.

The **United We Serve** campaign is one of the key initiatives from the White House designed to activate individuals, build communities, and move the nation forward positively. It features a robust website ([www.serve.gov](http://www.serve.gov)) that links individuals with organizations needing help in their communities. This program provides both the rally cry and the tools to engage the positive energy in America towards community service in three primary focus areas: **Environment, Education and Healthcare**.

*There is a high level of interest and hope from the White House that the music industry will take a leading role building momentum for this initiative. It is critical to position community volunteerism as a cool, hip opportunity. The music industry has the distinctive ability to engage and leverage fans' passions to encourage participation. Musicians have the power to move millions and create real, quantifiable change.*

President Obama is asking you, as a leader in the entertainment industry, to help activate your fan base by participating in this historic campaign. Please do one or all of the following:

1. Place the **United We Serve** logo/banner on the band website and/or the link to [www.serve.gov](http://www.serve.gov)
2. Send an email to your fan base encouraging them to get involved by going to [www.serve.gov](http://www.serve.gov)
3. Include **United We Serve** on your social media pages
4. Allow a **United We Serve** volunteer to table at your concerts
5. Mention **United We Serve** from the stage
6. Encourage participation in **United We Serve** by everyone in your organization
7. Provide ticket contests or music tracks to fans who volunteer
8. Pass this message on to all of your friends in the business

The White House is partnering with EFFECT to facilitate the music industry's participation and provide you all the tools and resources needed to help make **United We Serve** hugely successful this summer. You can reach us at [REDACTED] or [REDACTED] (b)(6). For more information on how to get involved and to download the resources available to you as a participating artist or manager, just go to our website at [EFFECTpartners.com](http://EFFECTpartners.com) and click on the Serve.gov button.

Once again, THANK YOU for your help in mobilizing this amazing program. We are confident, along with President Obama, that by working together side-by-side with our neighbors, America can truly make meaningful, positive, change within our communities nationwide.

Sincerely,

[REDACTED], [REDACTED] (b)(6)  
and the entire EFFECT crew

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**From:** Kennedy, Joseph  
**Sent:** Monday, June 22, 2009 3:57 PM  
**To:** Evans, Elisabeth W.; Tranchin, Matthew A.  
**Subject:** RE: Music Liaison

I am looping in Matt Tranchin who works with Kareem Dale- arts outreach.  
Thx

---

Joe Kennedy  
White House  
Office of Public Engagement

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**From:** Evans, Elisabeth W.  
**Sent:** Monday, June 22, 2009 3:44 PM  
**To:** Kennedy, Joseph  
**Subject:** Music Liaison

Hi Joe,  
I know you are the sports liaison, but is there a music liaison in your office?  
I have a question from a band we gave a tour to and want to direct them to the right place. Thank you!

Bess Evans  
White House Visitors Office  
[REDACTED] (b)(2)

Fax

[REDACTED]

[REDACTED]

}(b)(2)

## Monica Ashar

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**From:** Yosi Sergant  
**Sent:** Monday, June 22, 2009 4:56 PM  
**To:** Tranchin, Matthew A.  
**Subject:** RE: Music Liaison

I am in contact with a lot of artists around this initiative, feel free to send him my information if you want me to turn them 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 (b)(6)  
[yosi@arts.gov](mailto:yosi@arts.gov)

---

**From:** Tranchin, Matthew A. [mailto:[REDACTED]] (b)(2)  
**Sent:** Monday, June 22, 2009 4:54 PM  
**To:** Yosi Sergant; Evans, Elisabeth W.  
**Subject:** RE: Music Liaison

I think it makes the most sense, Beth, to connect us with [REDACTED] (b)(6). I'll have Kalpen get in touch with him after he gets his feet on the ground (July 6<sup>th</sup>).

Thanks,

**Matt Tranchin**  
The White House  
Office of Public Engagement  
[REDACTED] (b)(2)

---

**From:** Yosi Sergant [mailto:[yosi@arts.gov](mailto:yosi@arts.gov)]  
**Sent:** Monday, June 22, 2009 4:51 PM  
**To:** Tranchin, Matthew A.; Evans, Elisabeth W.; Wicks, Buffy  
**Cc:** Kennedy, Joseph  
**Subject:** RE: Music Liaison

MusicMatters is one of many group that has been in direct continued contact with Philip Martin CNS about engaging artists in United We Stand. While I was still at the WH, we brought them in for a meeting to encourage their outreach to their network of artists, but never sanctioned them as an 'official partner.' Unless there has been further commitment to this project since I left the White House, they greatly overstate their relationship in the email.

Despite their overstated relationship, Music Matters is indeed a credible group that does good work.

**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

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**From:** Tranchin, Matthew A. [mailto: (b)(2)]  
**Sent:** Monday, June 22, 2009 4:15 PM  
**To:** Evans, Elisabeth W.; Wicks, Buffy; Yosi Sergeant  
**Cc:** Kennedy, Joseph  
**Subject:** RE: Music Liaison

Thanks, Beth. Looping in Buffy Wicks, Deputy Director of OPL who is spearheading the "United We Serve" effort and Yosi Sergeant, Communications Director for the NEA who set-up the massive arts summit when he was working in the WH.

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Matt Tranchin  
The White House  
Office of Public Engagement  
(b)(2)

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**Sent:** Monday, June 22, 2009 3:58 PM  
**To:** Kennedy, Joseph; Tranchin, Matthew A.  
**Subject:** RE: Music Liaison

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June 17, 2009

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Once again, THANK YOU for your help in mobilizing this amazing program. We are confident, along with President Obama, that by working together side-by-side with our neighbors, America can truly make meaningful, positive, change within our communities nationwide.

Sincerely,

[REDACTED], [REDACTED] (b)(6)  
and the entire EFFECT crew

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**From:** Kennedy, Joseph  
**Sent:** Monday, June 22, 2009 3:57 PM  
**To:** Evans, Elisabeth W.; Tranchin, Matthew A.  
**Subject:** RE: Music Liaison

I am looping in Matt Tranchin who works with Kareem Dale- arts outreach.  
Thx



---

Joe Kennedy  
White House  
Office of Public Engagement

**From:** Evans, Elisabeth W.  
**Sent:** Monday, June 22, 2009 3:44 PM  
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**Subject:** Music Liaison

Hi Joe,  
I know you are the sports liaison, but is there a music liaison in your office?  
I have a question from a band we gave a tour to and want to direct them to the right place. Thank you!

Bess Evans  
White House Visitors Office

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

Monica Ashar

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From: [REDACTED]  
Sent: Monday, June 22, 2009 5:05 PM  
To: Kareem A. Dale; Matthew A. Tranchin  
Cc: [REDACTED]; [REDACTED]; [REDACTED]; Yosi Sergeant  
Attachments: BRIEFING BOOK FINAL.pdf; ATT00002.htm

(Attachment withheld under (b)(6))

Hello Kareem, Attached you will find a copy of the final briefing book from the May 12 White House briefing. We revised it to include some people who joined the briefing group late in the process so were not included in the original version. This will give you and the other White House representatives the contact information for everyone involved in the briefing.

We have heard that the White House arts liaison responsibilities will be transitioning to Kal Penn. How can we best share the information about the briefing with him? Is this something we should be communicating with the briefing participants? Was there any response to the briefing from your colleagues or to the response we sent? We are convening a conference call of some of the briefing participants on Friday June 26, which will be a good opportunity to share information. We have also been in touch with Yosi Sergeant about United We Serve with some ideas about how we might support and highlight the sustained work of many artists in this area. All best,

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

(b)(6)

=

**Monica Ashar**

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**From:** Dale, Kareem A. [REDACTED] (b)(2)  
**Sent:** Monday, June 22, 2009 5:13 PM  
**To:** (b)(6) [REDACTED] Yosi Sergeant  
**Cc:** Patrice Walker Powell; John Ostrout; Andi Mathis; Anita Decker  
**Subject:** RE: United We Serve and State Arts Agencies

(b)(6)  
Thanks [REDACTED]. This is great. If you ever need a contact at the Corporation for national Service, let me know and I can connect you or your members.

Kareem Dale  
Special Assistant to the President for Disability Policy  
The White House  
Phone: [REDACTED]  
[REDACTED] (b)(2)

---

**From:** [REDACTED] [mailto:[REDACTED]] (b)(6)  
**Sent:** Monday, June 22, 2009 4:47 PM  
**To:** yosi@arts.gov  
**Cc:** Patrice Powell; John Ostrout; Andi Mathis; deckera@arts.gov; Dale, Kareem A.  
**Subject:** FW: United We Serve and State Arts Agencies

Dear Yosi,

Following up on our conversation about the **United We Serve** initiative, I thought you would be interested in seeing how the National Assembly of State Arts Agencies (NASAA) is encouraging our member state arts agencies to participate. Below is the message we sent directly to the executive directors, chairs, public information officers and community development coordinators of state arts agencies. As you see, we've sent them links to President Obama's announcement, Serve.gov, and other resources they can use to share the information throughout each of their states. If you go to the NASAA web site (<http://www.nasaa-arts.org>), you'll see we've featured a Serve.gov link at the top left of our home page as well.

Thank you, Yosi, for including NASAA in the loop early enough for us to be ready with information tailored to help state arts agencies partner effectively with the NEA right from the roll-out.

Best regards,  
[REDACTED] (b)(6)

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**From:** [REDACTED] (b)(6)  
**Sent:** Monday, June 22, 2009 4:03 PM  
**To:** National Assembly of State Arts Agencies  
**Subject:** United We Serve and State Arts Agencies

NASAA would like you to know about a new national service initiative, recently announced by President Obama. **United We Serve** is a national effort to encourage volunteerism and support economic recovery. The initiative officially launches today, June 22, and wraps up on September 11, 2009. More information on United We Serve is available on the attached fact sheet.

We encourage state arts agencies to promote this initiative, which is a priority of the White House and part of the First Lady's portfolio. In particular, state arts agencies can help to raise the profile of the arts

as a part of community revitalization. Artists and arts organizations make unique contributions to civic engagement and community action. Making those contributions to become a visible part of this initiative would be beneficial for all.

Here's how you can help:

- **Alert your constituents to the new initiative via your newsletter and Web site.** You can forward the attached fact sheet (customized for the arts), link to the material on the [NASAA Web site](#), or refer constituents to [Serve.gov](#). Logos, banners and other communications tools are all available for [download](#).
- **Encourage artists and arts organizations to participate.** They can post requests for volunteers from their community, or serve as volunteers themselves.
- **Share your stories.** A national database is being developed to showcase volunteer success stories from across the nation. An Arts & Culture category is available, but relatively few arts-related projects have been posted to date. Encourage your constituents to [share stories](#) of volunteer arts projects that have transformed lives, galvanized community action or assisted populations in need. A wealth of stories is being posted on the White House [Delivering Change map](#).
- **Consider posting your own agency volunteer opportunities.** Many new volunteers are expected to be seeking service opportunities this summer, so capitalize on this momentum if you have a volunteer-ready project.
- **Promote your agency's participation in the initiative.** A [Media Advisory Guide](#) and [sample press release](#) are available to assist you.

The National Endowment for the Arts and the [Corporation for National and Community Service](#) have asked the national arts service organizations to encourage the arts field to participate in this initiative. A listing of United We Serve kick-off events taking place around the country is attached for your reference.

Please keep us apprised of your efforts by contacting [REDACTED] (b)(6)  
Sharing examples of your communications and activities with NASAA will help us to reinforce how state arts agencies are acting as valuable partners in national recovery efforts.

Thank you.

[REDACTED]  
[REDACTED]  
National Assembly of State Arts Agencies (b)(6)  
202-347-6352 x [REDACTED]  
[REDACTED]  
[www.nasaa-arts.org](http://www.nasaa-arts.org)

National Assembly of  
State Arts Agencies  
KNOWLEDGE ★ REPRESENTATION ★ COMMUNITY



**First Lady, Cabinet Secretaries,  
Senior Administration Officials  
Kick Off United We Serve with  
Service Projects across the Country**

On June 22, 2009, First Lady Michelle Obama and a large number of Cabinet secretaries and senior administration officials kick off the United We Serve summer service initiative by participating in service projects across the country. United We Serve is an extended call to service by President Obama challenging all Americans to help lay a new foundation for growth in this country by engaging in sustained, meaningful community service. The United We Serve summer service initiative begins June 22 and runs through the National Day of Service and Remembrance on September 11. The initiative is led by the Corporation for National and Community Service, the federal agency dedicated to fostering service in communities across the country.

During this summer, the president is renewing his call to all Americans to identify needs in their communities, engage in meaningful service to create change – and stay engaged with those projects long after September. To create new service projects, to find service projects in their communities and to share stories about projects that are making a difference, Americans can visit the Corporation for National and Community Service's Web site, [www.serve.gov](http://www.serve.gov).

**The details of the service projects are below. All events are open to the press and the public unless otherwise noted.**

***Tuesday, June 23***

**First Lady Michelle Obama**

*Note: This event is closed to the public.* Mrs. Obama will join the First Lady of California Maria Shriver and Corporation for National and Community Service acting CEO Nicky Goren to highlight the importance of children's health and well-being by helping to construct a public playground at Bret Harte Public Elementary School in San Francisco in conjunction with KaBOOM!. KaBOOM! empowers communities to build play spaces for children across the country.

12:30 p.m. PDT  
1035 Gilman Avenue  
San Francisco, CA

**Department of Defense**

*Note: This event is closed to the press and the public.* Secretary Gates will visit Walter Reed Army Medical Center to spend time with wounded warriors in residence there and to recognize the efforts of the many volunteers supporting this community of service members, families and staff.

**Department of Justice**

Attorney General Holder will visit the Police Athletic League in Philadelphia to tour the PAL center, speak to youth and volunteers and toss the opening tip-off of a youth basketball game.

3:00 p.m. EDT  
Cozen Center  
732 N. 17th Street  
Philadelphia, PA

**Department of the Interior**

Secretary Salazar will work with volunteers from Youth Conservation Corps, Volunteers-in-the-Parks, Student Conservation Association and the Shenandoah National Park Association to remove exotic plants in the Shenandoah National Park.

11:30 a.m. EDT  
Shenandoah National Park  
Highway 121 and Skyline Drive  
Luray, VA

Secretary Salazar will hold a media availability at 12:00 p.m. EST.

**Department of Commerce**

Secretary Locke will visit the La Mesita Homeless Shelter for Families in Mesa, Arizona, to read to children and serve them lunch at the Child Care Center.

11:00 a.m. MST

La Mesita Homeless Shelter for Families  
2254 W. Main Street  
Mesa, AZ

**Department of Labor**

Secretary Solis will work with the Los Angeles Communities Advocating for Unity Social Justice and Action YouthBuild program to help construct energy efficient housing for low income individuals.

10:00 a.m. PDT

LACAUSA YouthBuild  
1117 Goodrich Blvd  
Los Angeles, CA

**Department of Housing and Urban Development**

Secretary Donovan will join volunteers from the St. Bernard Project and other local organizations to rebuild a New Orleans home that was destroyed in Hurricane Katrina. Secretary Donovan will also join the St. Bernard Project to welcome a family back into their Gentilly neighborhood home that was recently renovated with support from the St. Bernard Project.

9:45 a.m. CDT

The Allen Family House  
7730 Hansbrough Avenue  
New Orleans, LA

1:00 p.m. CDT

The Wiltz Family House  
5334 Cameron Boulevard  
New Orleans, LA

Secretary Donovan will be available for interviews at 12:00 p.m. CST at the Allen family house.

**Department of Transportation**

Secretary LaHood will visit and work on Habitat for Humanity's Atlantic Avenue project in Brooklyn, New York. The Atlantic Avenue project is a 41 unit, multifamily, energy efficient building complex.

1:00 p.m. EDT

Atlantic Avenue Habitat for Humanity project  
2331 Atlantic Avenue (between Eastern parkway and Sherlock Place)  
Brooklyn, NY

Secretary LaHood will hold a media availability at 2:00 p.m.

**Department of Energy**

Secretary Chu will travel to Battle Creek, Michigan for an energy efficiency event in partnership with League of Conservation Voters at the local YMCA. He will help assemble home energy efficiency kits and educational materials to help families lower their energy costs.

2:00 p.m. EDT

Battle Creek YMCA  
182 Capital Avenue NE  
Battle Creek, MI

**Department of Education**

Secretary Duncan will meet with librarians and then read to children at Fanwood Memorial Library in Fanwood, New Jersey, to highlight the importance of combating reading loss during the summer.

1:20 p.m. EDT

Fanwood Memorial Library  
North Avenue and Tillotson Road  
Fanwood, NJ

Secretary Duncan will hold a media availability at 2:40 p.m. EDT.

**Department of Veterans' Affairs**

*NOTE: This event is limited to invited press.* Secretary Shinseki will assist volunteer drivers in transporting patients who are unable to drive to their medical appointments at VA Medical Centers. Assistant Secretary Duckworth will address a group of youth volunteers about "Knowing and Respecting Disabled Veterans" and help escort a patient to a rehabilitation appointment.

**Department of Homeland Security**

Secretary Napolitano will be working with the Orlando Citizen Corps Council and volunteers in Orlando to assemble Community Emergency Response Team kits in preparation for hurricane season at the Orlando Emergency Operations Center.

1:15 p.m. EDT

City of Orlando Emergency Operations Center  
110 Andes Avenue  
Orlando, FL

*Note: This event is closed to the public.* Federal Emergency Management Agency Administrator Fugate, a former volunteer firefighter himself, will meet with firefighters, Community Emergency Response Team volunteers and members of Fire Corps, a group of community members that volunteer time to support local firefighters, in Denver. They will discuss the importance of volunteerism in the effort to fight fires and keep communities safe.

11:00 a.m. MDT

Station 8, Denver Fire Department  
1616 Park Avenue  
Denver, CO

**United States Mission to the United Nations**

*Note: This event is closed to the public.* Ambassador Rice will visit the Harlem Children's Zone in New York, where she will teach middle and high school students about the situation in the Democratic Republic of the Congo (DRC) and about the emergency relief items needed by children in the DRC. The U.S. Fund for UNICEF will make a donation of emergency goods to children in the DRC, and the Harlem students will personalize the gifts with cards and photos.

12:15 p.m. EDT

Harlem Children's Zone  
35 East 125th Street  
New York, NY

**Office of the United States Trade Representative**

Ambassador Kirk will serve breakfast at The Second Chance Café at The Bridge, a program of The Stewpot, a facility that feeds the homeless in Dallas, Texas. The Stewpot is a comprehensive resource center for homeless and at-risk individuals in Dallas.

7:00 a.m. CDT

The Second Chance Café at The Bridge  
1818 Corsicana Street  
Dallas, TX

**Environmental Protection Agency**

Administrator Jackson will join Missouri River Relief, Blue River Watershed Association, Missouri Stream Team and Friends of the Kaw, as well as local students to monitor and help clean up the Missouri and Kansas Rivers at Kaw Point Park, Kansas. Students will be testing mercury levels in fish and measuring water quality and volunteers will be using boats to pick up trash along the rivers' banks.

11:30 a.m. CDT

Kaw Point Park  
Fairfax District  
Kansas City, KS

**United States Agency for International Development**

Acting Administrator Alonzo Fulgham will participate in an immunization drive with the Baltimore City Health Department, the Esperanza Center, a health center that provides bilingual primary care adult, pediatric and well-woman care, and the Baltimore City Women, Infants and Children program.

10:00 a.m. EDT

Esperanza Center  
430 South Broadway  
Baltimore, MD

11:00 a.m. EDT

Baltimore City WIC Program  
620 N. Caroline Street  
Baltimore, MD

**Council on Environmental Quality**

Chairwoman Nancy Sutley will work with the Anacostia Watershed Society to plant native wetland species in Kingman Lake, a 35-acre wetlands marsh adjacent to the Anacostia River. Kingman Lake is the biggest tidal wetland in D.C.

2:00 p.m. EDT

Kingman Lake

2790 Benning Road, NE

Washington, DC

**Small Business Administration**

Administrator Mills, along with SCORE, Small Business Development Center and Women's Business Center volunteers and counselors will host a Young Entrepreneurs session at Southern Maine Community College. Mills, along with the other volunteers, will counsel budding business leaders by providing insight and assistance based on their knowledge and past experiences.

9:00 a.m. EDT

Southern Maine Community College

Peter A. McKernan Hospitality Center

2 Fort Road

South Portland, ME

***Tuesday, June 23*****Department of Health and Human Services**

Secretary Sebelius will participate in the "Reach Out and Read" program and read to children at a local health center in the DC metro area. Details are forthcoming.

**Office of Personnel Management**

Director John Berry will visit Food For Others food distribution center to kick off the "Feds Feed Families" food drive that federal employees will participate in throughout the summer.

12:00 p.m. EDT

Food For Others

2938 Prosperity Avenue

Merrifield, VA

***Thursday, June 25*****Department of Treasury**

Secretary Geithner will participate in a community service project in Washington, D.C. Details are forthcoming.

***Monday, June 29*****United States Department of Agriculture**

Secretary Vilsack will work with the Summer Food Service Program in Chicago to help prepare and distribute free, nutritious meals and snacks to children in low-income areas who are enrolled in the program. The Summer Food Service Program is administered by the Food and Nutrition Service, an agency of the USDA.

11:45 a.m. CDT

St. Agatha Family Empowerment Center

Chicago, IL

National Assembly of  
State Arts Agencies

KNOWLEDGE ★ REPRESENTATION ★ COMMUNITY

National Assembly of State Arts Agencies  
1029 Vermont Avenue NW, 2nd Floor  
Washington, D.C. 20005  
202-347-6352

[www.nasaa-arts.org](http://www.nasaa-arts.org)





## Opportunities for Arts Participation in Summer 2009

United We Serve is a nationwide service initiative that kicks off on June 22, 2009. Led by the White House and coordinated by the [Corporation for National and Community Service](#), United We Serve asks organizations across America to engage new volunteers in their work and encourages individuals to volunteer and develop community service projects with friends, family, and neighbors. After an initial 81 days – June 22 to September 11 – the president hopes that the initiative will grow into a sustained, collaborative effort to promote service as a way of life for all Americans. More information about the initiative is available at [Serve.gov](#).

### United We Serve and the Arts

By participating in United We Serve, artists and arts organizations can demonstrate the unique and vital contributions the arts make to every aspect of community life. Volunteer efforts may be centered on cultural activities or on those relating to one of United We Serve's areas of focus: education; health; energy and the environment; and community renewal. In addition to the inherent benefits of volunteerism, either by engaging volunteers or serving as volunteers, artists and arts organizations can strengthen their community ties and make the arts more visible in local recovery efforts.

### How to Participate

- **Post a call for volunteers.** Invite members of the community to get involved with your organization and its programs. Go to [Serve.gov](#) and register your organization and your project(s) in the [All for Good](#) database, a national hub of volunteer opportunity listings. Record numbers of volunteers are expected to seek service opportunities this summer, so be sure to capitalize on this momentum.
- **Become a volunteer.** Contribute your time to a volunteer project taking place in your community – and identify yourself as an artist when you do! Search [Serve.gov](#) and [All for Good](#) for nearby opportunities.
- **Create your own project.** Consult the [on-line toolkit](#) for tips on how to design local service efforts that make a difference. The best practices profiled there can maximize the impact of any community arts or cultural engagement initiative.
- **Share your story.** Make the arts a visible part of America's service movement by [sharing your story](#) on-line. Describe how you have engaged volunteers for arts projects and how those projects have transformed lives, galvanized community action or assisted populations in need. Include pictures for maximum appeal. A wealth of stories is being posted on the White House [Delivering Change map](#).
- **Promote your participation.** A [sample press release](#) is available to help you get started.

### Helpful Resources

Additional materials about United We Serve are available on-line, including a [video announcement](#) by President Obama, answers to [Frequently Asked Questions](#) and a [Media Advisory Guide](#).

National Assembly of  
State Arts Agencies  
KNOWLEDGE ★ REPRESENTATION ★ COMMUNITY

National Assembly of State Arts Agencies  
1029 Vermont Avenue NW, 2nd Floor  
Washington, D.C. 20005  
202-347-6352  
[www.nasaa-arts.org](http://www.nasaa-arts.org)

**Monica Ashar**

---

**From:** [REDACTED]  
**Sent:** Monday, June 22, 2009 5:29 PM  
**To:** Yosi Sergant; [REDACTED]  
**Subject:** Re: Connections

] (b)(6)

Hey Yosi!

Great to hear back. Let's definitely find a time to meet in the coming weeks. I'm in DC often, so I will let you know. And if you're in NY, please keep me posted.

Thanks!

[REDACTED] (b)(6)

---

**From:** Yosi Sergant  
**Date:** Mon, 22 Jun 2009 10:50:16 -0400

**To:** [REDACTED] <[REDACTED]>; [REDACTED] <[REDACTED]>; [REDACTED] <[REDACTED]>

] (b)(6)

**Subject:** RE: Connections

Hello all and thanks for the intro. Any friend of [REDACTED]'s is a friend of mine and most probably a force for good, so count me in, for whatever!

Let me know if I can help in any way... I'm knee deep in inspiring artists to overtake the United We Serve project the White House is launching today.

**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:** [REDACTED] [mailto:[REDACTED]]  
**Sent:** Friday, June 19, 2009 5:09 PM  
**To:** Yosi Sergant; Yosi Sergant; [REDACTED]; [REDACTED]  
**Subject:** Connections

] (b)(6)

Hey Yosi,

I would love for you to meet my colleagues [REDACTED] and [REDACTED]. [REDACTED] is doing amazing things in NYC with [REDACTED] and with musicians making a difference. [REDACTED] has served as [REDACTED] for years and is producing a major conference for the next generation of leaders to move to action. I think you would be a great candidate for participating in this conference -- and you all should connect regardless.

] (b)(6)

All my best,

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

(b)(6)

**Monica Ashar**

---

**From:** Yosi Sergant  
**Sent:** Monday, June 22, 2009 5:32 PM  
**To:** [REDACTED] (b)(6)  
**Subject:** Introduction

(b)(6) [REDACTED] meet [REDACTED] [REDACTED] meet [REDACTED].

[REDACTED] is a [REDACTED] at Americans for the Arts. [REDACTED] is [REDACTED] at MoveOn. I use informal language with intent- to make sure you understand the way I feel about both of you. You two are both awesome forces for good in the universe.

(b)(6) [REDACTED], [REDACTED] and MoveOn are still developing their *United We Serve* strategy as I know you are as well. I want to suggest the two of you speak directly and discuss possibilities for engagement either directly or indirectly. Big or small I feel like you may want to introduce [REDACTED] to Animating Democracy.

[REDACTED] also has excellent insight into the first ARRA \$'s to hit the ground – an art project by DOT.

Make art. Make magic. This relationship should reach far beyond this 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](mailto:yosi@arts.gov)

**Monica Ashar**

---

**From:** Yosi Sergant  
**Sent:** Monday, June 22, 2009 6:17 PM  
**To:** (b)(6) [redacted]  
**Subject:** RE: United We Serve and State Arts Agencies

This is great. Thank you for taking such a great leadership role on this.

Awesome.

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:** [redacted] [mailto:[redacted]] (b)(6)  
**Sent:** Monday, June 22, 2009 4:47 PM  
**To:** Yosi Sergant  
**Cc:** Patrice Walker Powell; John Ostrout; Andi Mathis; Anita Decker; [redacted] (b)(2)  
**Subject:** FW: United We Serve and State Arts Agencies

Dear Yosi,

Following up on our conversation about the **United We Serve** initiative, I thought you would be interested in seeing how the National Assembly of State Arts Agencies (NASAA) is encouraging our member state arts agencies to participate. Below is the message we sent directly to the executive directors, chairs, public information officers and community development coordinators of state arts agencies. As you see, we've sent them links to President Obama's announcement, Serve.gov, and other resources they can use to share the information throughout each of their states. If you go to the NASAA web site (<http://www.nasaa-arts.org>), you'll see we've featured a Serve.gov link at the top left of our home page as well.

Thank you, Yosi, for including NASAA in the loop early enough for us to be ready with information tailored to help state arts agencies partner effectively with the NEA right from the roll-out.

Best regards,

[redacted] (b)(6)

---

**From:** [redacted] (b)(6)  
**Sent:** Monday, June 22, 2009 4:03 PM  
**To:** National Assembly of State Arts Agencies  
**Subject:** United We Serve and State Arts Agencies

NASAA would like you to know about a new national service initiative, recently announced by President Obama. **United We Serve** is a national effort to encourage volunteerism and support economic recovery.

The initiative officially launches today, June 22, and wraps up on September 11, 2009. More information on United We Serve is available on the attached fact sheet.

We encourage state arts agencies to promote this initiative, which is a priority of the White House and part of the First Lady's portfolio. In particular, state arts agencies can help to raise the profile of the arts as a part of community revitalization. Artists and arts organizations make unique contributions to civic engagement and community action. Making those contributions to become a visible part of this initiative would be beneficial for all.

Here's how you can help:

- **Alert your constituents to the new initiative via your newsletter and Web site.** You can forward the attached fact sheet (customized for the arts), link to the material on the [NASAA Web site](#), or refer constituents to [Serve.gov](#). Logos, banners and other communications tools are all available for [download](#).
- **Encourage artists and arts organizations to participate.** They can post requests for volunteers from their community, or serve as volunteers themselves.
- **Share your stories.** A national database is being developed to showcase volunteer success stories from across the nation. An Arts & Culture category is available, but relatively few arts-related projects have been posted to date. Encourage your constituents to [share stories](#) of volunteer arts projects that have transformed lives, galvanized community action or assisted populations in need. A wealth of stories is being posted on the White House [Delivering Change map](#).
- **Consider posting your own agency volunteer opportunities.** Many new volunteers are expected to be seeking service opportunities this summer, so capitalize on this momentum if you have a volunteer-ready project.
- **Promote your agency's participation in the initiative.** A [Media Advisory Guide](#) and [sample press release](#) are available to assist you.

The National Endowment for the Arts and the [Corporation for National and Community Service](#) have asked the national arts service organizations to encourage the arts field to participate in this initiative. A listing of United We Serve kick-off events taking place around the country is attached for your reference.

Please keep us apprised of your efforts by contacting [REDACTED] (b)(6)  
Sharing examples of your communications and activities with NASAA will help us to reinforce how state arts agencies are acting as valuable partners in national recovery efforts.

Thank you.

[REDACTED]  
[REDACTED]  
National Assembly of State Arts Agencies  
202-347-6352 x[REDACTED]  
[REDACTED]  
[www.nasaa-arts.org](http://www.nasaa-arts.org)

(b)(6)

National Assembly of  
State Arts Agencies  
KNOWLEDGE ★ REPRESENTATION ★ COMMUNITY

Monica Ashar

---

From: [REDACTED]  
Sent: Monday, June 22, 2009 7:18 PM  
To: [REDACTED]  
Cc: Yosi Sergant; [REDACTED]  
Subject: Re: Connections

(b)(6)

Hi Yosi.. it is a deep pleasure to e-talk to you.. I was involved w a project at the DNC last year and I think we met thru [REDACTED] who is one of my dearest friends at the gallery.. I hope you come to NYC so we can all meet..

(b)(6)

thanks you [REDACTED].. you are an angel.. xx big hugs xx

Cheers,

[REDACTED]  
President/Founder  
[REDACTED]  
[REDACTED] / [REDACTED]

(b)(6)

"Be the change you wish to see in the world"... Mahatma Gandhi

"Nothing of value happens unless you take a leap into uncertainty" - Colette Aboulker-Muscat

On Mon, Jun 22, 2009 at 5:29 PM, [REDACTED] wrote: (b)(6)  
> Hey Yosi!

>  
> Great to hear back. Let's definitely find a time to meet in the coming  
> weeks. I'm in DC often, so I will let you know. And if you're in NY,  
> please keep me posted.

> Thanks!

> [REDACTED] (b)(6)

>  
> \_\_\_\_\_  
> From: Yosi Sergant  
> Date: Mon, 22 Jun 2009 10:50:16 -0400  
> To: [REDACTED]; [REDACTED]  
> [REDACTED]; [REDACTED]  
> Subject: RE: Connections

(b)(6)

> Hello all and thanks for the intro. Any friend of [REDACTED]'s is a friend (b)(6)  
> of mine and most probably a force for good, so count me in, for whatever!

>  
>  
> Let me know if I can help in any way... I'm knee deep in inspiring  
> artists to overtake the United We Serve project the White House is launching today.

> Yosi Sergant  
>





>  
>  
>

--

## Monica Ashar

---

**From:** Yosi Sergant  
**Sent:** Monday, June 22, 2009 9:25 AM  
**To:** [REDACTED] (b)(6)  
**Cc:** Elizabeth Stark  
**Subject:** Today

Can we hop on the horn today? I wanna talk about United We Serve which Obama is launching today.

Yosi  
202 682 5570

## Monica Ashar

---

**From:** Martin, Philip [PMartin@cns.gov]  
**Sent:** Tuesday, June 23, 2009 12:14 PM  
**To:** Yosi Sergeant  
**Subject:** RE: United We Serve and State Arts Agencies

(b)(6)  
This is awesome – thanks for sharing. Did [REDACTED] put this together? I talked to her last week I think.

Would love to learn reactions from the agencies, what they do after reading this...

Any word on how the learningworlds/amer for arts convo went in Seattle about spreading the message and providing ideas to artists/arts orgs for how to participate?

Phil

Phil Martin  
Outreach Coordinator, United We Serve  
Corporation for National and Community Service  
202.606.6657  
[pmartin@cns.gov](mailto:pmartin@cns.gov)  
[www.serve.gov](http://www.serve.gov)

---

**From:** Yosi Sergeant [mailto:[yosi@arts.gov](mailto:yosi@arts.gov)]  
**Sent:** Monday, June 22, 2009 6:10 PM  
**To:** Martin, Philip  
**Subject:** FW: United We Serve and State Arts Agencies

FYI

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

---

**From:** [REDACTED] [mailto:[REDACTED]] (b)(6)  
**Sent:** Monday, June 22, 2009 4:47 PM  
**To:** Yosi Sergeant  
**Cc:** Patrice Walker Powell; John Ostrout; Andi Mathis; Anita Decker; [REDACTED] (b)(2)  
**Subject:** FW: United We Serve and State Arts Agencies

Dear Yosi,

Following up on our conversation about the **United We Serve** initiative, I thought you would be interested in seeing how the National Assembly of State Arts Agencies (NASAA) is encouraging our member state arts agencies to participate. Below is the message we sent directly to the executive directors, chairs, public information officers and community development coordinators of state arts agencies. As you see, we've sent them links to President Obama's announcement, Serve.gov, and other resources they can use to share the information throughout each of their states. If you go to the NASAA web site (<http://www.nasaa-arts.org>), you'll see we've featured a Serve.gov link at the top left of our home page as well.

Thank you, Yosi, for including NASAA in the loop early enough for us to be ready with information tailored to help state arts agencies partner effectively with the NEA right from the roll-out.

Best regards,

[REDACTED] (b)(6)

---

**From:** [REDACTED] (b)(6)  
**Sent:** Monday, June 22, 2009 4:03 PM  
**To:** National Assembly of State Arts Agencies  
**Subject:** United We Serve and State Arts Agencies

NASAA would like you to know about a new national service initiative, recently announced by President Obama. **United We Serve** is a national effort to encourage volunteerism and support economic recovery. The initiative officially launches today, June 22, and wraps up on September 11, 2009. More information on United We Serve is available on the attached fact sheet.

We encourage state arts agencies to promote this initiative, which is a priority of the White House and part of the First Lady's portfolio. In particular, state arts agencies can help to raise the profile of the arts as a part of community revitalization. Artists and arts organizations make unique contributions to civic engagement and community action. Making those contributions to become a visible part of this initiative would be beneficial for all.

Here's how you can help:

- **Alert your constituents to the new initiative via your newsletter and Web site.** You can forward the attached fact sheet (customized for the arts), link to the material on the NASAA Web site, or refer constituents to Serve.gov. Logos, banners and other communications tools are all available for download.
- **Encourage artists and arts organizations to participate.** They can post requests for volunteers from their community, or serve as volunteers themselves.
- **Share your stories.** A national database is being developed to showcase volunteer success stories from across the nation. An Arts & Culture category is available, but relatively few arts-related projects have been posted to date. Encourage your constituents to share stories of volunteer arts projects that have transformed lives, galvanized community action or assisted populations in need. A wealth of stories is being posted on the White House Delivering Change map.
- **Consider posting your own agency volunteer opportunities.** Many new volunteers are expected to be seeking service opportunities this summer, so capitalize on this momentum if you have a volunteer-ready project.
- **Promote your agency's participation in the initiative.** A Media Advisory Guide and sample press release are available to assist you.

The National Endowment for the Arts and the Corporation for National and Community Service have asked the national arts service organizations to encourage the arts field to participate in this initiative. A listing of United We Serve kick-off events taking place around the country is attached for your reference.

Please keep us apprised of your efforts by contacting [REDACTED] (b)(6). Sharing examples of your communications and activities with NASAA will help us to reinforce how state arts agencies are acting as valuable partners in national recovery efforts.

Thank you.

[REDACTED]  
[REDACTED]  
National Assembly of State Arts Agencies  
202-347-6352 x [REDACTED]  
[REDACTED]  
[www.nasaa-arts.org](http://www.nasaa-arts.org)

(b)(6)

National Assembly of  
State Arts Agencies  
KNOWLEDGE ★ REPRESENTATION ★ COMMUNITY

## Monica Ashar

---

**From:** Martin, Philip [PMartin@cns.gov]  
**Sent:** Tuesday, June 23, 2009 12:18 PM  
**To:** [REDACTED] (b)(6)  
**Cc:** Yosi Sergeant  
**Subject:** RE: Summer Service Initiative - moving forward

Hi [REDACTED] (b)(6)

Folks at learning worlds institute and Americans for the Arts are talking about putting together resources for artists/arts orgs and maybe hosting them at Americans for the Arts (or lots of places) which would be a LOT faster than trying to get an arts toolkit on the serve.gov website.

I'll follow up w/ Yosi about pulling together a smaller group regularly. We'll definitely include you. We'll aim for this week but will see what happens –

Phil

Phil Martin  
Outreach Coordinator, United We Serve  
Corporation for National and Community Service  
202.606.6657  
[pmartin@cns.gov](mailto:pmartin@cns.gov)  
[www.serve.gov](http://www.serve.gov)

---

**From:** [REDACTED] [mailto:[REDACTED]] (b)(6)  
**Sent:** Monday, June 22, 2009 6:24 PM  
**To:** Martin, Philip  
**Subject:** RE: Summer Service Initiative - moving forward

Hi Phil,

I think it is a great idea to get a smaller group of arts folks together on a weekly call to discuss the ongoing status and progress of the service project. Perhaps this would also be a good start to getting a dialogue going on a toolkit for arts service projects? I noticed this doesn't exist on serve.gov right now. Have we missed the boat on this?

Thanks.

[REDACTED] (b)(6)

---

**From:** Martin, Philip [PMartin@cns.gov]  
**Sent:** Thursday, June 18, 2009 2:00 PM  
**To:** [REDACTED]  
**Subject:** RE: Summer Service Initiative - moving forward

(b)(6) Hi [REDACTED],

Today there's just an education call that's going to be pretty education specific (setting/tracking goals, etc.). We decided not to do an arts call this week since so many people seem to be out in Seattle, but I assume people will want to do something again in the future.

One thing to consider is whether to pull together a smaller group of people – a dozen or fewer – on a regular (weekly?) basis, as we're doing with the education people. More discussion/strategy/idea sharing than a big info sharing call, which maybe could still happen but probably with less frequency.

We wouldn't assume to represent every single arts group with this team, but would think about big-picture stuff in a way that could be helpful to everyone...

Let me know what you think. The education agenda is attached so you see what we're up to in case it makes sense to think about pulling together similar group for arts...

Phil

Phil Martin  
Outreach Coordinator, United We Serve  
Corporation for National and Community Service  
202.606.6657  
[pmartin@cns.gov](mailto:pmartin@cns.gov)  
[www.serve.gov](http://www.serve.gov)

---

**From:** [REDACTED] [mailto:[REDACTED]] (b)(6)  
**Sent:** Thursday, June 18, 2009 1:46 PM  
**To:** Martin, Philip  
**Subject:** RE: Summer Service Initiative - moving forward

Phil,  
Is there a number for the conference call taking place at 2? I still don't have this information. Please advise.  
Thanks.

[REDACTED] (b)(6)

---

**From:** Martin, Philip [mailto:PMartin@cns.gov]  
**Sent:** Thursday, June 11, 2009 3:49 PM  
**To:** [REDACTED]  
**Subject:** RE: Summer Service Initiative - moving forward

(b)(6) [REDACTED], I'm sorry I was already on the call when you emailed – that was the Education call. The other Arts call is 4:30 pm today and the info is attached.

[REDACTED] was really great on the call. Glad we did it. You have any reactions/feedback/suggestions?

Phil

Phil Martin  
Corporation for National and Community Service  
202.606.6657  
[pmartin@cns.gov](mailto:pmartin@cns.gov)

---

**From:** [REDACTED] [mailto:[REDACTED]] (b)(6)  
**Sent:** Thursday, June 11, 2009 2:06 PM  
**To:** Martin, Philip  
**Subject:** RE: Summer Service Initiative - moving forward

Hi Phil,  
What is the call in info for the 2pm call today?

[REDACTED] (b)(6)

---

**From:** Martin, Philip [mailto:PMartin@cns.gov]  
**Sent:** Friday, June 05, 2009 10:46 AM

**To:** Martin, Philip

**Subject:** Summer Service Initiative - moving forward

Dear Summer Partners,

Hello – my name is Phil Martin and I will be your lead contact for the summer service initiative here at the Corporation for National and Community Service (CNCS) in collaboration with the White House. President Obama will announce this initiative next week. As a key partner, I'd like to touch base with you on a few things before then, please –

**GETTING STARTED – (RSVP by Monday, June 8, 4 pm)**

I want to thank you for the work you do every day. Your organization is making this country stronger, and I am thrilled to join you in your efforts this summer. If we haven't already been in touch about setting up a phone call or meeting, would you please email me with a few windows of time (after 10 am) that we could have a 30-minute-or-less conversation sometime next week? If you are in DC, I'd be delighted to have you join me in person here at CNCS Headquarters, located at 1201 New York Avenue NW. If not, let's do a phone call.

**STAYING CONNECTED**

We'll do a weekly conference call with similar organizations (right now that mostly means education and the arts) to share best practices, answer questions, etc. We'll do it every Thursday at 2 pm for about half an hour, beginning with Thursday, June 11. Please mark your calendars. Call-in info to follow.

Also, please let me know if there is someone else at your organization who should be my primary contact, and feel free to share with me the name/contact info for someone at another education/arts organization that you think should be involved in this initiative.

**POSTING PROJECTS (RSVP by Wednesday, June 10, 4 pm)**

Many of you already know the service projects you'll be promoting and / or developing this summer. We want to make sure they get posted to serve.gov before our official launch on June 22, and we're here to help.

In order to make the project registration process as quick and easy as possible, please download the attached Excel spreadsheet and follow these steps:

1. Complete the "Create Organization Account" form [see first tab at the bottom of the document].
2. Complete the "Opportunities Form" [see second tab at the bottom of the document].
3. Email me directly with any questions.
4. By Wednesday, June 10<sup>th</sup>, send your completed spreadsheet back to me at [pmartin@cns.gov](mailto:pmartin@cns.gov).

I look forward to working with you on this important project.

Thanks very much,  
Phil

Phil Martin  
Corporation for National and Community Service  
202.606.6657  
[pmartin@cns.gov](mailto:pmartin@cns.gov)



1. *Journal of the American Medical Association*, 2000; 283: 2686-2692.

1000

Figure 1. The relationship between the number of children and the number of parents.

0 0

Figure 1 is a line graph showing the relationship between the percentage of total effort and the percentage of total catch for various fish species. The x-axis represents the 'Percentage of total effort' (0 to 100), and the y-axis represents the 'Percentage of total catch' (0 to 100). The species included are Yellow perch, Rock bass, White perch, Striped bass, and others. The graph shows that Yellow perch have the highest catch percentage for a given effort level, while Rock bass have the lowest. The legend indicates that the solid line represents the 'Percentage of total catch' and the dashed line represents the 'Percentage of total effort'.

\_\_\_\_\_

---

From: Martin, Philip [mailto:PMartin@cns.gov]  
Sent: Tuesday, June 23, 2009 2:19 PM  
To: [REDACTED]; yosi@arts.gov (b)(6)  
Subject: RE: Arts/UWS core team? Call this week or after?

Yes, can we say 2:40 pm for 20 minutes or less?

Why don't you call this number - a number that holds multiple lines - in case Yosi is able to join in too: 202.606.3830.

Phil

Phil Martin

Outreach Coordinator, United We Serve

Corporation for National and Community Service

202.606.6657

[pmartin@cns.gov](mailto:pmartin@cns.gov)

[www.serve.gov](http://www.serve.gov)

---

From: [REDACTED] [mailto:[REDACTED]] (b)(6)  
Sent: Tuesday, June 23, 2009 2:00 PM  
To: Martin, Philip; yosi@arts.gov  
Subject: Re: Arts/UWS core team? Call this week or after?

Hi Phil,

Yosi and I had a great conversation with [REDACTED] (b)(6) in Seattle and I'd like to fill you in.  
Are you free for a call within the next hour?

Thanks, [REDACTED]

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

T: [REDACTED] ext. [REDACTED]  
F: [REDACTED]  
E: [REDACTED]  
W: [REDACTED]

(b)(6)

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

From: Martin, Philip <PMartin@cns.gov>  
To: Yosi Sergant <yosi@arts.gov>; [REDACTED]  
Sent: Tue Jun 23 13:28:00 2009  
Subject: Arts/UWS core team? Call this week or after?

Yosi and [REDACTED],

(b)(6)

With the major issue areas - Education, Health, etc. - there is a team of a dozen or so big organizations who talk every week as a sort of working group - sharing ideas, helping with strategy, etc. [REDACTED] at Arts Presenters thinks we should do that with Arts, too. Your thoughts?

(b)(6)

If so, should we try to do something at the end of this week or wait till next week? I'd ask you to assemble a diverse, somewhat representative group for this smaller team, so would appreciate your input on how to proceed.

(Of course we can host larger calls or more narrowly targeted calls, but want to make sure we get the ball rolling with a core team if that's something you also think we should do.)

Thanks,

Phil

Phil Martin

Outreach Coordinator, United We Serve

Corporation for National and Community Service

202.606.6657

[pmartin@cns.gov](mailto:pmartin@cns.gov)

[www.serve.gov](http://www.serve.gov)

## Monica Ashar

---

**From:** Yosi Sergant  
**Sent:** Tuesday, June 23, 2009 7:02 PM  
**To:** [REDACTED] (b)(6)  
**Subject:** RE: Connections

I spoke with the Animating Democracy folks about your stuff... they seemed to be on board...

**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:** [REDACTED] [mailto:[REDACTED]] (b)(6)  
**Sent:** Tuesday, June 23, 2009 7:00 PM  
**To:** Yosi Sergant  
**Subject:** Re: Connections

You're doing great stuff!!!!

Any chance you can make it to Telluride end of August?

On Jun 22, 2009, at 7:50 AM, Yosi Sergant wrote:

(b)(6)

Hello all and thanks for the intro. Any friend of [REDACTED]'s is a friend of mine and most probably a force for good, so count me in, for whatever!

Let me know if I can help in any way... I'm knee deep in inspiring artists to overtake the United We Serve project the White House is launching today.

**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:** [REDACTED] [mailto:[REDACTED]]  
**Sent:** Friday, June 19, 2009 5:09 PM  
**To:** Yosi Sergant; Yosi Sergant; [REDACTED] [REDACTED] (b)(6)  
**Subject:** Connections

Hey Yosi,

I would love for you to meet my colleagues [REDACTED] and [REDACTED]. [REDACTED] is doing amazing things in NYC with [REDACTED] and with musicians making a difference. [REDACTED] has served as [REDACTED] for years and is producing a major conference for the next generation of leaders to move to action. I think you would be a great candidate for participating in this conference -- and you all should connect regardless.

All my best,

[REDACTED] (b)(6)

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

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

**Monica Ashar**

---

**From:** [REDACTED] (b)(6)  
**Sent:** Tuesday, June 23, 2009 9:05 PM  
**To:** Yosi Sergeant  
**Subject:** RE: Summer of Service

Yes, Americans for the Arts is on board  
Thanks for the notes -- It is helpful to make the message consistent from the start!

[REDACTED] (b)(6)

**NEW From Animating Democracy - The Arts & Civic Engagement Tool Kit: Planning Tools and Resources for Animating Democracy in Your Community.**

**Pick up your copy from the Americans for the Arts Store today!**

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**From:** Yosi Sergeant [mailto:yosi@arts.gov]  
**Sent:** Tuesday, June 23, 2009 7:56 PM  
**To:** [REDACTED] (b)(6)  
**Subject:** RE: Summer of Service (b)(6)

Looks like [REDACTED] has committed [REDACTED] to making a website to house an arts version of Serve.gov and a toolkit.

A few light notes below

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

---

**From:** [REDACTED] [mailto:[REDACTED]] (b)(6)  
**Sent:** Tuesday, June 23, 2009 12:17 PM  
**To:** Yosi Sergeant  
**Subject:** Summer of Service

Great to connect with you at convention Yosi  
Here are my notes based on our conversation regarding summer of service  
Let me know if I am missing big points or there is anything you want to add (b)(6)

Our internal conversations are underway to be ready for further connection with you, [REDACTED] and others

**National Summer of Service**

Notes from conversations with Yosi Sergant at convention

(b)(6)  
[redacted] and [redacted] met with Yosi Sergant during the convention to hear and discuss his ideas about the National Summer of Service

Sergant's stated objectives:

- To promote active participation in by the arts sector in United We Serve
- **To make the arts contribution highly visible by driving Serve.gov uploads and creative documentation (both on serve.gov and new 'arts service hub')**
- ~~To build support for funding an Arts Corps by showcasing the contributions of the arts through Summer of Service—~~ basically demonstrate that "the arts kicked butt" for the administration's agenda to support the effort to acquire an appropriation for an ArtsCorps

What kinds of volunteerism to drive:

- Arts and cultural organizations (and projects) as a place to serve your community – recruiting and employing volunteers to advance the work of arts organizations
- Artists and cultural organizations contributing their resources (human and other) to community improvement efforts and to address other community needs
- Artists and arts organizations contributing their creative assets to advance a cause, build community, address an issue, etc.
- Artists and arts organizations developing their own creative projects to engage communities in creative service
- Artist and arts organization creatively documenting Summer of Service projects in their own communities—video, audio, photographic, other

Promotion strategies:

1. Utilize the arts service org network to drive broad participation by artists and arts organization
2. Drive a grassroots mobilization through social networking and independent media
3. Activate selected high profile creative projects, in key areas and demos nation-wide, focused on the 'tastemakers'

Tools Needed:

- Fact sheets/Tool kits to promote participation and creative documentation
- Interactive web site
  - Idea blog
  - Reporting/uploading opportunities
- Ongoing communication coordination
- Aggressive PR and promotion strategies

Challenges:

- Promoting volunteerism may be perceived as counter productive to increasing how the public values and supports the arts and artists
- Resistance by stressed organizations to add one more thing
- Getting at least some large scale projects mobilized
- Project documentation and broad media visibility

Opportunities for Americans for the Arts:

- Platform for broad public media presence for Americans for the Arts or Citizens for the Arts (or both)
- Capture of names/e-mail for new arts supporters
- Engaging and promoting the full continuum of creative sector from symphony to activism

Challenges

- Human resources
- \$ Resources
- Messaging
- Positioning Americans for the Arts as collaborator/ coordinator with wide range of partners

I look forward to working with you. [redacted] (b)(6)

[REDACTED] (b)(6)

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**Pick up your copy from the Americans for the Arts Store today!**



**Monica Ashar**

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**From:** [REDACTED] (b)(6)  
**Sent:** Wednesday, June 24, 2009 8:50 AM  
**To:** Yosi Sergant  
**Subject:** Re: United We Serve

Yos!

Hey my dear. I'm in Munich at the moment. Can we talk in a couple of hours-- whenever you're in the office?

You can reach me on [REDACTED] (b)(6)

Anything for my president!

Thanks,  
[REDACTED] (b)(6)

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

**From:** Yosi Sergant  
**To:** [REDACTED] (b)(6)  
**Sent:** Jun 22, 2009 3:32 PM  
**Subject:** United We Serve

Can we hop on the horn today? I wanna talk about United We Serve which Obama is launching today.

Yosi  
202 682 5570

Sent from my Verizon Wireless BlackBerry

**Monica Ashar**

---

**From:** Bill O'Brien  
**Sent:** Wednesday, June 24, 2009 9:18 AM  
**To:** [REDACTED] (b)(6)  
**Cc:** Anita Decker; Yosi Sergant  
**Subject:** Performing Arts Alliance  
**Attachments:** PerformingArtsAllianceArtsTransitionStatement.pdf

Hi,

In case you have not seen this, the Performing Arts Alliance (which is made up of most of the nation's major arts service orgs) published an "Arts Policy in the New Administration" paper in January. It includes recommendations to the Office of Presidential Transition on policies related to the NEA, cultural exchange, national service, arts ed, ect. (b)(5)

[REDACTED]

The list of current board members for the org can be found here [REDACTED] is currently [REDACTED] (b)(5)  
[REDACTED]—Execs from Dance USA, Opera America, TCG, NAMT, League of American Orchestras, APAP, etc. are all on it).

[http://theperformingartsalliance.org/performingarts/Board\\_of\\_Directors.html](http://theperformingartsalliance.org/performingarts/Board_of_Directors.html) (b)(5)

[REDACTED]

Bill

## **Arts Policy in the New Administration**

January 15, 2009 (Originally submitted November 21, 2008.)

### **Recommendations to the Office of Presidential Transition on behalf of**

American Association of Museums  
American Music Center  
American String Teachers Association  
Americans for the Arts  
Association of Art Museum Directors  
Association of Performing Arts Presenters  
Chamber Music America  
Chorus America  
Dance/USA  
League of American Orchestras  
Literary Network  
Meet the Composer  
NAMM, the International Music Products Association

National Alliance for Musical Theatre  
National Assembly of State Arts Agencies  
National Association of Latino Arts and Culture  
National Council for Traditional Arts  
National Dance Education Organization  
National Guild of Community Schools of the Arts  
National Network for Folk Arts in Education  
National Performance Network  
OPERA America  
Performing Arts Alliance  
Theatre Communications Group  
VSA arts

The arts and cultural community welcomes the opportunity to communicate with President-Elect Obama and his staff in re-imagining how the federal government can inspire and support creativity in communities nationwide through robust policies that advance participation in the arts for all Americans.

The following policy recommendations have been developed by the national associations listed above, whose memberships comprise thousands of American cultural institutions and artists as well as state and local government arts agencies. We speak as a collective voice for our members, who make enormous artistic, educational, and economic contributions to the well-being of the nation and its communities.

President-Elect Obama's platform in support of the arts acknowledges the importance of American creativity and addresses a range of key federal policy areas that can be strengthened in the new Administration. We wholeheartedly affirm his goals of boosting support for arts education, improving cultural exchange and the U.S. visa process for foreign guest artists, mobilizing an ArtistCorps, increasing funding for the National Endowment for the Arts (NEA), providing health care for artists, and advancing fair tax policies for the arts. As you are aware, Federal policies affect the arts across a broad swath of issue areas involving many agencies, including the NEA, National Endowment for the Humanities, and Institute of Museum and Library Services, as well as the Departments of State, Interior, Treasury, Education, Transportation, Homeland Security, the Internal Revenue Service, and the Corporation for National and Community Service.

For many years, however, federal policy towards the arts has been fragmented and uncoordinated, lacking coherence and occasionally at cross-purposes with itself. To complement President-Elect Obama's current arts platform, the following recommendations in several key areas address, in varying degrees of detail, ways in which federal leadership can amplify the capacity of the arts to help our nation meet its goals of increased prosperity, international diplomacy, and community vitality. We ask above all that the new Administration approach arts policy holistically. To that end, one of our recommendations is that it appoint a senior-level official in the White House itself. We also urge a more coherent presence for the arts within the various agencies and the opportunity for the arts to be included in forthcoming economic stimulus programs.

We hope that the Office of Presidential Transition will find these recommendations useful as it assembles the new team, and we would be glad to discuss any of them in further detail.

**National Endowment for the Arts • Cultural Exchange  
Arts Education in School, Work, and Life • National Service and the Arts  
Appoint Senior-Level Administration Official to Coordinate Arts and Cultural Policy  
The Role of the Arts in the Not-for-Profit Community**

# National Endowment for the Arts

## Background

It is the mission of the National Endowment for the Arts (NEA) to foster the excellence, diversity, and vitality of the arts in the United States and to broaden public access to the arts. The NEA must provide support for building the capacity of American arts organizations and artists to create and share their work, by initiating national programs, partnering effectively with state and local arts agencies, and helping to ensure lifelong learning in the arts for every American. We urge the Administration to empower the National Endowment for the Arts with the authority and resources to broaden and deepen participation in the arts throughout the United States.

## Policy Recommendations

Support a National Endowment for the Arts with the **resources** to provide national leadership.

- Create a capacity-building initiative to support artistic excellence, improve organizational financial structures, develop a national cultural arts infrastructure, and broaden participation by all Americans.
- Support arts education by engaging educators, artists, and arts organizations in extending the experience in arts education through lifelong learning, and collaborating with the U.S. Department of Education to advance the federal role in K-12 arts education.
- Make flexible grants that increase the capacity of American arts organizations and artists to create and present meaningful arts experiences for Americans, recognizing the value of establishing fellowships to individual artists, providing grants for multi-year support, and permitting arts service organizations the opportunity to regrant funds.
- Increase the NEA budget to \$319.2 million, the FY 1992 peak budget level of \$176 million adjusted for inflation and population as a step toward providing a more appropriate level of artistic benefits to the American people.

Support a National Endowment for the Arts with the **capacity** to provide national leadership.

- Expand the research capacity of the NEA and the federal commitment to initiating research issues in the arts and cultural policy.
- Involve close consultation with artists, arts organizations, and the communities they serve in developing and advancing new programs and initiatives at the NEA as well as enhancing existing programs.
- Enhance support and technical assistance to the field through such means as instituting site visits and technical assistance grant support, and serving as a convener for policy panels.
- Nurture collaboration around goals shared by not-for-profit arts organizations and the commercial arts sector.
- Strengthen the National Council on the Arts through appointments broadly representative of artistic disciplines and concerns, geographically diverse, and characterizing the multiple and collective cultural interests of all Americans, and create a stronger forum for expanding the presence of and access to the arts in this country.

## **Cultural Exchange**

### **Background**

International cultural exchange in the performing, visual, literary, and folk arts is a valuable tool for addressing U.S. diplomatic goals, strengthening our country's international relations, and enriching the skills of our artists. The shared experience, which transcends any language gap, can bring together people of different backgrounds, allowing cultural exchange to serve as a tool for diplomatic efforts. By reinforcing the commonalities among cultures and illuminating our unique differences, cultural exchanges foster understanding and, at a time when the U.S. image abroad is in dire need of improvement, investing in cultural exchange is essential.

Artists make powerful and effective ambassadors, and their skills have the profound ability to inspire both at home and abroad. Just as it is important to send American artists abroad, there is tremendous value in helping foreign artists share their talents with American audiences. Cultural exchange results in a more vibrant U.S. cultural scene and as artists experience and share their creative products, a broadening of their creative skills takes place. Additionally, cultural exchange serves to expand the development of international trade relations.

### **Policy Recommendations**

- Strengthen support for cultural policy among senior leadership at the Department of State and increase federal funding for cultural exchange programs. Leadership should provide greater staffing and funding resources to facilitate cultural exchange opportunities and raise the public visibility of federal support. Likewise, create a dedicated position within the Domestic Policy Council to focus on international cultural policy, which would allow cultural exchange to have a broader focus beyond the availability of program funding. By the joint effort of these leadership positions, cultural exchange could enter and enhance national and international policy discussions.
- Encourage increased public/private partnerships to maximize resources used for the promotion of cultural exchange. Opening avenues to funding from multiple sources creates new opportunities to participate in cultural exchange and subsidized touring. Furthermore, public/private partnerships may enable participation in multi-year, sustainable exchange programs.
- Expand Americans' access to the cultures of the world through an increase in support for translations (fiction, poetry, drama, and books about the performing and visual arts).
- Improve the U.S. visa and tax procedures for foreign guest artists, which are burdensome and prohibitive. Welcoming foreign artists to perform in the United States provides Americans the opportunity to experience a diversity of artistic talent and encourages a supportive climate for U.S. artists abroad.

## **Arts Education in School, Work, and Life**

### **Background**

In order to respond to the changing climate of global competitiveness, demographic shifts, and economic disparity, major changes to the delivery of education to our nation's children are inevitable. As our nation contemplates these changes, and prepares students to be global citizens, the federal commitment to arts education must be strengthened so that the arts are implemented as a part of the core curriculum of our schools and are integral to every child's development. The recommendations below are consistent with President-Elect Obama's public statements and proposals in support of a comprehensive arts education for every student.

#### **When needed most, the arts are being cut from our schools.**

- The arts are uniquely able to boost learning and achievement for young children, students from economically disadvantaged circumstances, and students needing remedial instruction.
- A 2007 study from the Center on Education Policy has found that, since the enactment of NCLB, 30% of districts with at least one school identified as needing improvement have decreased instruction time for arts and music. These are the districts whose students are most responsive to the benefits of the arts, as demonstrated through numerous research studies.

#### **The public, business leaders, and economic experts agree that the arts are essential to a complete education and preparing a 21<sup>st</sup> century workforce.**

- According to the Conference Board, there is overwhelming consensus from superintendents (98%) and corporate leaders (96%) that "creativity is of increasing importance to the U.S. workforce." Of those corporate respondents looking for creative people, 85% said they were having difficulty finding qualified applicants with the creative characteristics they desired.
- The New Commission on the Skills of the American Workforce, in its report *Tough Choices or Tough Times* (2006) states, "It is a world in which comfort with ideas and abstractions is the passport to a good job, in which creativity and innovation are the key to the good life..."
- A Lake Research poll of 1,000 likely voters revealed that, "83% of voters believe that a greater focus on the arts – alongside science, technology, and math – would better prepare students to address the demands of the 21<sup>st</sup> century."

### **Policy Recommendations**

#### **Prevent economic status and geographic location from denying students a comprehensive arts education.**

- Ensure equitable access to the full benefits of arts education when reauthorizing the Elementary and Secondary Education Act so that all, not just some, students can learn to their full potential.
- Exercise leadership to encourage arts-based and other creative learning environments for academically at-risk students participating in Title I-funded programs.
- Retain the arts in the definition of core academic subjects of learning and reauthorize the Arts in Education Programs of the U.S. Department of Education.
- Fund after-school arts learning opportunities and support arts education partnerships between schools and community arts and cultural organizations.

**Move federal policy beyond simply declaring the arts as a core academic subject to actually implementing arts education as an essential subject of learning.**

- Require states to issue annual public reports on the local status and condition of arts education and other core academic subjects.
- Improve national data collection and research in arts education.
- Invest in professional development opportunities for teachers in the arts.

**Deploy arts education as an economic development strategy.**

- Authorize and encourage inclusion of arts learning in STEM (science, technology, engineering, and mathematics) initiatives in order to foster imagination and innovation. Without the arts, STEM falls short of its potential to advance education and workforce development.
- Fully preparing students with the creative skills they will need to advance our nation's position in the 21<sup>st</sup> century global economy requires implementing the arts as a core subject of learning and ensuring that all students attain cultural literacy.
- Ensure that the full range of federal initiatives that advance workforce development, such as Department of Labor programs, provide training in the skills of creativity and imagination.

## **National Service and the Arts**

### **Background**

The Corporation for National and Community Service (CNS) works to fill various unmet needs, from education and housing to healthcare and community development. The arts bring individuals of all ages together, increase communication across cultural and ethnic boundaries, strengthen public education, and bring joy and entertainment to millions of Americans. Together, National Service and the arts create a powerful force, demonstrating the ability for Americans to take initiative, tap into their creative forces, and work together to address a broad array of unmet needs in our country.

The arts have a successful record of partnering with the Corporation for National and Community Service. AmeriCorps members have helped to build and administer summer arts camps in rural communities, designed and painted murals in low-income city districts, and strengthened programming at local arts councils. Learn and Serve America has partnered with arts organizations to strengthen arts education and community service education in the public schools in Florida and RSVP (Retired Senior Volunteer Program) members, under the SeniorCorps Program, have toured Delaware teaching art and music to children in after-school activities.

Additionally, a study issued by the National Endowment for the Arts in 2006, *"The Arts and Civic Engagement: Involved in Arts, Involved in Life,"* found that individuals who participate in the arts are more likely to volunteer in their communities and engage in positive civic activities.

A stronger, more clearly defined relationship between the arts and national service will enable our country to more effectively meet community needs in education, community understanding, and economic development while allowing millions of people to enjoy and participate in the arts.

### **Policy Recommendations**

**The Corporation for National and Community Service oversees three large programs: AmeriCorps, Learn and Serve America, and SeniorCorps. Arts organizations and art-related projects have a proven record of filling unmet community needs through AmeriCorps, Learn and Serve America, and SeniorCorps.**

- To strengthen the relationship between the three CNS core programs, arts organizations, and individual artists, it is recommended that CNS give specific reference to community arts projects and not-for-profit cultural organizations in the list of eligible national service programs as detailed in the National and Community Service Trust Act.
- Further, CNS should create, within the Special Initiatives Program, a recognition program for a successful community arts project with a noticeable impact on unmet needs.

**Expand and strengthen national service initiatives at senior administration levels, above and beyond the Corporation for National and Community Service.**

- Establish a "Volunteer Generation Fund" to help not-for-profit organizations recruit and manage more CNS volunteers.
- Establish a Commission to study and improve how the federal government, not-for-profits, and the private sector can work together to meet national challenges effectively.
- Establish a network of "Community Solution Funds," venture capital funds for the not-for-profit sector to support innovation in the sector.



**CNS should seek to develop a fourth program branch to be known as the ArtistCorps, to connect artists, not-for-profit arts organizations, volunteers, and CNS resources with communities across the country to fulfill unmet needs in education, community development, economic activity, and culturally diverse communities. To assist with this recommendation, it is suggested that CNS:**

- Include the word, “cultural,” as a primary need in the National and Community Service Act.
- Partner with private initiatives in the visual, performing, literary, and folk and traditional arts, such as the Music National Service Initiative ([www.musicnationalservice.org](http://www.musicnationalservice.org)), which brings the skills of professional musicians to supplement music education in the public schools and provide lifelong learning opportunities for all ages.

## **Appoint Senior-Level Administration Official to Coordinate Arts and Cultural Policy**

### **Background**

Policy issues relating to the arts and culture have reached a level of diversity and complexity where the National Endowment for the Arts' grant-making and leadership role alone cannot sufficiently address our nation's cultural policies. The enormous potential to integrate the creative economy, technology issues, changing demographics, and workforce development into policy through the federal government will require leadership directly from the White House.

There are various federal agencies that maintain programs relating to the arts: service at Corporation for National Service, international exchange at the State Department, and arts education at the U.S. Department of Education to name a few. Beyond these examples, there is greater opportunity to bundle together a portfolio that would provide leadership in economic development opportunities at the U.S. Department of Commerce, intellectual property issues, and other arts-related areas.

Current policy advisory groups similar to our recommendations exist, providing helpful guidance in how to construct the best fit:

- The President's Committee on the Arts and the Humanities is an advisory committee traditionally led by the First Lady that makes recommendations for awards and participates in diplomatic activities relating to international cultural events; however, this committee is outside the direct policy work developed by the President's staff.
- The Office of Science and Technology Policy (OSTP), in the Executive Office of the President provides a good example of policy work within the White House, led by a director with an Assistant to the President rank.

### **Policy Recommendations**

- The President should name a senior-level administration official in the Executive Office to coordinate arts and cultural policy, guiding initiatives from federal agencies responsible for tourism, education, economic development, cultural exchange, intellectual property policy, broadband access, and other arts-related areas.
- This new Administration official or office would help to supply critical information for those exercising the "bully pulpit" of the White House, such as the President, the First Lady, and other top leadership figures. The bully pulpit could be used to encourage philanthropy and promote support of the arts and artists. It could further the search for model approaches that allow the arts to contribute to the economy and ensure that the American people's access to artistic work is not limited by systemic choke points. Finally, it could urge all Americans to learn and engage personally in the arts.

# **The Role of the Arts in the Not-for-Profit Community**

## **Background**

Unique in the world in its size and scope, America's not-for-profit sector provides a multitude of services that in most other nations are delivered by government agencies. From health care to social services to arts and culture, American not-for-profit organizations enrich lives in communities large and small nationwide. Acknowledged to be more efficient and flexible than the government and more service-focused than the corporate sector, not-for-profit organizations rely on contributions and volunteers, with individual citizens choosing where and when to donate their funds and services.

A large percentage of the cultural institutions in this country are not-for-profit, charitable organizations with a mission of service. This service comes in many forms, nourishing the imagination, providing emotional solace in times of need; educating children, teachers, and lifelong learners; and strengthening communities. As one leader has said, our institutions "reflect creativity, history, culture, ideas, innovation, exploration, discovery, diversity, freedom of expression, and the ideals of democracy." They also include millions of people in a host of capacities, including artists, scholars, administrators, technicians, carpenters, accountants, and many more.

Not-for-profit arts organizations protect and add to America's cultural heritage, making it accessible to all through exhibitions, performances, and online programming. These organizations give Americans access to the best of the past and present, providing inspiration, education, and entertainment. In presenting cultural heritage, they are governed by a commitment to their mission: excellence, integrity, and transparency. Historically, these institutions have relied on the generosity of donors and volunteers, with a very small percentage of funding coming from governmental or corporate sponsors. Ticket sales and admission fees alone do not come close to subsidizing the artistic presentations, educational offerings, and community-based programming of not-for-profit arts organizations. A significant percentage of direct financial support for non-for-profit arts organizations is derived from charitable giving, and without this support, the ability of these organizations to serve the public would be significantly diminished. Diverse types of charitable giving provide support for arts organizations of all sizes: individual contributions; planned giving; family, business, and corporate foundation grants; in-kind contributions; and gifts of property. There are no profits or shareholders, therefore income is put back into service to the community.

## **Policy Recommendations**

Ensure that the fundamental characteristics of federal support for the not-for-profit community, which have built an unrivalled cultural sector that is the envy of the world, not only remain in place but are strengthened for the future.

- Any mission-related income is exempt from federal tax, as is any endowment income.
- Real property is exempt from property tax.
- Charitable contributions should be fully tax-deductible.
- Governance is by a board of volunteers.
- Contributions of their own work by artists and writers should be tax deductible, as provided by the Artist-Museum Partnership Act (cosponsored by Senator Obama on February 25, 2008). The new Administration could include this as a provision in their budget proposal next year.

**Monica Ashar**

---

**From:** Yosi Sergant  
**Sent:** Thursday, June 25, 2009 10:06 AM  
**To:** [REDACTED] (b)(6)  
**Subject:** Fw: example

(b)(6)  
Don't tell phil I forwarded, but notice he forwarded to [REDACTED] whom I suggested you link with.  
You realllllly should.

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

**From:** Martin, Philip <PMartin@cns.gov>  
**To:** [REDACTED] <[REDACTED]>; Yosi Sergant (b)(6)  
**Sent:** Thu Jun 25 09:40:40 2009  
**Subject:** example

Here's an example of what an organization has done to create a site that's somewhat similar to the idea you shared with me:

<http://unitedweserve.causecast.org/>

(Hopefully in the future they'll insert a link to United We Serve, but this is totally up to them.)

Phil Martin

Outreach Coordinator, United We Serve

Corporation for National and Community Service

202.606.6657

[pmartin@cns.gov](mailto:pmartin@cns.gov)

[www.serve.gov](http://www.serve.gov)

Monica Ashar

---

From: [REDACTED] (b)(6)  
Sent: Thursday, June 25, 2009 11:24 AM  
To: Yosi Sergeant  
Subject: Re: [REDACTED] (b)(6)

[REDACTED] (b)(6)  
office

On Jun 25, 2009, at 11:11 AM, Yosi Sergeant wrote:

I'll call you shortly

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

From: [REDACTED] (b)(6)  
To: Yosi Sergeant  
Sent: Thu Jun 25 11:09:35 2009  
Subject: Re: [REDACTED] (b)(6)

Yes. I want to raise money for a bus tour that would go to service events around the country this summer to raise their visibility, give folks activities and actions they take on the bus (watch spots about issues, write letters on our issue campaigns, make art, get active) and bring artists to these service events to get artists involved and raise profile of people doing good. Or something like that...still conceiving of the idea. This could be a good fit, definitely connect me. Thanks! [REDACTED] (b)(6)

On Jun 25, 2009, at 9:01 AM, Yosi Sergeant wrote:

Any interest in civics project tie to united we serve and arts with [REDACTED] (b)(6)

My interest is in making it art - volunteerism - community - high- profile

If yes I will connect

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

From: [REDACTED] (b)(6)  
To: Yosi Sergeant  
Sent: Thu Jun 25 02:39:35 2009  
Subject: [REDACTED] (b)(6)

(b)(6) so [REDACTED] -- July 31st - is spending the day bringing kids to the show to educate them about world icons through his art. any tie-in there?

[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED] (b)(6)  
Office: [REDACTED]

Fax: [REDACTED]

Mobile: [REDACTED]

On Jun 12, 2009, at 8:15 PM, Yosi Sergeant wrote:

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

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

> From: [REDACTED] [mailto:[REDACTED]] (b)(6)  
> Sent: Friday, June 12, 2009 1:00 PM  
> To: Yosi Sergeant  
> Subject: Re: Thanks  
>

> He will be walking kids through the show, as an education thing -- can  
> we do something with this? Can we get on the phone before I fly off  
> to la to see [REDACTED] on wednesday. I need to know more - and what (b)(6)  
> others are doing - to conceptualize Sent via BlackBerry by AT&T  
>

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

> From: Yosi Sergeant <yosi@arts.gov>  
>

> Date: Fri, 12 Jun 2009 12:55:52

> To: [REDACTED] <[REDACTED]> (b)(6)  
> Subject: RE: Thanks  
>

> Indeedly! (b)(6)  
>

> Hey, any thoughts on [REDACTED] and a Service project in Boston? We are  
> getting really deep in it over here. Had a conference call with 4000  
> arts orgs yesterday. It's gonna be a big 'ol thing...  
> announcement comes from POTUS next week.  
>

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

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

> From: [REDACTED] [mailto:[REDACTED]] (b)(6)  
> Sent: Friday, June 12, 2009 12:47 PM  
> To: Yosi Sergeant  
> Subject: Re: Thanks

> Yosi, I had dinner with [REDACTED] last week. Didn't know you were  
> a Rebooter too, how funny. Best, [REDACTED] -----Original Message----- ] (b)(6)

> From: Yosi Sergeant  
> To: [REDACTED] (b)(6)  
> Subject: RE: Thanks  
> Sent: Jun 1, 2009 7:05 PM

> The government, and it's employees, can't endorse any one artist or  
> their work... we have to resign from any board of directors or  
> committees were on as not to show favoritism. So, I will decline on  
> his behalf.

> The service project I refer to is unaffiliated with the NEA...  
> totally grassroots as inspired by the Presidents 'Summer Of Service'  
> which launches on June 20th.

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

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

> From: [REDACTED] [mailto:[REDACTED]] (b)(6)  
> Sent: Monday, June 01, 2009 6:45 PM  
> To: Yosi Sergeant  
> Subject: Re: Thanks

> he's in Venice... would this be connected to the NEA, or just an  
> example of a grass-roots project. I'm sure he would love to do  
> something. I will be with him next week....maybe we should talk  
> before the 15th to regroup.

> Just throwing this out there, but the August ICA event is going to  
> have a fancy host committee. we haven't gone out to anyone, but would  
> Rocco be interested? Just thought I'd ask. All we need is his name,  
> and it would be great if he came up to Boston for the private VIP  
> event. If it's uncomfortable, don't even ask. If you think it would  
> be cool for him to do, then great. best, [REDACTED] (b)(6)

> [REDACTED]  
> [REDACTED]  
> [REDACTED]  
> [REDACTED]  
> Office:  
> Fax:

> Mobile: [REDACTED] (b)(6)

> On Jun 1, 2009, at 6:38 PM, Yosi Sergeant wrote:

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

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

>> From: [REDACTED] [mailto:[REDACTED]] (b)(6)  
>> Sent: Monday, June 01, 2009 6:37 PM  
>> To: Yosi Sergeant  
>> Cc: Elizabeth Stark  
>> Subject: Thanks  
>>

>> Yosi -- so great to hear how well your doing. You're a man of great  
>> ideas, and I hope this job gives you the platform you need to see  
>> them through. I hope to see you on August 1st in Boston.  
>>

>> Regarding the conversation about [REDACTED], here's a link to  
>> his website, [REDACTED]. ] (b)(6)  
>>

>> As discussed, If you could connect me and him to the literary people  
>> at the NEA, I would greatly appreciate it. Also -- his book was sold  
>> to Universal to make into a movie... I will send you an invite to  
>> his party on July 20th.  
>>

>> Please keep me in the loop of some of the projects you guys are  
>> working on; please utilize me for any help you need....(by the way, I  
>> know you're from LA, but please call on me for any contacts to  
>> Hollywood).  
>>

>> best,

>> [REDACTED]  
>>  
>> [REDACTED]  
>> [REDACTED]  
>> [REDACTED]  
>> [REDACTED]  
>> [REDACTED]  
>> [REDACTED]  
>> Office: [REDACTED]  
>> Fax: [REDACTED]  
>> Mobile: [REDACTED]  
>>  
>>



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> Sent via BlackBerry by AT&T  
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**Monica Ashar**

---

**From:** Elizabeth Stark  
**Sent:** Thursday, June 25, 2009 1:07 PM  
**To:** [REDACTED] (b)(6)  
**Cc:** Yosi Sergeant  
**Subject:** RE: TODAY @3pm EST: White House Conf Call on "UNITED WE SERVE"

2:30 will work. Thanks!

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

**From:** [REDACTED] [mailto:[REDACTED]] (b)(6)  
**Sent:** Thursday, June 25, 2009 1:05 PM  
**To:** Elizabeth Stark  
**Subject:** RE: TODAY @3pm EST: White House Conf Call on "UNITED WE SERVE"

I have a 2 pm meeting, unfortunately. Can he do 2:30? Or 1:30?

[REDACTED] | [REDACTED]  
[REDACTED], [REDACTED]  
[REDACTED], [REDACTED] | [REDACTED]  
tel: [REDACTED] | email: [REDACTED] (b)(6)

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

**From:** Elizabeth Stark [mailto:starke@arts.gov]  
**Sent:** Thursday, June 25, 2009 12:28 PM  
**To:** [REDACTED] (b)(6)  
**Subject:** FW: TODAY @3pm EST: White House Conf Call on "UNITED WE SERVE"

Hi [REDACTED], (b)(6)

Yosi has some time at 2 p.m. today. If that works for you, he'll call you then.

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

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

**From:** Yosi Sergeant  
**Sent:** Thursday, June 25, 2009 11:48 AM  
**To:** Elizabeth Stark  
**Subject:** Fw: TODAY @3pm EST: White House Conf Call on "UNITED WE SERVE"

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

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

To: Yosi Sergeant  
Sent: Thu Jun 25 11:46:29 2009  
Subject: RE: TODAY @3pm EST: White House Conf Call on "UNITED WE SERVE"

Hey Yosi,

Do you have time for a quick call today? We're having an internal meeting about what you and I have been talking about and I want to ask you some quick questions beforehand...

[REDACTED] (b)(6)  
tel: [REDACTED] | email: [REDACTED]

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

From: Yosi Sergeant [mailto:yosi@arts.gov]  
Sent: Wednesday, June 17, 2009 2:17 PM  
To: [REDACTED] (b)(6)  
Subject: Re: TODAY @3pm EST: White House Conf Call on "UNITED WE SERVE"

Just making sure!

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

From: [REDACTED] (b)(6)  
To: Yosi Sergeant  
Sent: Wed Jun 17 14:14:33 2009  
Subject: RE: TODAY @3pm EST: White House Conf Call on "UNITED WE SERVE"

Thanks--got this. I'm on Buffy's list :)

[REDACTED] (b)(6)  
tel: [REDACTED] | email: [REDACTED]

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

From: Yosi Sergeant [mailto:yosi@arts.gov]  
Sent: Wednesday, June 17, 2009 2:12 PM  
To: [REDACTED] (b)(6)  
Subject: Fw: TODAY @3pm EST: White House Conf Call on "UNITED WE SERVE"

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

From: Washington, David O. [REDACTED] (b)(2)  
To: Washington, David O. [REDACTED]  
Sent: Wed Jun 17 11:32:54 2009  
Subject: TODAY @3pm EST: White House Conf Call on "UNITED WE SERVE"

Dear Friend,

Please join us TODAY, Wednesday, June 17th at 3:00pm EST for a conference call with Obama administration officials regarding the launch of United We Serve, President Obama's call to service that was just launched today.

Title: Service Call \*use this in lieu of a passcode\*

Participant: [REDACTED]

Please RSVP to [REDACTED] <mailto:[REDACTED]>

] (b)(2)

THE WHITE HOUSE

Office of the Press Secretary

FOR IMMEDIATE RELEASE

June 17, 2009

President Obama Unveils 'United We Serve,' Calls on All Americans to Commit to Meaningful Volunteer Service in Their Daily Lives

President encourages Americans to visit [www.serve.gov](http://www.serve.gov) to find and create service projects in their communities, share stories about projects they're working on

WASHINGTON, DC - Today, in a video message, President Obama unveiled United We Serve, an extended call to service challenging all Americans to help lay a new foundation for growth in this country by engaging in sustained, meaningful community service. The initiative will be led by the Corporation for National and Community Service, the federal agency dedicated to fostering service in communities across the country. Since his Inauguration, the President has called on all Americans to serve their communities and be a part of building a better future for our country.

The United We Serve summer initiative begins on June 22nd and runs through the National Day of Service and Remembrance on September 11th.

The National Day of Service and Remembrance was created by the Edward M. Kennedy Serve America Act, which President Obama signed in April to help encourage and facilitate community service across the country. During this summer, the President is renewing his call to all Americans to identify needs in their communities, engage in meaningful service to create change - and stay engaged with those projects long after September. The President's call focuses on four key areas where everyone can have a continuing impact in their community: education, health, energy and the environment and community renewal. To create new service projects, to find service projects in their

communities and to share stories about projects that are making a difference, Americans can visit the Corporation's website, [www.serve.gov](http://www.serve.gov).

President Obama's video was distributed via email by the Corporation for National and Community Service. View President Obama's full video message at [www.serve.gov](http://www.serve.gov).

"The challenges we face are unprecedented in their size and scope, and we cannot rely on quick fixes or easy answers to put us on the road to recovery," President Obama says in the video message. "In this new century, we need to build a new foundation for economic growth in America. My Administration has already begun this work with dramatic new investments in education, health care and clean energy - investments that will create new jobs and lay the foundation for lasting prosperity. But we cannot do this alone here in Washington...'

'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.'

The goal of United We Serve is to help make volunteerism and community service part of the daily lives of all Americans in order to help build a new foundation, one community at a time. Further details about the June 22nd kickoff are forthcoming.

##

**Monica Ashar**

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**From:** Martin, Philip [PMartin@cns.gov]  
**Sent:** Thursday, June 25, 2009 2:48 PM  
**To:** [REDACTED]; Yosi Sergant (b)(6)  
**Subject:** FYI - video volunteers

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

Phil Martin  
Outreach Coordinator, United We Serve  
Corporation for National and Community Service  
202.606.6657  
[pmartin@cns.gov](mailto:pmartin@cns.gov)  
[www.serve.gov](http://www.serve.gov)

**Monica Ashar**

---

**From:** Yosi Sergeant  
**Sent:** Thursday, June 25, 2009 2:52 PM  
**To:** [REDACTED] (b)(6)  
**Subject:** RE: Fw: example

Will you add an ARTS button as one of your buttons of examples?!

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

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

**From:** [REDACTED] [mailto:[REDACTED]] (b)(6)  
**Sent:** Thursday, June 25, 2009 12:04 PM  
**To:** Yosi Sergeant  
**Subject:** Re: Fw: example

I called and she emailed me back saying she may have time friday to speak. I will follow up today..

Is he saying we are not linked to serve.gov?

Not sure if I met Phillip but I'm happy he is forwarding around our site we just put up.

On 6/25/09, Yosi Sergeant <[yosi@arts.gov](mailto:yosi@arts.gov)> wrote:

> Don't tell phil I forwarded, but notice he forwarded to [REDACTED] whom I (b)(6)  
> suggested you link with.

>  
> You realllllly should.

>  
>  
>  
>  
>

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

> **From:** Martin, Philip <[PMartin@cns.gov](mailto:PMartin@cns.gov)>  
> **To:** [REDACTED] <[REDACTED]>; Yosi Sergeant (b)(6)  
> **Sent:** Thu Jun 25 09:40:40 2009  
> **Subject:** example

>  
> Here's an example of what an organization has done to create a site  
> that's somewhat similar to the idea you shared with me:

>

> <http://unitedweserve.causecast.org/>

>  
>

>  
> (Hopefully in the future they'll insert a link to United We Serve, but  
> this is totally up to them.)  
>  
>  
>  
> Phil Martin  
>  
> Outreach Coordinator, United We Serve  
>  
> Corporation for National and Community Service  
>  
> 202.606.6657  
>  
> [pmartin@cns.gov](mailto:pmartin@cns.gov)  
>  
> [www.serve.gov](http://www.serve.gov)  
>  
>  
>  
>

--

Sent from my mobile device

[REDACTED] (b)(6)

twitter: [REDACTED]  
email: [REDACTED]  
phone: [REDACTED] x [REDACTED]  
web: [REDACTED]  
aim/skype: [REDACTED]  
[REDACTED] : [http://\[REDACTED\]](http://[REDACTED]) (b)(6)

Based on the understanding that all causes are inherently connected, we believe global change must be achieved through collaboration and individual action. Causecast is an online global community and social action network that connects, promotes and empowers individuals, businesses and nonprofits with resources and groundbreaking tools that transform interest into action, directly influencing positive change.

By measuring our progress, we will have an increasingly large impact on the course of history. Join us at [Causecast.org](http://Causecast.org)



## Monica Ashar

---

**From:** Yosi Sergeant  
**Sent:** Thursday, June 25, 2009 3:02 PM  
**To:** Sally Gifford; Elizabeth Stark; Don Ball; Carlos Arrien; Victoria Hutter; Molly O'Connell; Paulette Beete; David Low; Jackie Harmon; Josephine Reed; Adam Kampe; Elizabeth Mehaffey; Sidney Smith  
**Cc:** Bill O'Brien; Anita Decker; Ted Libbey  
**Subject:** video volunteers

Video Volunteers launched as part of United We Serve.

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

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

**Monica Ashar**

---

**From:** Tranchin, Matthew A. [REDACTED] (b)(2)  
**Sent:** Thursday, June 25, 2009 4:06 PM  
**To:** Yosi Sergant  
**Subject:** FW: Music Liaison

FYI

**From:** Evans, Elisabeth W.  
**Sent:** Thursday, June 25, 2009 11:04 AM  
**To:** Tranchin, Matthew A.  
**Subject:** RE: Music Liaison

Hi Matt, (b)(6) (b)(6) (b)(6)  
[REDACTED] is the manager of [REDACTED] and his e-mail is [REDACTED]. They are interested in being involved. He is great and easy to work with.

Thank you!

Bess Evans  
White House Visitors Office

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

---

**From:** Tranchin, Matthew A.  
**Sent:** Monday, June 22, 2009 5:03 PM  
**To:** Evans, Elisabeth W.  
**Subject:** RE: Music Liaison

If you give me his, then I can reach out and make all the proper introductions. I'll be sure to CC you on it to ensure the hand-off goes smoothly.

Thanks,

Matt Tranchin  
The White House  
Office of Public Engagement  
[REDACTED] (b)(2)

---

**From:** Evans, Elisabeth W.  
**Sent:** Monday, June 22, 2009 5:01 PM  
**To:** Tranchin, Matthew A.; 'Yosi Sergant'  
**Subject:** RE: Music Liaison

Perfect. Should I give him your e-mail, or would you like me to give you his?

---

**From:** Tranchin, Matthew A.  
**Sent:** Monday, June 22, 2009 4:54 PM

**To:** 'Yosi Sergeant'; Evans, Elisabeth W.  
**Subject:** RE: Music Liaison

(b)(6)

I think it makes the most sense, Beth, to connect us with [REDACTED]. I'll have Kalpen get in touch with him after he gets his feet on the ground (July 6<sup>th</sup>).

Thanks,

Matt Tranchin  
The White House  
Office of Public Engagement  
[REDACTED] (b)(2)

---

**From:** Yosi Sergeant [mailto:yosi@arts.gov]  
**Sent:** Monday, June 22, 2009 4:51 PM  
**To:** Tranchin, Matthew A.; Evans, Elisabeth W.; Wicks, Buffy  
**Cc:** Kennedy, Joseph  
**Subject:** RE: Music Liaison

MusicMatters is one of many group that has been in direct continued contact with Philip Martin CNS about engaging artists in United We Stand. While I was still at the WH, we brought them in for a meeting to encourage their outreach to their network of artists, but never sanctioned them as an 'official partner.' Unless there has been further commitment to this project since I left the White House, they greatly overstate their relationship in the email.

Despite their overstated relationship, Music Matters is indeed a credible group that does good work.

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

(b)(2)

---

**From:** Tranchin, Matthew A. [mailto:[REDACTED]]  
**Sent:** Monday, June 22, 2009 4:15 PM  
**To:** Evans, Elisabeth W.; Wicks, Buffy; Yosi Sergeant  
**Cc:** Kennedy, Joseph  
**Subject:** RE: Music Liaison

Thanks, Beth. Looping in Buffy Wicks, Deputy Director of OPL who is spearheading the "United We Serve" effort and Yosi Sergeant, Communications Director for the NEA who set-up the massive arts summit when he was working in the WH.

Buffy – is the message below something we can sanction/get behind?

Yosi – my understanding is that EFFECT was one of a handful of music organizations that were asked to take ownership over "UWS." Do you know their background/legitimacy?

Thanks,

Matt Tranchin  
The White House

(b) (2)

**From:** Evans, Elisabeth W.  
**Sent:** Monday, June 22, 2009 3:58 PM  
**To:** Kennedy, Joseph; Tranchin, Matthew A.  
**Subject:** RE: Music Liaison

Perfect! Matt, do you know anything about this? We have a group that wants to make sure it is legit. I am more than happy to pass them along to you as well.



June 17, 2009

Dear Music Industry Leader,

Today, in a [video message](#), President Obama officially announced the initiative, **United We Serve**, encouraging Americans to create meaningful change in their communities by engaging in service. The White House has asked EFFECT (parent company of MusicMatters) to mobilize the music industry around the **United We Serve** Campaign.

The **United We Serve** campaign is one of the key initiatives from the White House designed to activate individuals, build communities, and move the nation forward positively. It features a robust website ([www.serve.gov](http://www.serve.gov)) that links individuals with organizations needing help in their communities. This program provides both the rally cry and the tools to engage the positive energy in America towards community service in three primary focus areas: **Environment, Education and Healthcare**.

*There is a high level of interest and hope from the White House that the music industry will take a leading role building momentum for this initiative. It is critical to position community volunteerism as a cool, hip opportunity. The music industry has the distinctive ability to engage and leverage fans' passions to encourage participation. Musicians have the power to move millions and create real, quantifiable change.*

**President Obama is asking you, as a leader in the entertainment industry, to help activate your fan base by participating in this historic campaign. Please do one or all of the following:**

1. Place the **United We Serve** logo/banner on the band website and/or the link to [www.serve.gov](http://www.serve.gov)
2. Send an email to your fan base encouraging them to get involved by going to [www.serve.gov](http://www.serve.gov)
3. Include **United We Serve** on your social media pages

4. Allow a **United We Serve** volunteer to table at your concerts
5. Mention **United We Serve** from the stage
6. Encourage participation in **United We Serve** by everyone in your organization
7. Provide ticket contests or music tracks to fans who volunteer
8. Pass this message on to all of your friends in the business

The White House is partnering with EFFECT to facilitate the music industry's participation and provide you all the tools and resources needed to help make **United We Serve** hugely successful this summer. You can reach us at [REDACTED] or [REDACTED] (b)(6). For more information on how to get involved and to download the resources available to you as a participating artist or manager, just go to our website at [EFFECTpartners.com](http://EFFECTpartners.com) and click on the Serve.gov button.

Once again, THANK YOU for your help in mobilizing this amazing program. We are confident, along with President Obama, that by working together side-by-side with our neighbors, America can truly make meaningful, positive, change within our communities nationwide.

Sincerely,

(b)(6)  
[REDACTED]  
and the entire EFFECT crew

---

**From:** Kennedy, Joseph  
**Sent:** Monday, June 22, 2009 3:57 PM  
**To:** Evans, Elisabeth W.; Tranchin, Matthew A.  
**Subject:** RE: Music Liaison

I am looping in Matt Tranchin who works with Kareem Dale- arts outreach.  
Thx

---

Joe Kennedy  
White House  
Office of Public Engagement

---

**From:** Evans, Elisabeth W.  
**Sent:** Monday, June 22, 2009 3:44 PM  
**To:** Kennedy, Joseph  
**Subject:** Music Liaison

Hi Joe,  
I know you are the sports liaison, but is there a music liaison in your office?  
I have a question from a band we gave a tour to and want to direct them to the right place. Thank you!

Bess Evans  
White House Visitors Office

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

Monica Ashar

---

From: Yosi Sergant  
Sent: Thursday, June 25, 2009 8:01 PM  
To: [REDACTED]; [REDACTED]; [REDACTED] (b)(6)  
Subject: RE: connecting

Hello [REDACTED] and [REDACTED] - (b)(6)

Two names that have been circulating in close quarters for some time now.

[REDACTED] - I'm good pals with [REDACTED] @ [REDACTED]. (b)(6)

[REDACTED] - I've been beating the United We Serve drum for arts since my days at the White House. (b)(6)

I'd love to catch up with both of you.

Thanks [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](mailto:yosi@arts.gov)

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

From: [REDACTED] [mailto:[REDACTED]] (b)(6)  
Sent: Thursday, June 25, 2009 2:41 PM  
To: Yosi Sergant  
Subject: RE: connecting

[REDACTED] (b)(6)  
tel: [REDACTED] | email: [REDACTED]

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

From: [REDACTED] (b)(6)  
Sent: Wednesday, June 24, 2009 7:58 PM  
To: 'serganty@arts.org';  
Subject: connecting

Hi [REDACTED], Yosi and [REDACTED], (b)(6)

I wanted to introduce you to each other since you're all doing really cool, overlapping stuff.

[REDACTED] is the founder of [REDACTED] and doing some great work (b)(6)  
around service, social entrepreneurship and media.

Yosi Sergant is the communications director at the NEA and was formerly at the White House overseeing arts and the creative community.

[REDACTED] is CEO and Founder of [REDACTED] (" [REDACTED] ] (b)(6)  
[REDACTED]" as he describes it.)

Just wanted to connect you all in case you want to exchange ideas, etc.

Thanks!

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

## Monica Ashar

---

From: Yosi Sergant  
Sent: Thursday, June 25, 2009 9:58 AM  
To: 'PMartin@cns.gov'; [REDACTED]  
Subject: Re: example

(b)(6)  
I had dinner with [REDACTED] this weeks. Friends of mine from la. They have volunteered to help [REDACTED] with their build.

(b)(6)  
----- Original Message -----

From: Martin, Philip <PMartin@cns.gov>  
To: [REDACTED] <[REDACTED]>; Yosi Sergant (b)(6)  
Sent: Thu Jun 25 09:40:40 2009  
Subject: example

Here's an example of what an organization has done to create a site that's somewhat similar to the idea you shared with me:

<http://unitedweserve.causecast.org/>

(Hopefully in the future they'll insert a link to United We Serve, but this is totally up to them.)

Phil Martin

Outreach Coordinator, United We Serve

Corporation for National and Community Service

202.606.6657

[pmartin@cns.gov](mailto:pmartin@cns.gov)

[www.serve.gov](http://www.serve.gov)



**Monica Ashar**

---

**From:** [REDACTED] (b)(6)  
**Sent:** Friday, June 26, 2009 1:44 AM  
**To:** Yosi Sergeant  
**Attachments:** Huffpost(Womenof Worth).docx

---

Paying hundreds for more mobile than you need? [Take a Peek at the answer.](#)

Title: You Can Nominate a Woman of Worth

(b)(6) This week, at the 2009 National Conference on Volunteering & Service, [REDACTED] both addressed the amazing crowd of 4,500 people who assembled to share, learn and celebrate the volunteering spirit that is growing in our country.

The theme of this year's conference, "Civic. Energy. Generation." speaks to a new era of responsible citizenship. Throughout my life many people have taught and reminded me about the power of volunteering and I now dedicate time to organizations that utilize the power of art and performance, groups like [REDACTED] (www.[REDACTED].org), [REDACTED] (www.[REDACTED].org), [REDACTED] (www.[REDACTED].us), and [REDACTED] (www.[REDACTED].org). [REDACTED], including a special initiative called Women of Worth.

(b)(6) The Women of Worth program is L'Oreal's annual grassroots initiative, that recognizes and supports incredible women from all across the country who are organizing, volunteering and making a difference in their community. [REDACTED] one of last year's Women of Worth honorees - [REDACTED] who founded [REDACTED], a not-for-profit organization that gives children fighting cancer [REDACTED] to brighten their hospital rooms. [REDACTED] began designing [REDACTED] as a way to cheer up [REDACTED] as he fought cancer, a fight he ultimately lost last year. But [REDACTED] has continued to find inspiration from [REDACTED] and [REDACTED] later, she gives back to countless other children by gifting [REDACTED] to others who are courageously fighting their own battles. Her work is a moving example to me and to other artists of how we can use the arts and fine craftsmanship to create more kindness and hope in the world.

(b)(6) I am inspired by [REDACTED]'s story, and by all the women out there making a difference in the lives of others. As the deadline for nominating honorees approaches (July 13<sup>th</sup>), I wanted to help get the word out. You can help determine this year's honorees by nominating someone whose volunteerism is an inspiration to you at [www.womenofworth.com](http://www.womenofworth.com).

We should all support the President's volunteerism call to action and the administration's United We Serve initiative. As First Lady Michelle Obama said at the Conference, we all need to be "ready to answer the call to serve". I encourage everyone to find your call to action, go to [www.service.gov](http://www.service.gov) to find an activity that best suits you. And if you are like me and want to help make the world a better place through the arts, check out [www.nea.gov](http://www.nea.gov).

**Monica Ashar**

---

**From:** [REDACTED] (b)(6)  
**Sent:** Monday, June 29, 2009 11:43 AM  
**To:** Yosi Sergant  
**Subject:** description  
**Attachments:** The Arts and Social Change draft 6 26 09 final.doc

**The Arts and Social Change: The United We Serve Opportunity**

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

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

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

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

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

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

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

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

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

Our plan has three major components:

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

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

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

**Monica Ashar**

---

**From:** David Low  
**Sent:** Monday, June 29, 2009 2:09 PM  
**To:** Yosi Sergeant  
**Subject:** You've probably already seen this

<http://philanthropy.com/news/conference/8660/ways-nonprofit-groups-can-promote-the-united-we-serve-campaign>



## Monica Ashar

---

**From:** Victoria Hutter  
**Sent:** Monday, June 29, 2009 3:44 PM  
**To:** Yosi Sergant; Elizabeth Stark  
**Subject:** creative economy  
**Attachments:** creative economy.doc

Talking points are attached. NASAA has some good resources as well that are here [http://www.nasaa-arts.org/artworks/creativeeconomy\\_resources.html](http://www.nasaa-arts.org/artworks/creativeeconomy_resources.html) and here [http://www.nasaa-arts.org/artworks/creativeeconomy\\_facts.html](http://www.nasaa-arts.org/artworks/creativeeconomy_facts.html)

Yosi, thought you could end with United We Serve as an example of the creative community coming together to enhance quality of life for their neighbors.

Let me know if you need something more or different.  
vh

Victoria Hutter  
Office of Communications  
National Endowment for the Arts  
1100 Pennsylvania Ave. NW, Room 614  
Washington, DC 20506  
202-682-5692 (P)  
202-682-5611 (F)

## CREATIVE ECONOMY TALKING POINTS FOR DCCAH DISCUSSION, July 1

Hard to say when the creative economy movement began.

- Arts organizations, especially local arts organizations have been doing this kind of community development, economic impact, and cultural tourism work that the term “creative economy” entails for decades.
- But the term came into more common parlance around 2000, especially with **Richard Florida**’s 2002 book, *The Rise of the Creative Class: And How It's Transforming Work, Leisure, Community and Everyday Life*.
- For NEA, the April 2002 conference developed in partnership with the Appalachian Regional Commission titled **Building Creative Economies: The Arts, Entrepreneurship, and Sustainable Development in Appalachia**.

### Definition of “creative economy”

- Developed from a need for greater creativity and innovation in the workforce.
- Involves traditional economic benefits, community revitalization, sustainable development, tourism, cross-sector partnerships, and civic engagement.

Some statistics.

- From Americans for the Arts. “Nationally, there are 686,076 businesses in the U.S. involved in the creation or distribution of the arts. They employ 2.8 million people, representing 4.20 percent of all businesses and 2.04 percent of all employees, respectively. These data are current as of January 2009.”
- According to the U.S. Small Business Administration, any organization with average annual revenues of less than \$7 million qualifies as a small business. More than one in three full-time artists -- nearly 690,000 workers -- is self-employed, compared with less than 10 percent of the labor force. Clearly, artists are entrepreneurs and sole proprietors, the very definition of small business.

Some recent publications. Hope you’ve all seen

- The NEA’s study *Artists in the Workforce* (June 2008), there are two million trained, entrepreneurial working artists across the country that are assets to their communities. Representing 1.4 percent of the U.S. labor force, artists constitute a sizeable class of workers -- only slightly smaller than the total number of active-duty and reserve personnel in the U.S. military (2.2 million).
- A 2008 study released by the National Governors Association titled *Arts & the Economy: Using Arts and Culture to Stimulate State Economic Development* states, “Arts and culture-related industries, also known as ‘creative industries,’ provide direct economic benefits to states and communities: They create jobs, attract investments, generate tax revenues, and stimulate local economies through tourism and consumer purchases.”

Many successful creative economy projects taking place across the country. To cite two;

### **Maine**

- After the 2002 election, the newly- elected Governor John Baldaci cited the creative industry as a driving force in the state's economy and convened the 2004 Blaine House conference to rally public support. After the conference, the governor was instrumental in forming the Creative Economy Council to offer guidance on developing creative economy projects.
- In March 2006, the Council released two publications; *Maine's Creative Economy Connecting Creativity, Commerce and Community*, featuring recommendations for strengthening Maine's grassroots creative industries and creative workforce, and *Maine's Creative Economy Handbook*, a practical guide for communities and leaders interested in building creative commerce.

### **Washington State**

- In 2003, the Washington State Arts Commission and a group of cultural leaders met to explore how Washington's creative sector could measure its contributions to both the state and local economies.
- The group came up with the Creative Vitality Index, an annual measure of the health of Washington's arts-related creative economy that includes both nonprofit and commercial activity and incorporates statistics around community arts participation and arts-related occupations.

### **Opening for talking about United We Serve**

In addition to the economic perspective, creative economies encompass quality of life factors such as the degree of civic engagement.

**Monica Ashar**

---

**From:** Yosi Sergeant  
**Sent:** Monday, June 29, 2009 8:07 PM  
**To:** 'PMartin@cns.gov'; [REDACTED]  
**Subject:** Re: FYI - ASCAP/UWS

(b)(6)

Glad that worked out!

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

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

**To:** Yosi Sergeant; [REDACTED] <[REDACTED]>

**Sent:** Mon Jun 29 20:00:05 2009

**Subject:** FYI - ASCAP/UWS

(b)(6)

[http://musicindustrynewswire.com/2009/06/26/min1843\\_203302.php](http://musicindustrynewswire.com/2009/06/26/min1843_203302.php)

Phil Martin

Outreach Coordinator, United We Serve

Corporation for National and Community Service

202.606.6657

[pmartin@cns.gov](mailto:pmartin@cns.gov)

[www.serve.gov](http://www.serve.gov)

## Monica Ashar

---

**From:** Yosi Sergeant  
**Sent:** Tuesday, June 30, 2009 10:00 AM  
**To:** Molly O'Connell  
**Subject:** RE: united we serve

That comes from:

<http://www.dexigner.com/jump/news/18187>

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

---

**From:** Molly O'Connell  
**Sent:** Tuesday, June 30, 2009 9:33 AM  
**To:** Yosi Sergeant  
**Subject:** united we serve

Hi Yosi –

This is not really a news clip, but I thought you would like to see it.

<http://www.dexigner.com/graphic/news-g18187.html>

Molly

**Monica Ashar**

---

**From:** Elizabeth Stark  
**Sent:** Tuesday, June 30, 2009 10:06 AM  
**To:** Yosi Sergeant  
**Subject:** RE: UWS

This is very thorough- who wrote it?

Have you had an opportunity to look at what Sally and I provided in terms of the NEA's comm plan/statement?

---

**From:** Yosi Sergeant  
**Sent:** Monday, June 29, 2009 7:26 PM  
**To:** Elizabeth Stark  
**Subject:** UWS

Here is another groups work

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

**DRAFT FOR DISCUSSION -- June 24, 2009**

**The Arts and Social Change: The United We Serve Opportunity**

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

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

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## Monica Ashar

---

**From:** Yosi Sergant  
**Sent:** Tuesday, June 30, 2009 12:40 PM  
**To:** Elizabeth Stark; Molly O'Connell  
**Subject:** RE: Contact Form Question - [REDACTED] (b)(6)

We should be gathering arts/service clips... especially ones that use the NEA name.

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)

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

**From:** Elizabeth Stark  
**Sent:** Tuesday, June 30, 2009 11:41 AM  
**To:** Yosi Sergant; Molly O'Connell  
**Subject:** RE: Contact Form Question - [REDACTED] (b)(6)

Hey yosi-

This isn't really a news article. Did you send it as an FYI or did you want us to do something with this web site?

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

**From:** Yosi Sergant  
**Sent:** Tuesday, June 30, 2009 11:20 AM  
**To:** Elizabeth Stark; Molly O'Connell  
**Subject:** Fw: Contact Form Question - [REDACTED] (b)(6)

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

**From:** [REDACTED] <[REDACTED]>  
**To:** Yosi Sergant  
**Sent:** Tue Jun 30 10:57:50 2009  
**Subject:** Re: Contact Form Question - [REDACTED] (b)(6)

Hello Yosi,

Nice to meet you! Yes, we got a lot of positive re-tweets yesterday after I sent out the press release on our website, emailed it to press, and sent out a message to our twitter followers. Here are the pertinent links, if you'd like to tuck them away:

<http://www.aiga.org/> (screenshot attached, news item column, 6/29/09)

<http://www.aiga.org/content.cfm/news-062909> (Press release, 6/29/09)

[http://www.aiga.org/common/newsletter/press/source/United We Serve 090629.html](http://www.aiga.org/common/newsletter/press/source/United%20We%20Serve%20090629.html) (email to press and blogs, 6/29/09)

<http://twitter.com/AIGAdesign/status/2390181673> (tweet, 6/29/09)  
[http://www.aiga.org/common/newsletter/communique/source/communique\\_june09.html](http://www.aiga.org/common/newsletter/communique/source/communique_june09.html) (member newsletter, 6/17/09)

Let me know if there's anything else you need; we're hoping that all the excitement will translate into real movement over the summer.

Warmly,

[REDACTED]

[REDACTED]

(b)(6)

Stimulating thinking about design  
[www.aiga.org](http://www.aiga.org)

Don't miss out on Memphis: AIGA members get \$300 off the "Make/Think: AIGA Design Conference" October 8-11, 2009 | Memphis Cook Convention Center, Memphis TN | [designconference.aiga.org](http://designconference.aiga.org)

On 6/30/09 10:07 AM, "[yosi@arts.gov](mailto:yosi@arts.gov)" <[yosi@arts.gov](mailto:yosi@arts.gov)> wrote:

Name: Yosi Sergeant  
Email: [yosi@arts.gov](mailto:yosi@arts.gov)  
Question Type: [REDACTED]  
Membership ID: (not given)

(b)(6)

Message:

Thank you for your United We Serve outreach. It is appreciated.

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

(b)(6)



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FROM AIGA DESIGN ARCHIVES

Sagmeister, Inc. (New York, New York), Editorial design, 2005 [Copy magazine driving pages](#)

[Inspiration](#)

[Professional Resources](#)

[Education](#)

[Design & Business](#)

[Society & Environment](#)

[Writing](#)

[RSS \(What's this?\)](#)

## From Silkscreen to Silver Screen: An Interview with Eileen Yaghoobian



FROM [VOICE](#)

by [Steven Heller](#) | Jun 23, 2009 | [\(0\)](#)

Who are the unsung heroes of the DIY rock-poster scene? Heller talks to the director who hit the road to meet them.

AIGA, the professional association for design, is the place design professionals turn to first to exchange ideas and information, participate in critical analysis and research and advance education and ethical practice...

SEARCH

FROM [AIGA INSIGHT](#)

What is AIGA's mandate for 2014?

by [Richard Grefé](#)

Jun 17, 2009 | [\(4\)](#)



Richard Grefé presents an overview of AIGA's five-year plan to meet the goals of chapters, individual members and the design profession as a whole.

FROM [VOICE](#)

When the Future Was Young, and Cars Could Fly: An Interview with Brett Snyder



by [David Barringer](#)

Jun 09, 2009 | [\(6\)](#)

Will the American car rise again? Barringer revisits Detroit's styling designers of the last century.

[Spotlight: Atlanta](#)

Established: 1988 | Members: 666

[See all chapters](#)

**White House calls on AIGA members**

The White House and the National Endowment for the Arts (NEA) are seeking AIGA members' help in promoting public service opportunities in their communities during the "United We Serve" initiative.

**Get to know the 2009 AIGA Medalists**

[Pablo Ferro](#), [Carin Goldberg](#) and [Doyald Young](#) will each receive the 2009 AIGA Medal at the [Design Legends Gala](#) on September 17. In the meantime, see their work and read about their exceptional achievements.

**Congratulations to AIGA competition finalists!**  
273 works have been selected through this year's

FROM [VOICE](#)

Where's the Finish Line? Examining Success in Design

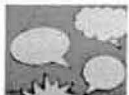


by [Justin Kropp](#)

Jun 16, 2009 | [\(10\)](#)

FROM [IN HOUSE DESIGN](#)

Confronting Confrontation



by [Pam Bryan](#)

Jun 05, 2009 | [\(4\)](#)

Putting off a difficult conversation at

**Monica Ashar**

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**From:** Yosi Sergeant  
**Sent:** Tuesday, June 30, 2009 4:56 PM  
**To:** Bill O'Brien  
**Subject:** RE: [REDACTED] (b)(6)

Hes a good pal. Worth developing a relationship with over there, but his division has been getting less and less attention. Hes a good guy.

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

---

**From:** Bill O'Brien  
**Sent:** Tuesday, June 30, 2009 4:54 PM  
**To:** Yosi Sergeant  
**Subject:** [REDACTED] (b)(6)

...sent me a follow up email, basically just a 'nice meeting you the other night'.

I suspect you already know him well. I was interested in some of the stuff on his bio on Politico, namely..

[REDACTED] is the Director of [REDACTED] (Public Affairs) & Executive Producer of Political Programming for [REDACTED] (aka Political Director). The [REDACTED] is [REDACTED]'s hub for social and civic engagement, designed to empower the 120 million [REDACTED] users to make a difference in the world and to allow politicians, non-profits, and civic organizations to connect with [REDACTED]'s global audience. [REDACTED] spearheaded the company's partnership with [REDACTED] and was an Executive Producer of the ground-breaking series of [REDACTED], the most interactive political engagement forums of the 2008 election season. (b)(6)

More here:

[http://www.politico.com/arena/bio/\[REDACTED\].html](http://www.politico.com/arena/bio/[REDACTED].html)

Suspect you may have already done this, but when I send him my 'nice meeting you as well' do you want me to mention anything about your "United We Serve" and Rock the Vote efforts?

b.o'b.

**Monica Ashar**

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**From:** Anderson, Charlie [REDACTED] (b)(2)  
**Sent:** Tuesday, June 30, 2009 10:28 PM  
**To:** Anderson, Charlie  
**Subject:** Congratulations, Thank You, and Update on United We Serve and Beyond

Hello Team Service!

What an incredible 9 days it's been for the President's service and innovation agendas. I want to congratulate everyone on putting together some fantastic principal events last week for the kickoff of United We Serve. This followed the long awaited Serve.gov revamp launched with a new search engine that aggregates service opportunities from across the country in all areas. Check out the site at [www.serve.gov](http://www.serve.gov). This is a bit of an update on all things service and innovation to all service points of contact or friends of service and just a huge thanks from us for all that you did to make the kickoff of United We Serve a success. At the bottom of this email are links and details on the following:

- **White House Blog Slideshow of Principals' Service**
- **Video of POTUS and FLOTUS Remarks at Packing of 15,000 School Bags; Engaging in Service**
- **FLOTUS speech on service at National Conference on Volunteering and Service**
- **POTUS Event Today in East Room on Innovative Community Solutions – the other half of the Office of Social Innovation and Civic Participation**

But first, I just wanted to take a chance to say **THANK YOU** to everyone who has been a part of launching United We Serve and to encourage you to continue your agency's involvement. Whether it's the Feds Feed Families summer food drive launched by OPM last Tuesday, having your principals finding and visiting people and community organizations that are having an impact while they are traveling, or getting your agency's employees to team up and work on long-term projects in their communities, we encourage you to stay involved.

The Corporation for National and Community Service will be working to develop long-term service infrastructure in agencies, working with non-profit partners to collect best practices and stories from the summer, and looking to build on what we learn from this summer to make future efforts even more robust. Please step up and be engaged with them as we begin the process of institutionalizing what you helped launch last Monday.

Let's celebrate this beginning, while looking forward to even better things.

Warm Regards,

Charlie

**A Service and Innovation Update to Service Points of Contact from the Domestic Policy Council**

I wanted to wait to congratulate everyone until we got the blog post up on the White House blog so you all can admire the awesome slide show. Please go here to check out the great shots of everyone's bosses out engaging in communities to promote the President's agenda (thanks Cammie):

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

In addition to the First Lady working on a KaBOOM! sponsored playground build and delivering the kickoff speech to the largest crowd ever assembled at the Corporation for National and Community Service's National Conference on Volunteering and Service in San Francisco, both POTUS and FLOTUS spoke and packed 15,000 school bags for children of servicemen and women last Thursday. Please go here for footage of their remarks there:

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

And the First Lady's work in San Francisco:

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

And her remarks there:

[http://www.whitehouse.gov/the\\_press\\_office/Remarks-by-the-First-Lady-at-a-United-We-Serve-Summer-Kick-Off-Activity-with-Maria-Shriver/](http://www.whitehouse.gov/the_press_office/Remarks-by-the-First-Lady-at-a-United-We-Serve-Summer-Kick-Off-Activity-with-Maria-Shriver/)

The mood of the country very much reflects the mission of this office – one of community-based problem solving. Volunteerism has been skyrocketing over the last year despite the tough economic times and will be a pillar of that problem solving mission. Channeling volunteers into sustained and impactful service has the opportunity to generate hundreds of billions in in-kind benefits to communities across the country. Thank you for helping kick off a message and mission that will be a hallmark of our short time here and that we hope lives on well beyond.

For those interested, the other prong of the Office of Social Innovation and Civic Participation (my office in the Domestic Policy Council) is to take to scale innovative programs that solve our communities' most pressing problems – programs that have already demonstrated success but have not yet had their impact brought to communities across the country. Today, the President issued a call to foundations, corporations, and non-profits to partner with us in that mission of scaling what works. Some incredible and dynamic speakers talked about their organizations' work in communities and the trials they face. The President followed with remarks on the Administration's role in partnering with these cross-sectoral groups:

[http://www.whitehouse.gov/the\\_press\\_office/Remarks-by-The-President-on-Community-Solutions-Agenda-6-30-09/](http://www.whitehouse.gov/the_press_office/Remarks-by-The-President-on-Community-Solutions-Agenda-6-30-09/)

Many of your agencies are also engaged in the innovation agenda as well, and we look forward to partnering with you to expand on innovative ideas that work. Well, that's it for now, but we will be in touch with more ways for you to partner with us in service and/or innovation.

Answer President Obama's Call to Serve at [Serve.gov](http://Serve.gov)

## Monica Ashar

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**From:** Anita Decker  
**Sent:** Tuesday, June 09, 2009 4:54 PM  
**To:** Yosi Sergant; Bill O'Brien

I'm at the WH for my weekly meeting and it turns out there WILL be a change in the name from Summer of Service to "United We Serve". Its not public yet but thought I would share.



## Monica Ashar

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**From:** Martin, Philip [PMartin@cns.gov]  
**Sent:** Friday, July 10, 2009 3:39 PM  
**To:** (b)(6) [redacted]; Yosi Sergeant; [redacted]; [redacted]  
**Subject:** UWS stories w/ arts twist, issue weeks, etc.  
**Attachments:** Stories for United We Serve.doc; YMCA project examples.doc; All for Good Tip Sheet.doc

Yosi, [redacted], [redacted], [redacted], and [redacted] (i.e. my connection to the art world!),

<http://www.artsusa.org/serve/> is looking great! [redacted], have you gotten any feedback on that? (b)(6)

Attached is All For Good tip sheet for good postings.

Want to make sure the arts are represented on serve.gov as we begin to display stories of service so want to encourage you to try to find arts-related stories of things that have happened recently/ are happening in ongoing way from people on the ground that you think we should try to highlight. See attached guidelines. Sooner the better – things start going up on serve.gov next week and will continue throughout the summer. We're still looking for things for early next week... Email me the best stories, photos, other image files, links to online content/video, etc. Your people can always submit things directly at serve.gov (though for now they can only submit written content there).

Also it would be great to get a page or so of upcoming/ongoing events/projects you think we should know about related to United We Serve, especially during each issue week (see below). If someone says "Phil, what's happening in the arts community with United We Serve next week/in August/etc.?" I'd love to be able to send them a couple brief project summaries. See YMCA doc attached for an idea of what I mean.

Below is info on issue weeks, etc. Feel free to distribute as always.

Call/email w/ questions/ideas/etc...

(b)(6) [redacted], we haven't integrated your content into the toolkits yet but will hopefully make that happen next week...)

(b)(6) [redacted], sorry we haven't connected live yet – we will soon!)

(b)(6) [redacted]/Yosi/[redacted]/[redacted] – let me know if we should do more conference call(s) to reach/motivate folks....)

Thanks, all –

Phil

United We Serve launched to much fanfare two 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](mailto:ServiceInitiative@cns.gov)

Phil Martin  
Outreach Coordinator, United We Serve  
Corporation for National and Community Service  
202.606.6657  
[pmartin@cns.gov](mailto:pmartin@cns.gov)  
[www.serve.gov](http://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.
- 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](mailto: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 [REDACTED] will read her brand new children's book that has a really good environmental message and we celebrate their hard work. (b)(6)

### **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.

# 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](mailto: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.

## Monica Ashar

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From: [REDACTED] (b)(6)  
Sent: Friday, July 10, 2009 8:23 AM  
To: Yosi Sergant  
Subject: surfer who makes art ???

yosi - last week at the salon you talked about a surfer who made GOOD art.. do you remember the name of the artist? i think it had to do with collage. maybe it wasn't you.. but someone standing near you.. need to know.. thanks. [REDACTED] (b)(6)

On Jul 6, 2009, at 12:50 PM, Yosi Sergant wrote:

> I am totally up for a brainstorm... when works for you? I too am a  
> late night thinker, although, unfortunately, I am not sure I am devoid  
> of distractions at any point...

> Did I see your [REDACTED] photos in the [REDACTED] this week? (b)(6)

> Paid design projects are great. A separate but related conversation to  
> the Volunteerism conversation, but one worth some brain-power.

> To peruse: <http://www.Serve.gov>

> [REDACTED] says hello. She is my [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](mailto:yosi@arts.gov)

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

> From: [REDACTED] [mailto:[REDACTED]] (b)(6)  
> Sent: Sunday, July 05, 2009 3:42 PM  
> To: Yosi Sergant  
> Subject: Wed Salon in DC

> Hi Yosi -  
> It was nice meeting you on Wednesday at the DC Salon.

> If you ever want to brainstorm, I'm up for a talk. I spoke with [REDACTED] (b)(6)  
> [REDACTED] about your concept, and we talked more something like the W/PA  
> projects where the artist is involved with the infrastructure design  
> (like highways, etc) and they are paid. Anyway, you are welcome to  
> chat.. I do most brainstorming after 8pm at night.. when my brain is  
> devoid of other distractions.

> I live in Arlington, VA .. just over the river and have lived in the

> DC area since 1981, having moved from LA.  
>  
> Anyway, here's my website, if you want to take a gander at it.  
>  
> Cheers, [REDACTED]  
> [REDACTED] (b)(6)  
>



## Monica Ashar

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**From:** ServiceInitiative [ServiceInitiative@cns.gov]  
**Sent:** Monday, July 13, 2009 12:45 PM  
**To:** Anita Decker; Yosi Sergant  
**Subject:** United We Serve Update  
**Attachments:** federal employee volunteering guidelines.doc; sample employee volunteer survey.doc

To our colleagues at the National Endowment for the Arts,

Thank you for your leadership and ongoing participation in United We Serve. We kicked off to much fanfare on June 22 and expect great things this summer and beyond!

We know that various people at the White House and here at the Corporation for National and Community Service have been in touch with you regarding different parts of the initiative over the past couple of months. That's why we thought it would be a good idea to include all of you in this message.

Your Cabinet Secretaries recently received a letter from the President and First Lady, thanking them for serving on June 22 and making a few more asks of your agency for continued participation in United We Serve. Those asks include the following:

- (1) Encourage your agency employees, partners, and grantees to volunteer in their communities and to post their opportunities on [Serve.gov](http://Serve.gov).
- (2) Promote your agency's summer volunteer efforts through the media to help continue the narrative of the power of service.
- (3) Participate in a United We Serve event on September 11 that honors those who died on September 11, 2001, highlights your agency's volunteer accomplishments, and encourages all Americans to make an ongoing commitment to service.

To help you consider and track your agency's involvement, we have attached federal guidelines on volunteering and a sample employee survey that can easily be loaded into tools like Survey Monkey or Zoomerang. The President and First Lady have asked Cabinet Secretaries to let them know about their agency's summer efforts by the end of September.

Beginning next week the Corporation for National and Community Service will start featuring stories of service on [Serve.gov](http://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

It would be great if you could let us know what your staff, partners, and grantees are doing this summer, particularly during issue weeks that align with your agency's mission, so we can try to highlight that work. You can follow up about this, as well as other opportunities for your Cabinet Secretary and agency to help us promote United We Serve and get more Americans engaged in service, by Phil Martin at [pmartin@cns.gov](mailto:pmartin@cns.gov).

Again, we thank you for your partnership in this historic initiative.

The United We Serve Team  
Corporation for National and Community Service

## OPM Guidelines on Employee Volunteering

<http://opm.gov/oca/leave/HTML/Volunteer2.asp>

### Guidance on Scheduling Work and Granting Time Off to Permit Federal Employees to Participate in Volunteer Activities

The Office of Personnel Management (OPM) has prepared the following guidance to support the efforts of departments and agencies to encourage employee participation in volunteer activities. Departments and agencies should also review any applicable regulations or policies and collective bargaining agreements before making determinations on these matters.

#### SCHEDULING WORK AND TIME OFF

**GENERAL.** The Federal personnel system provides departments and agencies with considerable flexibility in scheduling hours of work and time off. Departments and agencies are encouraged to make appropriate use of this flexibility in responding to requests for changes in work schedules or time off to allow employees to engage in volunteer activities, while giving due consideration to the effect of the employee's absence or change in duty schedule on work operations and productivity.

**ALTERNATIVE WORK SCHEDULES.** Departments and agencies have the flexibility to approve a variety of work arrangements for employees seeking to engage in volunteer activities during normal work hours.

*Alternative Work Schedules (AWS)* -- Flexible or compressed work schedules may be established for employees who wish to engage in volunteer activities during normal working hours. Employees represented by an exclusively-recognized union may participate in a flexible or compressed work schedule only to the extent expressly provided under a collective bargaining agreement between the agency and the exclusive representative. (See 5 U.S.C. 6130(a)(2).) To review the extent to which AWS programs have already been applied, departments and agencies should review their internal AWS policies and practices and collective bargaining agreements. To determine how additional AWS flexibilities may be implemented, departments and agencies may also consult subchapter II of chapter 61 of title 5, United States Code; regulations in 5 CFR part 610, subpart D, Flexible and Compressed Work Schedules; and the Handbook on Alternative Work Schedules (<http://www.opm.gov/oca/aws/index.htm>) and OPM's Labor-Management Relations Guidance Bulletin: Negotiating Flexible and Compressed Work Schedules (<http://www.opm.gov/cplmr/html/flexible.asp>).

*Credit Hours* -- Credit hours are those hours within a flexible work schedule that an employee elects to work in excess of his or her basic work requirement (e.g., 80 hours in a pay period for a full-time employee) so as to vary the length of a workweek or workday. Employees may use credit hours to fulfill their basic work requirement, thereby gaining time off from work to pursue volunteer activities and for other purposes. If a department or agency authorizes credit hours under its flexible work schedules program, the maximum amount of credit hours that may be carried over from one pay period to another is 24 hours.

**SCHEDULING TIME OFF FROM WORK.** Employees seeking to participate in volunteer activities during basic working hours may be granted annual leave, leave without pay, compensatory time off, or, in very limited and unique circumstances, excused absence,

as discussed below. (Employees may also be permitted to use accumulated credit hours under flexible work schedules, as discussed above.)

*Annual Leave* -- When employees request annual leave to perform volunteer service, departments and agencies should be as accommodating as possible in reviewing and approving such requests consistent with regulations in 5 CFR part 630, subpart C, Annual Leave, and applicable collective bargaining agreements.

*Leave Without Pay* -- At the discretion of the agency, leave without pay (LWOP) may be granted to employees who wish to engage in volunteer activities during normal working hours. As with annual leave, OPM encourages departments and agencies, whenever possible, to act favorably upon requests by employees for LWOP to perform volunteer services. However, LWOP is appropriate for extended periods only if the employee is expected to return to his or her job at the end of the LWOP. Agencies should review their internal policies on LWOP and applicable collective bargaining agreements.

*Compensatory Time Off* -- Departments and agencies may approve requests from employees for compensatory time off in exchange for performing an equal amount of time in irregular or occasional overtime work. For employees under flexible work schedules, departments and agencies may approve employee requests for compensatory time off for both regularly scheduled and irregular or occasional overtime work.

*Excused Absence (administrative leave)* -- Each department or agency has discretion to excuse employees from their duties without loss of pay or charge to leave. OPM advises that the granting of excused absence for volunteer activities should be limited to those situations in which the employee's absence, in the department's or agency's determination, is not specifically prohibited by law and satisfies one or more of the following criteria: (1) the absence is directly related to the department or agency's mission; (2) the absence is officially sponsored or sanctioned by the head of the department or agency; (3) the absence will clearly enhance the professional development or skills of the employee in his or her current position; or (4) the absence is brief and is determined to be in the interest of the agency. Ultimately, it is the responsibility of each department or agency head to balance support for employees' volunteer activities with the need to ensure that employees' work requirements are fulfilled and that agency operations are conducted efficiently and effectively. Agencies should review their internal guidance on excused absence and applicable collective bargaining agreements.

**PART-TIME EMPLOYMENT AND JOB SHARING.** Part-time employment or job-sharing may also be appropriate for employees who request such arrangements in connection with performing volunteer service. Regulations in 5 CFR part 340 provide additional information on part-time employment and job-sharing.

## **AWARDS FOR VOLUNTEERISM**

Departments and agencies are encouraged to recognize their employees who volunteer their skills to help others. A department or agency may wish to become a Certifying Organization for the President's Volunteer Service Award (<http://www.presidentialserviceawards.gov>). Certifying Organizations agree to perform the following roles:

Verify that the volunteer(s) has completed the number of service hours required to earn a President's Volunteer Service Award.

Nominate verified volunteers by completing and submitting an order form to purchase the award(s).

Pay the nominal cost for the award package and its shipping, either directly or through local sponsorship.

Receive the award package and distribute the award to each recipient.

In addition, agencies may wish to establish internal programs to reward employees who donate their time and talents to help others. However, providing cash or paid time off undermines the volunteer spirit in which these individuals donate their personal time and efforts for the benefit of others. Nevertheless, granting appropriate citations and letters of appreciation, or small mementos such as a "You Make a Difference" pin or mug, would demonstrate the agency's pride in the various beneficial services its employees render to the community.

## **LABOR-MANAGEMENT RELATIONS**

Agency officials are reminded that conditions of employment (such as work schedules) of bargaining unit employees may not be changed without notifying the exclusive representative of those employees and, upon timely request, bargaining on the matter to the extent required and/or permitted by laws, regulations, and collective bargaining agreements. Moreover, bargaining unit employees may participate in flexible or compressed work schedules "only to the extent expressly provided under a collective bargaining agreement between the agency and the exclusive representative." (See 5 U.S.C. 6130(a)(2).) For further information on an agency's collective bargaining obligations, agency officials should consult with their labor relations officers. Departments and agencies should also consult OPM's Labor-Management Relations Guidance Bulletin: Negotiating Flexible and Compressed Work Schedules (<http://www.opm.gov/cplmr/html/flexible.asp>).

## **PROHIBITION OF COERCION**

While managers, supervisors, and other agency officials may encourage employees to become more involved in volunteer activities, 5 U.S.C. 6132 provides that employees may not be coerced for the purpose of interfering with their legal rights under flexible and compressed work schedules. (Also see 5 U.S.C. 2302, Prohibited Personnel Practices.)

## **CONFLICT OF INTEREST AND HATCH ACT RESTRICTIONS**

Departments, agencies, and employees are reminded that conflict of interest laws and related regulations governing outside employment for compensation also apply to Federal employees who engage in volunteer activities. Hatch Act restrictions apply to employees who are on duty, as well as to those on paid or unpaid leave.

## **USE OF GOVERNMENT FACILITIES AND EQUIPMENT**

Employees may not use Government facilities and equipment for other than authorized purposes. (See 5 CFR 2635.704.) Employees may consult their agency ethics officials or Office of General Counsel for information about what may be authorized by their agency or department.

## **LIABILITY FOR WORK-RELATED INJURIES**

Departments and agencies need to be aware of liability issues related to employee participation in volunteer activities. The Department of Labor advises that, in most instances, employees who perform mission-related agency sponsored/sanctioned, or skills-enhancing volunteer activities while they are on excused absence are covered by 5 U.S.C. chapter 81, Compensation for Work Injuries. Other kinds of absences would most likely not be covered.

## **Example: Corporation for National and Community Service Policy on Employee Volunteering**

### **Employee Volunteer Initiative Program (EVI)**

#### **Q1: How do Staff request administrative leave for doing approved volunteer work?**

**A1:** The Employee Volunteer Initiative Program (EVI) enables employees to volunteer for a nonprofit service organization during work hours and the Corporation matching annual leave used in a volunteer capacity with up to eight (8) hours administrative leave during a four week period. Organizations must be of a service, not advocacy, nature and have no financial ties to the Corporation. Leave used for this program requires advance supervisory approval. An example of how the program works: An employee is approved to volunteer for 4 hours in pay period 1. The employee should code their timesheet as 2 hours annual leave and 2 hours administrative leave. Requests for administrative leave are coded on webTA for management approval (i.e., coded as admin/excused absence).

1. How many times did you volunteer between June 22, 2009, and September 11, 2009?
2. Was this the first time you volunteered?
3. What was the aggregate number of hours you volunteered during that same time period?
4. Did you organize a service project?  
If yes, how many people participated in your project?
5. Did your service pertain to any of the following:
  - Community Renewal
  - Education
  - Health
  - Energy and Environment
  - Military Families or Veterans
  - Disaster Preparedness or Response
  - Interfaith Cooperation
6. Please share great stories that highlight the impact of your service.
7. What was accomplished for your community?

**Monica Ashar**

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**From:** Modi, Kalpen S. [REDACTED] (b)(2)  
**Sent:** Monday, July 13, 2009 10:19 PM  
**To:** Yosi Sergant  
**Subject:** RE: United We Serve Community Mural Project

I love it

Kalpen Modi  
Associate Director  
White House Office of Public Engagement

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

---

**From:** Yosi Sergant [mailto:yosi@arts.gov]  
**Sent:** Monday, July 13, 2009 6:05 PM  
**To:** Anita Decker; Bill O'Brien; Modi, Kalpen S.  
**Subject:** FW: United We Serve Community Mural Project

This is from one of the people I brought to the White House for the briefing.

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)

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**From:** [REDACTED] [mailto:[REDACTED]] (b)(6)  
**Sent:** Monday, July 13, 2009 5:56 PM  
**To:** PMartin@cns.gov  
**Cc:** [REDACTED]; Yosi Sergant; ezoberman@cns.gov (b)(2)  
**Subject:** United We Serve Community Mural Project

Phil -

Here is a report from the **United We Serve Community Mural Project** I'm facilitating. Let me know what you need more details.

Hope all is well;

[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]  
http://[REDACTED] (b)(6)

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

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

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

Sent: Sun, Jul 12, 2009 4:57 pm

Subject: United We Serve update

Dear United We Serve Partners,

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

- **We are hitting the airwaves hard trying to motivate more Americans to volunteer this summer.** For example, President Obama and all living former presidents have recorded a video calling upon Americans to serve. This will be shown at the MLB All Star game, 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](mailto:pmartin@cns.gov)

[www.serve.gov](http://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](mailto:ServiceInitiative@cns.gov)

---

**A Good Credit Score is 700 or Above. [See yours in just 2 easy steps!](#)**









**The Bronx Wash Community Mural Project**  
<http://bronxwashmuralproject.blogspot.com/>  
**A United We Serve Mural Project**

June 1 – August 31

The Bronx Wash Community Mural

Contact the artist: [redacted]

(b)(6)

The Bronx Wash Community Mural is a civic engagement mural that fosters a sense of stewardship for place while building community. Led by muralist [redacted] this project included a series of community design sessions. Our first community paint day was July 11. This United We Serve project is a collaboration between the Northwest Neighborhood Association, the Tucson Arts Brigade, the Northwest Neighborhood Center, KIDCO, funded in part by Pro Neighborhoods. (b)(6)

July 17, 2009

United We Serve Kids Paint Day 10 – 12 am

Ages 8 - 17.

The Bronx Wash Community Mural

Contact the artist: [redacted]

(b)(6)

Join us for a kids paint day in collaboration with KIDCO, the Northwest Neighborhood Center, the Northwest Neighborhood Association and the TAB Mural Arts Program. Facilitated by lead muralist [redacted] this paint day will include a special appearance, drinks, treats and time to paint. Kids not enrolled in the KIDCO program must be accompanied by a parent or guardian. (b)(6)



**United We Serve**  
SERVE.GOV

QuickTime™ and a  
TIFF (LZW) decompressor  
are needed to see this picture.

## Monica Ashar

---

**From:** Yosi Sergant  
**Sent:** Tuesday, July 14, 2009 6:24 PM  
**To:** David Low  
**Subject:** RE: Cool mural project

- (b)(6)
- a.) loved that wall. [REDACTED]'s piece is right next to it.
  - b.) [REDACTED] is a friend of mine
  - c.) [REDACTED], where the post was before it was there is a friend of mine
  - d.) [REDACTED] wants to work with us. I spoke to their gallerist ([REDACTED]) about United We Serve
  - e.) I like bikes.

:)

Cool mural too.

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

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

**From:** David Low  
**Sent:** Tuesday, July 14, 2009 4:12 PM  
**To:** Yosi Sergant  
**Subject:** Cool mural project

<http://hypebeast.com/2009/07/os-gemeos-mural-nyc-completed/>

Tweeted to by none other than [REDACTED], a huge supporter (as you know) of the arts, esp visual arts.  
(b)(6)

David Low  
National Endowment for the Arts  
1100 Pennsylvania Avenue NW  
Washington, DC 20506  
202-682-5794  
[www.arts.gov](http://www.arts.gov)  
[lowd@arts.gov](mailto:lowd@arts.gov)

## Monica Ashar

---

From: Yosi Sergant  
Sent: Wednesday, July 15, 2009 12:39 PM  
To: [REDACTED] (b)(6)  
Subject: RE: United We Serve

I heard. I am sorry.

I'm around when you have time to breathe.

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)

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

From: [REDACTED] [mailto:[REDACTED]] (b)(6)  
Sent: Wednesday, July 15, 2009 12:37 PM  
To: Yosi Sergant  
Subject: Re: United We Serve

Today... Sorry, one of our artists died Mon night? It's crazy up in here..

On Jul 14, 2009, at 6:49 PM, Yosi Sergant wrote:

> Im in, when can we speak?  
>  
> Yosi Sergant  
> Director  
> Office of Communications  
> National Endowment for the Arts  
> 1100 Pennsylvania Avenue NW, Room 614  
> Washington DC 20506  
> 202-682-5570 office  
> [REDACTED] cell (b)(6)  
> [yosi@arts.gov](mailto:yosi@arts.gov)  
>  
>

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

> From: [REDACTED] [mailto:[REDACTED]] (b)(6)  
> Sent: Saturday, July 11, 2009 5:46 PM  
> To: Yosi Sergant  
> Subject: Re: United We Serve  
>

> Hey Yos,

> (b)(6)  
> I spoke with [REDACTED] about the project, and he's happy to get on  
> board. Here's the list we complied so far:  
>

> [REDACTED] (b)(6)

> Let's chat next week about it.

> [REDACTED] (b)(6)

>

> On Jun 24, 2009, at 12:23 PM, Yosi Sergeant wrote:

>

>> Wowsas. Lucky you! When are you back in the states...

>>

>> Yosi Sergeant

>> Director

>> Office of Communications

>> National Endowment for the Arts

>> 1100 Pennsylvania Avenue NW, Room 614 Washington DC 20506

>> 202-682-5570 office

>> [REDACTED] cell (b)(6)

>> [yosi@arts.gov](mailto:yosi@arts.gov)

>>

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

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

>> Sent: Wednesday, June 24, 2009 8:50 AM

>> To: Yosi Sergeant

>> Subject: Re: United We Serve

>>

>> Yos!

>>

>> Hey my dear. I'm in Munich at the moment. Can we talk in a couple of hours-- whenever you're in the office?

>>

>> You can reach me on [REDACTED] (b)(6)

>>

>> Anything for my president!

>>

>> Thanks,

>> [REDACTED] (b)(6)

>>

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

>> From: Yosi Sergeant

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

>> Sent: Jun 22, 2009 3:32 PM

>> Subject: United We Serve

>>

>> Can we hop on the horn today? I wanna talk about United We Serve which Obama is launching today.

>>

>> Yosi

>> 202 682 5570

>>

>>

>> Sent from my Verizon Wireless BlackBerry



>>  
>  
>  
>  
>

## Monica Ashar

---

**From:** Martin, Philip [PMartin@cns.gov]  
**Sent:** Thursday, July 16, 2009 10:48 PM  
**To:** [REDACTED] (b)(6)  
**Cc:** Yosi Sergeant  
**Subject:** RE: United We Serve Mural Project

I'm happy to host conf calls any time as space for idea sharing/planning and would defer to the community on best ways to communicate/engage people quickly beyond the calls.

Americans for the arts is working on big web project -- <http://www.artsusa.org/serve/>

They might be willing to host/link to a wiki/google doc there, or it might make more sense to not do that –

I get the feeling Yosi lives in both worlds – the bigger fancier endowed arts folks and the hip, grassroots, community-oriented arts folks so hopefully he can help guide/support the strategy for moving forward w/ everyone together quickly w/ a vision for long-term engagement.

Yosi and I will reach out after we take late tomorrow. Thanks for helping move this along.

Phil

Phil Martin  
Outreach Coordinator, United We Serve  
Corporation for National and Community Service  
202.606.6657  
[pmartin@cns.gov](mailto:pmartin@cns.gov)  
[www.serve.gov](http://www.serve.gov)

---

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

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

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

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

what do you think?

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

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

- July 20 Community Renewal
- 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](mailto:pmartin@cns.gov)  
[www.serve.gov](http://www.serve.gov)

---

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

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

best - [REDACTED] (b)(6)

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

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

Participants shared food and stories as they painted with premixed paints. [REDACTED] rode her bike to the event and writes "watching the interaction of local residents many of whom didn't really

know what was going on, but when they saw that a group of neighbors were coming together to beautify the barren arroyo, they were very pleased." A neighbor and self-proclaimed "tagger" gave the mural a thorough review and after following the outline of the images, said: "I like it. I really like the message that the mural is giving to the neighborhood"

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

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

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

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

[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]  
[http://\[REDACTED\]](http://[REDACTED]) (b)(6)

---

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---

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**Monica Ashar**

---

**From:** Yosi Sergeant  
**Sent:** Monday, July 20, 2009 1:59 PM  
**To:** Phillips, Macon  
**Subject:** FW: NEA ARRA and United We Serve  
**Attachments:** NEA ARRA Documentation Project.ppt

Attachment withheld  
under (b)(4)

Here is the group doing ARRA/United We Serve storytelling I was speaking about. They are still looking for funding.

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

## Monica Ashar

---

**From:** Yosi Sergeant  
**Sent:** Monday, July 20, 2009 6:23 PM  
**To:** Stanton, Katie J.  
**Subject:** RE: Have u heard anything about the united we serve video volunteerism thing?

<http://poptech.org/>

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

---

**From:** Stanton, Katie J. [mailto:[REDACTED]] (b)(2)  
**Sent:** Monday, July 20, 2009 1:41 PM  
**To:** Phillips, Macon; Yosi Sergeant; Croft, Cammie L.  
**Subject:** Re: Have u heard anything about the united we serve video volunteerism thing?

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

---

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

Can you pass along anything like this?

---

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

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

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

Washington DC 20506

202-682-5570 office

[REDACTED] cell (b)(6)

[yosi@arts.gov](mailto:yosi@arts.gov)

---

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

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

**To:** Yosi Sergant

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

awesome

here is the psa contest link

<http://flu.gov/>

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

hit me back with that referral for the new york gang

---

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

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

**To:** Phillips, Macon

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

You tube meets allforgood.

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

Yosi 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:** Phillips, Macon [mailto:[REDACTED]] (b)(2)

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

**To:** Yosi Sergant

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

could this have been it?

---

**From:** Croft, Cammie L.

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

**To:** Phillips, Macon

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

Nothing.

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

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

--

Cammie L. Croft

Deputy Director | New Media @ The White House

(b)(6) (o) | (b)(6) (bb)

EEOB Room 163

---

**From:** Phillips, Macon

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

**To:** Croft, Cammie L.

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



**Monica Ashar**

---

**From:** [REDACTED]  
**Sent:** Thursday, July 02, 2009 12:07 AM  
**To:** yosi sergant; Yosi Sergant  
**Subject:** [Fwd: draft:: UNITED WE SERVE]

} (b)(6)

hey yosi--

nice to see you tonight!! this is my draft... what say you?

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

**Subject:** draft:: UNiTED WE SERVE  
**Date:** Mon, 29 Jun 2009 02:54:06 -0400  
**From:** [REDACTED] <[REDACTED]>  
**Reply-To:** [REDACTED]  
**Organization:** [REDACTED]  
**To:** yosi sergant <[serganty@arts.gov](mailto:serganty@arts.gov)>

} (b)(6)

hey sweets--

wanted to run this email by you before i blast my peops. make sure i'm hitting all the main points + getting it right. what say you??

DRAFT:::

hey beautiful people--

wanted to loop you all into a conversation i had with my friend yosi that just got appointed communications director of the NEA.

as some of you may know, the first lady just launched UNITED WE SERVE  
<http://www.whitehouse.gov/blog/The-First-Lady-Kicks-Off-United-We-Serve/>

there are also plans to launch an art version united we serve. so he's reaching out to people that can make a difference specifically through art- similar to the art projects that came out of the campaign. i'm contacting you b/c i believe you are already making a difference in your community with your art or maybe we've talked about a project you are interested in working on, or you're smart and might be inspired OR know people that should be involved.

read more about UNITED WE SERVE  
<http://www.serve.gov/>

to give you a sense of some of the art projects here are some ideas so far::

- artists painting funky signs for school zones etc... to brighten up neighborhoods
- punk rock knitters knitting scarfs for homeless shelters
- artist collecting trash in parking lots + then making art out of the found objects.
- guerilla gardening-- beautifying public spaces
- musicians playing in public spaces promoting a project/or cause to get people involved or bring awareness to it

the idea is to reach out to as many people as we can, so even if you



Monica Ashar

---

From: [REDACTED]  
Sent: Thursday, July 02, 2009 4:24 PM  
To: Yosi Sergant  
Cc: [REDACTED]  
Subject: Re: [REDACTED] letter is rad!!

(b)(6)

np!! thanks for your input!

Yosi Sergant wrote:

>Can you pull out the part about reaching out to folks from the campaign.. Just say following up on a conversation between us?

>  
>  
>

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

>From: [REDACTED] <[REDACTED]>  
>To: Yosi Sergant; [REDACTED] <[REDACTED]>  
>Sent: Thu Jul 02 15:23:51 2009  
>Subject: [REDACTED] letter is rad!!

>

>This is great!! I love it I say send it if you don't hear back from  
>YOSI by the morning...xo [REDACTED]

>

>hey beautiful people--

>

>wanted to loop you all into a conversation i had with my friend yosi who was just appointed communications director of the NEA.

>

>as some of you may know, the first lady just launched UNITED WE

><http://www.facebook.com/1/SERVEhttp://www.whitehouse.gov/blog/The-First-Lady-Kicks-Off-United-We-Serve/>

><<http://www.facebook.com/1/SERVEhttp://www.whitehouse.gov/blog/The-First-Lady-Kicks-Off-United-We-Serve/>>

>

>there are also plans to launch an art version united we serve. so he's reaching out to people that can make a difference specifically through art- similar to the art projects that came out of the campaign. i'm contacting you b/c i believe you are already making a difference in your community with your art or maybe we've talked about a project you are interested in working on, or you're smart and might be inspired OR know people that should be involved.

>

>read more about UNITED WE SERVE

><http://www.facebook.com/1/http://www.serve.gov/>

><<http://www.facebook.com/1/http://www.serve.gov/>>

>

>to give you a sense of some of the art projects here are some ideas so far::

>• artists painting funky signs for school zones etc... to brighten up

>neighborhoods • punk rock knitters knitting scarfs for homeless

>shelters • artist collecting trash in parking lots + then making art out of the found objects.

>• guerilla gardening-- beautifying public spaces • musicians playing in

>public spaces promoting a project/or cause to get people involved or

>bring awareness to it

(b)(6)

```
>  
>you can register projects here  
>http://www.facebook.com/1;http://myproject.serve.gov/public/CreateUser  
>Account.aspx  
><http://www.facebook.com/1;http://myproject.serve.gov/public/CreateUse  
>rAccount.aspx>
```

>BE THE CHANGE people, spread the word!! gliTter + mAgic.

>  
> [REDACTED]  
> Los Angeles ~ Washington DC ~ New York  
> Telephone [REDACTED]

(b)(6)

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60 61 62 63 64 65 66 67 68 69 70 71 72 73 74 75 76 77 78 79 80 81 82 83 84 85 86 87 88 89 90 91 92 93 94 95 96 97 98 99 100

[REDACTED]

[REDACTED]

(b)(6)

tel::  
efax::  
http://

• • • • •

## Monica Ashar

---

**From:** [REDACTED] (b)(6)  
**Sent:** Friday, July 24, 2009 12:37 PM  
**To:** Philip Martin; Yosi Sergant  
**Subject:** draft invitation  
**Attachments:** invitationdraft2.doc; ATT00002.htm

Hi Phil and Yosi - here's the draft agenda - let me know what you think. I included the invitation list for your reference (we may add a few others suggested by cohosts).

We'll fill in the blanks on the agenda early next week.

(b)(6) When we get to the actions and resources [REDACTED] and Phil can announce their follow up call and Americans for the Arts can announce their website. I just spoke with [REDACTED] and have agreed to connect her with some of these other networks to take a look at the site and give feedback.

(b)(6) We can also let folks know about the article written by [REDACTED] outlining various service initiatives on the call. I had [REDACTED] take a look at the invitation and she made the following suggestion which I'll pass along to you here: "I think a critical piece with United We Serve is to open an arts or culture category on the Stories of Service blog. I believe it can be linked dynamically, so stories appear under several categories simultaneously, which means the same story would also show up under "education" or whatever. But right now there are only the top category levels and nothing related to arts among them. That relatively small and easy to implement point would have significant impact in terms of visibility."

(b)(6) In response (this is [REDACTED] speaking now) I do understand why its important for groups to chose one of your core categories - and this is a way to show how the arts are really integrated into these key recovery agendas. At the same time, I think what [REDACTED] is proposing might be a way to increase the participation of arts groups and be more inclusive of some of the cultural components of community recovery and renewal. If its cross referenced, all of these goals could be accomplished.

[REDACTED] (b)(6)

The [REDACTED] in collaboration with [REDACTED], National Association of Latino Arts and Cultures, and National Performance Network:

(b)(6)

invite you to participate in a conference call briefing about the Obama administration's *United We Serve* program and how to use this opportunity to stimulate and raise the profile of the incredible work that artists are doing in service with communities.

Thursday, July 30 from 3:00-4:00 EST

Call in number: [REDACTED] Passcode, [REDACTED]

(b)(6)

*United We Serve* is President Obama's call to service challenging all Americans to engage in sustained, meaningful community service. With the knowledge that ordinary people can achieve extraordinary things when given the proper tools, President Obama is asking us to come together to help lay a new foundation for growth, focusing on core areas of the recovery agenda – health care, energy independence, education and community and economic renewal.

We think this is a great opportunity for artists and arts organizations whose practice focuses on community organizing and social change. Community service is embedded in all aspects of the work of these artists and organizations, and they possess deep knowledge about how best to use the arts and culture to build community and catalyze change. Through *United We Serve* they can post projects on the [serve.gov](http://serve.gov) website, connect with volunteers and others doing related work, and raise their profile by sharing their stories.

Also importantly, we can demonstrate the integral role of arts and culture in creating and enacting a vision for the sustainable revitalization of our communities. We can build the case for the importance of arts and culture in national life – as a vital resource fully integrated in our communities and in our policy, be it health, energy, education, or community development. And we can build new relationships with allies in Washington including the Corporation for Public Service, the National Endowment for the Arts, and the Office of Public Engagement.

*United We Serve* initially runs from June 22 through a new National Day of Service on September 11, but it will grow into a sustained, collaborative and focused effort to promote service as a way of life for all Americans.

On the call we will learn more about *United We Serve* and discuss how best to engage in it. We will hear from Phil Martin, Outreach Coordinator, *United We Serve*, Corporation for National and Community Service, and from Yosi Sergeant, Communications Director, National Endowment for the Arts. We will share examples about the diverse ways that artists and creative organizers are engaging in community service that values equity and reciprocity. And we will share information about resources for getting the word out about this work, and action steps that you can take to encourage others to participate in the initiative.

We hope that you will join us on July 30. Attached you will find a flyer about *United We Serve* and information about posting stories.

If you have any questions please contact [REDACTED] ([REDACTED]) or [REDACTED] ([REDACTED]).

](b)(6)

#### Agenda for Call

Welcome and purpose, [REDACTED] (b)(6)  
Phil Martin, United We Serve, Corporation for National and Community Service  
Yosi Sergant, National Endowment for the Arts  
Question and answer  
Resources and action steps

**Monica Ashar**

**From:** [REDACTED]  
**Sent:** Tuesday, July 07, 2009 2:31 PM  
**To:** Yosi Sergeant; [REDACTED]  
**Subject:** Re: UNITED WE SERVE

cool! i just blasted my burning man camp! + will continue to talk to peops!

(b)(6) [REDACTED] -- to pick up our conversation from this morning:: 11 days promoting 11 projects that we've inspired people to do over the summer.  
i feel like between ALL of us we could get 11 projects going around the country.

• (b)(6)

Yosi Sergant wrote:

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

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

>From: [REDACTED] [mailto:[REDACTED]] (b)(6)  
>Sent: Tuesday, July 07, 2009 1:26 PM  
>To: [REDACTED]

>To:

>

✓

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5

>Cc: Yosi Sergeant  
>Subject: UNITED WE SERVE





7(b)(6)

[REDACTED]

(b)(6)

.

**Monica Ashar**

---

**From:** Yosi Sergant  
**Sent:** Wednesday, July 08, 2009 1:32 PM  
**To:** Elizabeth Stark  
**Subject:** FW: Americans for the Arts Question  
**Attachments:** AFTA ExComm 7.13.09.doc

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

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

From: [REDACTED] [mailto:[REDACTED]]  
Sent: Wednesday, July 08, 2009 11:08 AM  
To: [REDACTED]; Yosi Sergant  
Cc: [REDACTED]; Elizabeth Stark  
Subject: RE: Americans for the Arts Question

Dear Yosi,

Thanks again for agreeing to participate in a conference call for our Board of Directors on Monday, July 13. Attached is an agenda for the meeting. We hope that you will call in at 4:15pm and speak for about 15 minutes on the United We Serve Initiative. The dial-in information is on the agenda but I have also included it below for your reference. Please let me know if you have any questions or would like additional information.

Thanks again,

[REDACTED]  
Dial [REDACTED]  
Enter Code [REDACTED]

[REDACTED]  
[REDACTED] Americans for the Arts 1000 Vermont Ave., NW --  
6th Floor Washington D.C., 20005 T - [REDACTED]

Americans for the Arts is the nation's leading nonprofit organization for advancing the arts in America. With more than 45 years of service, we are dedicated to representing and serving local communities and creating opportunities for every American to participate in and appreciate all forms of the arts.

Please consider the environment before printing this email

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

From: [REDACTED]  
Sent: Monday, July 06, 2009 7:14 PM  
To: Yosi Sergant; [REDACTED]  
Cc: [REDACTED]; [REDACTED], Elizabeth Stark  
Subject: RE: Americans for the Arts Question

] (b)(6)

Hi Yosi-

It would be great to have you on the call even if you are only able to talk about United We Serve. Thanks so much for doing this. We will be in touch with call in details soon.

Thanks again,  
[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]  
Americans for the Arts

] (b)(6)

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

From: "Yosi Sergant" <yosi@arts.gov>  
To: "[REDACTED]" <[REDACTED]>  
Cc: "[REDACTED]" <[REDACTED]>; "[REDACTED]" <[REDACTED]>  
<[REDACTED]>; "Elizabeth Stark" <starke@arts.gov>  
Sent: 7/6/09 6:25 PM  
Subject: RE: Americans for the Arts Question

] (b)(6)

Hi [REDACTED]. (b)(6)

I had a wonderful weekend and a wonderful time in Seattle. Thank you.

I'd be more than happy to join the call to talk about United We Serve, but until OMB allows me to, I really can't speak about the ARRA Grants except on the most broad of terms. It will really be not very useful information. They will be able to get more information from [REDACTED], then from me! (b)(6)

Let me know if you still want me to participate.

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: [REDACTED] [mailto:[REDACTED]]

Sent: Monday, July 06, 2009 5:47 PM

To: Yosi Sergeant

Cc: [REDACTED]; [REDACTED]

Subject: Americans for the Arts Question

(b)(6)

Hi Yosi:

I hope you had a wonderful July 4th holiday. Thanks so much for being a part of our convention in Seattle. I am sorry I didn't get to see you much but it was great to have you there.

I am writing to see if you have a few minutes to join a conference call we are having with our Board of Directors on Monday, July 13th at 4:00 pm. It would be terrific if you could take just 15 minutes to join us for a discussion on the United We Serve Initiative and the stimulus grants that the NEA is releasing this week. If you are available, you can take the call from anywhere.

Please let me know if you can participate, and if so, we will send you the call in number and meeting agenda.

Thanks so much for your consideration.

Talk with you soon,

[REDACTED] (b)(6)

[REDACTED]  
[REDACTED]  
Americans for the Arts  
1000 Vermont Avenue, NW, 6th Floor  
Washington, DC 20005

T: [REDACTED] F: [REDACTED]

W: [www.AmericansForTheArts.org](http://www.AmericansForTheArts.org) <<http://www.americansforthearts.org/>>

(b)(6)

Americans for the Arts is the nation's leading nonprofit organization for advancing the arts in America. With more than 45 years of service, it is dedicated to representing and serving local communities and creating opportunities for every American to participate in and appreciate all forms of the arts.



Americans for the Arts  
Executive Committee Meeting

July 13, 2009  
4:00 PM EDT

Conference call:

Dial

Enter Code

[REDACTED] (b)(6)

## Agenda

1. Welcome

2. Report from the President and CEO

3. White House United We Serve Initiative

Yosi Sergant  
Director, Office of  
Communications, NEA

4. Finance and Investment Updates

5. Adjournment

Next Board of Director's Meeting  
JP Morgan Chase  
New York, New York  
Monday, October 5, 2009 11-3pm

Next Executive Committee Meeting: September 14, 2009 at 4pm EST  
(August 2009 Meeting Cancelled)

## Monica Ashar

---

**From:** Yosi Sergant  
**Sent:** Wednesday, July 08, 2009 1:35 PM  
**To:** Elizabeth Stark  
**Subject:** FW: Americans for the Arts Question  
**Attachments:** AFTA ExComm 7.13.09.doc

Can you adjust the script you made to fit this...

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)

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

From: [REDACTED] [mailto:[REDACTED]]  
Sent: Wednesday, July 08, 2009 11:08 AM  
To: [REDACTED]; Yosi Sergant  
Cc: [REDACTED], Elizabeth Stark  
Subject: RE: Americans for the Arts Question

Dear Yosi,

Thanks again for agreeing to participate in a conference call for our Board of Directors on Monday, July 13. Attached is an agenda for the meeting. We hope that you will call in at 4:15pm and speak for about 15 minutes on the United We Serve Initiative. The dial-in information is on the agenda but I have also included it below for your reference. Please let me know if you have any questions or would like additional information.

Thanks again,

[REDACTED]  
Dial [REDACTED]  
Enter Code [REDACTED]

(b)(6)  
[REDACTED]  
[REDACTED] Americans for the Arts 1000 Vermont Ave., NW --  
6th Floor Washington D.C., 20005 T - 202.371.2830

Americans for the Arts is the nation's leading nonprofit organization for advancing the arts in America. With more than 45 years of service, we are dedicated to representing and serving local communities and creating opportunities for every American to participate in and appreciate all forms of the arts.

Please consider the environment before printing this email



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

From: [REDACTED]  
Sent: Monday, July 06, 2009 7:14 PM  
To: Yosi Sergant; [REDACTED]  
Cc: [REDACTED]; [REDACTED]; Elizabeth Stark  
Subject: RE: Americans for the Arts Question

] (b)(6)

Hi Yosi-

It would be great to have you on the call even if you are only able to talk about United We Serve. Thanks so much for doing this. We will be in touch with call in details soon.

Thanks again,

[REDACTED]

[REDACTED]

[REDACTED]

Americans for the Arts

] (b)(6)

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

From: "Yosi Sergant" <yosi@arts.gov>  
To: "[REDACTED]" <[REDACTED]>  
Cc: "[REDACTED]" <[REDACTED]>; "[REDACTED]" <[REDACTED]>; "Elizabeth Stark" <starke@arts.gov>  
Sent: 7/6/09 6:25 PM  
Subject: RE: Americans for the Arts Question

] (b)(6)

Hi [REDACTED]. (b)(6)

I had a wonderful weekend and a wonderful time in Seattle. Thank you.

I'd be more than happy to join the call to talk about United We Serve, but until OMB allows me to, I really can't speak about the ARRA Grants except on the most broad of terms. It will really be not very useful information. They will be able to get more information from [REDACTED], then from me!

(b)(6)

Let me know if you still want me to participate.

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](mailto:mailto:serganty@arts.endow.gov)>

From: [REDACTED] [mailto:[REDACTED]]  
Sent: Monday, July 06, 2009 5:47 PM  
To: Yosi Sergant  
Cc: [REDACTED]: [REDACTED]  
Subject: Americans for the Arts Question

(b)(6)

Hi Yosi:

I hope you had a wonderful July 4th holiday. Thanks so much for being a part of our convention in Seattle. I am sorry I didn't get to see you much but it was great to have you there.

I am writing to see if you have a few minutes to join a conference call we are having with our Board of Directors on Monday, July 13th at 4:00 pm. It would be terrific if you could take just 15 minutes to join us for a discussion on the United We Serve Initiative and the stimulus grants that the NEA is releasing this week. If you are available, you can take the call from anywhere.

Please let me know if you can participate, and if so, we will send you the call in number and meeting agenda.

Thanks so much for your consideration.

Talk with you soon,

[REDACTED] (b)(6)

[REDACTED]  
[REDACTED]  
Americans for the Arts  
1000 Vermont Avenue, NW, 6th Floor  
Washington, DC 20005

(b)(6)

T: [REDACTED] F: [REDACTED]  
W: [www.AmericansForTheArts.org](http://www.AmericansForTheArts.org) <<http://www.americansforthearts.org/>>

Americans for the Arts is the nation's leading nonprofit organization for advancing the arts in America. With more than 45 years of service, it is dedicated to representing and serving local communities and creating opportunities for every American to participate in and appreciate all forms of the arts.



Americans for the Arts  
Executive Committee Meeting

July 13, 2009  
4:00 PM EDT

Conference call:

Dial [REDACTED]  
Enter Code [REDACTED]

(b)(6)

## Agenda

1. Welcome
2. Report from the President and CEO
3. White House United We Serve Initiative
4. Finance and Investment Updates
5. Adjournment

[REDACTED]

[REDACTED]

Yosi Sergant  
Director, Office of  
Communications, NEA

[REDACTED]

[REDACTED]

(b)(6)

(b)(6)

Next Board of Director's Meeting  
JP Morgan Chase  
New York, New York  
Monday, October 5, 2009 11-3pm

Next Executive Committee Meeting: September 14, 2009 at 4pm EST  
(August 2009 Meeting Cancelled)

## Monica Ashar

---

**From:** Yosi Sergeant  
**Sent:** Monday, August 10, 2009 11:16 AM  
**To:** Modi, Kalpen S.  
**Subject:** RE: can you make the call today at 2?

Great. Thanks bud.

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

---

**From:** Modi, Kalpen S. [mailto:[REDACTED]] (b)(2)  
**Sent:** Monday, August 10, 2009 11:04 AM  
**To:** Yosi Sergeant  
**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 Sergeant [mailto:[yosi@arts.gov](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 Sergeant**  
**Director**  
**Office of Communications**  
**National Endowment for the Arts**  
1100 Pennsylvania Avenue NW, Room 614  
Washington DC 20506  
202-682-5570 office  
[REDACTED] cell (b)(6)

[yosi@arts.gov](mailto:yosi@arts.gov)

**From:** Modi, Kalpen S. [mailto:[REDACTED]] (b)(2)  
**Sent:** Monday, August 10, 2009 10:29 AM  
**To:** Yosi Sergeant  
**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]

**From:** Yosi Sergeant [mailto:[yosi@arts.gov](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] (b)(6) 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 won't know it. Then I will take them into United We Serve and the NEA.

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

**From:** Modi, Kalpen S. [mailto:[REDACTED]] (b)(2)  
**Sent:** Monday, August 10, 2009 10:26 AM  
**To:** Yosi Sergeant  
**Subject:** RE: can you make the call today at 2?

I'm trying to get a sense of who the organizer(s) are so I can ask if it's kosher for me to hop on. I don't know what I'd really contribute. Any thoughts?

Kalpen Modi  
Associate Director  
White House Office of Public Engagement

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

**From:** Yosi Sergeant [mailto:yosi@arts.gov]  
**Sent:** Monday, August 10, 2009 10:23 AM  
**To:** Modi, Kalpen S.  
**Subject:** can you make the call today at 2?

I think it would be way helpful.

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

**Yosi Sergeant**

---

**From:** [REDACTED] (b)(6)  
**Sent:** Monday, August 10, 2009 12:20 PM  
**To:** Yosi Sergeant  
**Subject:** Re: United We Serve Conference Call // Invitation

can't make this call but i'd be interested to hear more

This Monday, there is a conference call for arts oriented marketers & producers to discuss the President's *United We Serve* initiative that I thought you might like to participate in.

**Yosi Sergeant**

**Director**

**Office of Communications**

**National Endowment for the Arts**

1100 Pennsylvania Avenue NW, Room 614

Washington DC 20506

202-682-5570 office

[REDACTED] cell

[yosi@arts.gov](mailto:yosi@arts.gov)

A call has come in to our generation. A call from the top. A call from a house that is White. A call that we must answer. And to answer it, we need you.

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

*United We Serve* is President Obama's call to service challenging all Americans to engage in sustained, meaningful community service. With the knowledge that ordinary people can achieve extraordinary things when given the proper tools, President Obama is asking us to come together to help lay a new foundation for growth, focusing on core areas of the recovery agenda - health care, energy and environment, safety and security, education, community renewal.

Now is the time for us to answer this call. It is time for us as a group of artists, producers, promoters, organizers, influencers, marketers, tastemakers, leaders or just plain, cool people to join together and work together to promote a more civically engaged America and celebrate how the arts can be used for a positive change! No one knows our communities better than we do. No one can inspire as much as we can. We have a unique role to play in making service accessible and fun for those who are not accustomed to volunteering. We know that engaging all Americans in service means we must expand the idea of service. Already, you are helping us to re-frame the image of volunteerism.

The *United We Serve* team, in collaboration with the *White House Office of Public Engagement* and *The National Endowment for the Arts* is hosting a conference call outlining steps our community can take to spread the message of service and highlight the service work artists already perform in communities nationwide.

**Please join us!**



Date: Monday, August 10, 2009

Time: 2PM EST / 11AM PST

Call In: 888-324-6998

Passcode: 50912

**PLEASE RSVP to [REDACTED] at [REDACTED]**

(b)(6)

On the call we will hear from the United We Serve about the initiative and their plans for 9/11, a new National Day of Service and Remembrance, hear from the National Endowment for the Arts about the role artists play in shaping our communities and this initiative and brainstorm. Further, we will hear from others who have successful models of engagement and recruit stories of how arts service can be fun, engaging and youthful. *United We Serve* initially runs from June 22 through September 11, but it will grow into a sustained, collaborative and focused effort to promote service as a way of life for all Americans.

We hope that you will join us on Monday. Attached you will find a flyer about United We Serve, information about posting stories and an agenda.

#### AGENDA

##### I. Intro -

- a. Who's on the call
- b. What UWS is
- c. Why the arts community has a unique role to play

##### II. Specific asks

- a. Weekly conference call with UWS in lead up to 9/11
- b. Media event on or around 9/11
- c. Employ your media connections
- d. Blog posts before 9/11 on [Serve.gov](http://Serve.gov)
- e. Next step - follow up with Nellie, think about event, jump on call next week to share

##### III. Examples of success

- a. Example from caller
- b. NEA wrap-up

##### IV. Q and A

Content-Type: application/msword; name="Stories for United We Serve.doc"

Content-Description: Stories for United We Serve.doc

Content-Disposition: attachment; filename="Stories for United We Serve.doc";

size=37888; creation-date="Thu, 06 Aug 2009 17:15:09 GMT";

modification-date="Thu, 06 Aug 2009 17:15:09 GMT"

Attachment converted: Macintosh HD:Stories for United We Serve.doc (WDBN/«IC»)  
(0048822A)

Attachment converted: Macintosh HD:united we serve flyer.pdf (PDF /«IC») (0048822B)

(b)(6)

**Current/Coming Up:**

(b)(6)

## Monica Ashar

---

**From:** Yosi Sergeant  
**Sent:** Monday, August 10, 2009 1:26 PM  
**To:** Modi, Kalpen S.  
**Subject:** RE: you in?

Would prefer you... but, is Buffy there?

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

---

**From:** Modi, Kalpen S. [mailto:[REDACTED]] (b)(2)  
**Sent:** Monday, August 10, 2009 1:24 PM  
**To:** Yosi Sergeant  
**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 Sergeant [mailto:[yosi@arts.gov](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 Sergeant  
Director  
Office of Communications  
National Endowment for the Arts  
1100 Pennsylvania Avenue NW, Room 614  
Washington DC 20506  
202-682-5570 office  
[REDACTED] cell (b)(6)  
[yosi@arts.gov](mailto:yosi@arts.gov)

**From:** 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] (b)(2)  
[REDACTED]

**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  
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)

## Yosi Sergeant

---

From: Yosi Sergeant  
Sent: Monday, August 10, 2009 2:11 PM  
To: [REDACTED] (b)(6)  
Subject: RE: United We Serve Conference Call // Invitation

It's a telephone call... but next time!

Things are great. We should connect...

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

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

From: [REDACTED] [mailto:[REDACTED]] (b)(6)  
Sent: Monday, August 10, 2009 2:09 PM  
To: Yosi Sergeant  
Subject: Re: United We Serve Conference Call // Invitation

Hey Yosi-

Thanks for the invitation. I'd love to come, but I'm a bit broke at the moment. I'm waiting for a couple of contracts to come through. How are you doing? How's the new job?

Hope you're great!

[REDACTED] (b)(6)

On Aug 6, 2009, at 6:23 PM, Yosi Sergeant wrote:

> This Monday, there is a conference call for arts oriented marketers &  
> producers to discuss the President's United We Serve initiative that I  
> thought you might like to participate in.  
>  
>  
> Yosi Sergeant  
> Director  
> Office of Communications  
> National Endowment for the Arts  
> 1100 Pennsylvania Avenue NW, Room 614  
> Washington DC 20506  
> 202-682-5570 office (b)(6)  
> [REDACTED] cell  
> [yosi@arts.gov](mailto: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.  
> 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  
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> community renewal.  
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> marketers, tastemakers, leaders or just plain, cool people to join  
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> and celebrate how the arts can be used for a positive change! No one  
> knows our communities better than we do. No one can inspire as much as  
> we can. We have a unique role to play in making service accessible and  
> fun for those who are not accustomed to volunteering. We know that  
> engaging all Americans in service means we must expand the idea of  
> 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  
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> 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 ] (b)(6)  
> [REDACTED]<[mailto:\[REDACTED\]](mailto:[REDACTED])>  
>  
> On the call we will hear from the United We Serve about the initiative  
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> collaborative and focused effort to promote service as a way of life  
> for all Americans.  
> We hope that you will join us on Monday. Attached you will find a  
> flyer about United We Serve, information about posting stories and an

> agenda.  
>  
> AGENDA  
>  
> I. Intro -  
>  
> a. Who's on the call  
>  
> b. What UWS is  
>  
> c. Why the arts community has a unique role to play  
>  
> II. Specific asks  
>  
> a. Weekly conference call with UWS in lead up to 9/11  
>  
> b. Media event on or around 9/11  
>  
> c. Employ your media connections  
>  
> d. Blog posts before 9/11 on Serve.gov<<http://serve.gov/>>  
>  
> e. Next step - follow up with Nellie, think about event, jump on  
> call next week to share  
>  
> III. Examples of success  
>  
> a. Example from caller  
>  
> b. NEA wrap-up  
>  
> IV. Q and A  
>  
>  
>  
>  
> <winmail.dat>

## Yosi Sergeant

---

From: [REDACTED]  
Sent: Monday, August 10, 2009 2:55 PM  
To: Yosi Sergeant; [REDACTED]  
Subject: UWS Conference Call

(b)(6)

Well done [REDACTED] Yosi,

Looking forward to the email list that [REDACTED] suggested.

(b)(6)

[REDACTED]  
[REDACTED]  
[REDACTED]

(b)(6)

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

From: "Yosi Sergeant" [yosi@arts.gov]  
Date: 08/10/2009 11:42 AM  
To: "Yosi Sergeant" <yosi@arts.gov>  
Subject: Re: Reminder TODAY - United We Serve Conference Call - 2:00 pm EST / 11:00 am PST

Reminder

Today-- Monday August 10th, 2009 at 2:00 pm EST / 11:00 am PST -- join the White House and National Endowment for the Arts for a conference call with to discuss the President's United We Serve initiative.

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

A call has come in to our generation. A call from the top. A call from a house that is White. A call that we must answer. And to answer it, we need you.

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

(b)(6)

United We Serve is President Obama's call to service challenging all Americans to engage in sustained, meaningful community service. With the knowledge that ordinary people can achieve extraordinary things when given the proper tools, President Obama is asking us to come together <<http://www.serve.gov/remarks.asp>> to help lay a new foundation for growth,



focusing on core areas of the recovery agenda - health care, energy and environment, safety and security, education, community renewal.

Now is the time for us to answer this call. It is time for us as a group of artists, producers, promoters, organizers, influencers, marketers, tastemakers, leaders or just plain, cool people to join together and work together to promote a more civically engaged America and celebrate how the arts can be used for a positive change! No one knows our communities better than we do. No one can inspire as much as we can. We have a unique role to play in making service accessible and fun for those who are not accustomed to volunteering. We know that engaging all Americans in service means we must expand the idea of service. Already, you are helping us to re-frame the image of volunteerism.

The United We Serve team, in collaboration with the White House Office of Public Engagement and The National Endowment for the Arts is hosting a conference call outlining steps our community can take to spread the message of service and highlight the service work artists already perform in communities nationwide.

Please join us!

Date: Monday, August 10, 2009  
Time: 2PM EST / 11AM PST  
Call In: 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. Weekly conference call with UWS in lead up to 9/11
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- e. Next step - follow up with Nellie, think about event, jump on call next week to share

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- a. Example from caller

b. NEA wrap-up

IV. Q and A

## Yosi Sergeant

---

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

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

**From:** [REDACTED], designer [mailto:[REDACTED]] (b)(6)  
**Sent:** Monday, August 10, 2009 3:09 PM  
**To:** Yosi Sergeant  
**Subject:** Re: Reminder TODAY - United We Serve Conference Call - 2:00 pm EST / 11:00 am PST

hey man, many thanks for the invite. really amazing happenings afoot. i have some things going on this fall that serve.org will work great with.

peace.

On Aug 10, 2009, at 12:06 PM, Yosi Sergeant wrote:

Last minute invite...

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

**From:** Yosi Sergeant  
**Sent:** Monday, August 10, 2009 11:38 AM  
**To:** Yosi Sergeant  
**Subject:** Reminder TODAY - United We Serve Conference Call - 2:00 pm EST / 11:00 am PST

Reminder

Today-- Monday August 10<sup>th</sup>, 2009 at 2:00 pm EST / 11:00 am PST -- join the White House and National Endowment for the Arts for a conference call with to discuss the President's United We Serve initiative.

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

A call has come in to our generation. A call from the top. A call from a house that is White. A call that we must answer. And to answer it, we need you. (b)(6)

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

---

From: [REDACTED] (b)(6)  
Sent: Monday, August 10, 2009 3:25 PM  
To: Yosi Sergeant  
Subject: Re: Reminder TODAY - United We Serve Conference Call - 2:00 pm EST / 11:00 am PST

Hi Yosi - I was in meetings. Please do keep me posted with any other future events. Thanks,

[REDACTED] founder/designer  
[REDACTED]  
[REDACTED] ] (b)(6)

> Last minute invite...

>

> Yosi Sergeant

> Director

> Office of Communications

> National Endowment for the Arts

> 1100 Pennsylvania Avenue NW, Room 614

> Washington DC 20506

> 202-682-5570 office

> [REDACTED] cell (b)(6)

> [yosi@arts.gov](mailto:yosi@arts.gov)<<mailto:serganty@arts.endow.gov>>

>

>

> From: Yosi Sergeant

> Sent: Monday, August 10, 2009 11:38 AM

> To: Yosi Sergeant

> Subject: Reminder TODAY - United We Serve Conference Call - 2:00 pm

> EST / 11:00 am PST

>

>

> Reminder

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>

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> Yosi Sergeant

> Director

> Office of Communications

> National Endowment for the Arts

> 1100 Pennsylvania Avenue NW, Room 614

> Washington DC 20506

> 202-682-5570 office

> [REDACTED] cell (b)(6)

> [yosi@arts.gov](mailto:yosi@arts.gov)<<mailto:serganty@arts.endow.gov>>

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> Date: Monday, August 10, 2009  
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> Call In: 888-324-6998

>

> Passcode: 50912

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>

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>

>

> PLEASE RSVP to [REDACTED] at

> [REDACTED] <mailto:[REDACTED]>].

] (b)(6)

>

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> AGENDA

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> c. Why the arts community has a unique role to play

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> b. Media event on or around 9/11

>

> c. Employ your media connections

>

> d. Blog posts before 9/11 on Serve.gov<<http://serve.gov/>>





## Yosi Sergeant

---

**From:** [REDACTED] (b)(6)  
**Sent:** Monday, August 10, 2009 8:56 PM  
**To:** Yosi Sergeant  
**Subject:** Re: Reminder TODAY - United We Serve Conference Call - 2:00 pm EST / 11:00 am PST

Thanks for the invite Yosi, unfortunately I work during the daytime, and couldn't participate. I'd love to know more about the initiative.

Congrats on the new gig, [arts.gov](http://arts.gov), very cool.

[REDACTED] (b)(6)

--

Graphic Designer

[REDACTED] (b)(6)

On Mon, Aug 10, 2009 at 1:06 PM, Yosi Sergeant <[yosi@arts.gov](mailto:yosi@arts.gov)> wrote:

Last minute invite...

Yosi Sergeant

Director

Office of Communications

National Endowment for the Arts

1100 Pennsylvania Avenue NW, Room 614

Washington DC 20506

202-682-5570 office

[REDACTED] cell (b)(6)

[yosi@arts.gov](mailto:yosi@arts.gov)

---

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**Sent:** Monday, August 10, 2009 11:38 AM  
**To:** Yosi Sergeant  
**Subject:** Reminder TODAY - United We Serve Conference Call - 2:00 pm EST / 11:00 am PST

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**Yosi Sergeant**

**Director**

**Office of Communications**

**National Endowment for the Arts**

1100 Pennsylvania Avenue NW, Room 614

Washington DC 20506

202-682-5570 office

[REDACTED] cell

(b)(6)

[yosi@arts.gov](mailto:yosi@arts.gov)

---

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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)

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### III. Examples of success

- a. Example from caller
- b. NEA wrap-up

#### IV. Q and A

## Yosi Sergant

---

From: [REDACTED]  
Sent: (b)(6) Tuesday, August 11, 2009 5:53 PM  
To: [REDACTED]  
Cc: Yosi Sergant; Yosi Sergant  
Subject: blog post

Since I haven't spotted any other blog posts on the subject, thought this might be of interest:

United We Serve: How to become a change agent in your community.

[http://\[REDACTED\]](http://[REDACTED]) (b)(6)

cheers,

[REDACTED] (b)(6)

On Mon, Aug 10, 2009 at 8:55 PM, [REDACTED] wrote:

> Hi, [REDACTED] (b)(6)  
>  
> I was on the call earlier today -- both fascinating and important, but  
> it flew by so fast! I'm still gathering background info, and will  
> finally have time to blog it in a little while.  
>  
> Question: Can you send me the correct spelling and title for nellie  
> abernathy, director of community outreach (?) for United We Serve, who  
> was on today's call?  
>  
> I earlier wrote about [REDACTED] here:  
>  
> [http://\[REDACTED\]](http://[REDACTED]) (b)(6)  
> [REDACTED]  
>  
> Please do add me to the mailing list -- it's important to get the  
> sense of a cohesive community of participants going to help move this  
> forward.  
> (b)(6)  
> [REDACTED] is a learning hub & sharing community that brings together  
> top experts in social media, social causes and online philanthropy.  
> We're here to share insights about the tools and best practices that  
> drive the social Web and advance the social good.  
>  
> best of luck!

> [REDACTED]  
> Founder, [REDACTED]  
> [http://\[REDACTED\]](http://[REDACTED]) (b)(6)  
> [REDACTED] in the San Francisco area  
> (b)(6)

> On Sun, Aug 9, 2009 at 7:17 PM, [REDACTED] wrote:  
>> Team [REDACTED] (b)(6)  
>> I thought you all would be interested in this call on Monday for the

>> White House's United We Serve Campaign. It's focused on art  
>> organizations - I wonder if subsequent calls will include other  
>> initiatives and nonprofit groups?  
>> Hope all has been well with everyone.

>> Best,

>> [REDACTED] (b)(6)

>> [REDACTED]

>> skype: [REDACTED] | twitter: [REDACTED] global number: [REDACTED]  
>> blog: http://[REDACTED]

>> [REDACTED], Inc., [REDACTED]  
>> [REDACTED] http://[REDACTED] ] (b)(6)

>> ----- Forwarded message -----

>> From: Yosi Sergant <yosi@arts.gov>  
>> Date: Fri, Aug 7, 2009 at 6:23 AM  
>> Subject: United We Serve Conference Call // Invitation  
>> To: Yosi Sergant <yosi@arts.gov>

>>  
>> This Monday, there is a conference call for arts oriented marketers &  
>> producers to discuss the President's United We Serve initiative that  
>> I thought you might like to participate in.

>> Yosi Sergant  
>> Director  
>> Office of Communications  
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>> 1100 Pennsylvania Avenue NW, Room 614 Washington DC 20506  
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>> Please join [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  
>> 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)  
>> [REDACTED] <mailto:[REDACTED]>  
>> On the call we will hear from the United We Serve about the  
>> initiative and their plans for 9/11, a new National Day of Service  
>> and Remembrance, hear from the National Endowment for the Arts about  
>> the role artists play in shaping our communities and this initiative  
>> and brainstorm. Further, we will hear from others who have  
>> successful models of engagement and recruit stories of how arts  
>> service can be fun, engaging and youthful. United We Serve initially  
>> runs from June 22 through September 11, but it will grow into a  
>> sustained, collaborative and focused effort to promote service as a way of life for all  
Americans.  
>> We hope that you will join us on Monday. Attached you will find a  
>> flyer about United We Serve, information about posting stories and an agenda.  
>>  
>> AGENDA  
>>  
>> I. Intro -  
>>  
>> a. Who's on the call  
>>  
>> b. What UWS is  
>>  
>> c. Why the arts community has a unique role to play  
>>  
>> II. Specific asks  
>>  
>> a. Weekly conference call with UWS in lead up to 9/11  
>>  
>> b. Media event on or around 9/11  
>>  
>> c. Employ your media connections  
>>  
>> d. Blog posts before 9/11 on Serve.gov<<http://serve.gov/>>  
>>  
>> e. Next step - follow up with Nellie, think about event, jump on  
>> call next week to share  
>>  
>> III. Examples of success

>>  
>> a. Example from caller  
>>  
>> b. NEA wrap-up  
>>  
>> IV. Q and A  
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> --

> [REDACTED]  
> [REDACTED] in San Francisco (b)(6)  
> Twitter: [REDACTED]  
> ~ ~ ~ ~ ~  
> [REDACTED]: [REDACTED]  
> [REDACTED]: [REDACTED] (b)(6)  
>

--  
[REDACTED]  
[REDACTED] in San Francisco (b)(6)  
Twitter: [REDACTED]  
~ ~ ~ ~ ~  
[REDACTED]: [REDACTED]  
[REDACTED]: [REDACTED] (b)(6)

## Monica Ashar

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**From:** Modi, Kalpen S. [REDACTED] (b)(2)  
**Sent:** Sunday, August 16, 2009 5:00 PM  
**To:** Yosi Sergant  
**Subject:** FW: big arts/united we serve call late august?

See below. Do you think Rocco would do an arts/service call?

Kalpen Modi  
Associate Director  
White House Office of Public Engagement

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

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

**From:** Martin, Philip [mailto:PMartin@cns.gov]  
**Sent:** Thursday, August 13, 2009 9:57 AM  
**To:** Modi, Kalpen S.  
**Subject:** RE: big arts/united we serve call late august?

Kal,

Sounds like you're almost working campaign hours over there, but I'm guessing little old ladies aren't bringing you vats of chili prepared with love. Tough break.

The answer to whether/how we can integrate health care into the arts/UWS call is more nuanced than I think I made it sound --

Yesterday on a WH youth/United We Serve call as part of his intro Paul talked about opportunity for people to get on a WH health care reform call/go to in-person meeting, and he shared a couple sentences about how it's a major priority for WH, etc. Something like that is totally fine, even a little more info as a briefing, but not making asks that seem partisan, not making it feel like there's some sort of United We Serve/Health Care Reform quid pro quo, is the key since CNCS has to be non-partisan. But one incentive for people to call in is hearing from you about what the WH is doing. Obv arts-related, but other things too. So we don't want to cut them out of that. We won't mention healthcare in the email invite but can say "White House briefing from Kalpen Modi..."

You want to also ask Yosi about NEA Chair joining call? Haven't heard from him yet this week. If Thurs Aug 27 3 pm doesn't work for Rocco Landesman but there's another time that works for both of you I can be flexible.

Yosi: 202-682-5570 / cell: [REDACTED] (b)(6)

Thanks,  
Phil

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

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

From: Modi, Kalpen S. [mailto:[REDACTED]] (b)(2)  
Sent: Wednesday, August 12, 2009 9:51 PM  
To: Martin, Philip  
Subject: RE: big arts/united we serve call late august?

No worries, I understand

Kalpen Modi  
Associate Director  
White House Office of Public Engagement

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

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

From: Martin, Philip [mailto:PMartin@cns.gov]  
Sent: Wednesday, August 12, 2009 11:47 AM  
To: Modi, Kalpen S.  
Subject: RE: big arts/united we serve call late august?

Just checked in w/ Eric Zoberman, my boss here, who says we can't actually co-sponsor a policy-related call. Sorry, didn't realize that.

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

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

From: Modi, Kalpen S. [mailto:[REDACTED]] (b)(2)  
Sent: Wednesday, August 12, 2009 10:59 AM  
To: Martin, Philip  
Subject: RE: big arts/united we serve call late august?

I need to check the ethics of this on our end but presuming it's okay, how do you feel on your end about making it a service and health care call?

Kalpen Modi  
Associate Director  
White House Office of Public Engagement

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

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

From: Martin, Philip [mailto:PMartin@cns.gov]  
Sent: Wednesday, August 12, 2009 10:55 AM  
To: Modi, Kalpen S.  
Subject: RE: big arts/united we serve call late august?

We were thinking Thurs Aug 27, 3 pm Eastern. Still okay for you?

Phil Martin  
Outreach Coordinator, United We Serve

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

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

From: Modi, Kalpen S. [mailto: [REDACTED] (b)(2)]  
Sent: Wednesday, August 12, 2009 10:54 AM  
To: Martin, Philip  
Subject: RE: big arts/united we serve call late august?

Great thanks Phil. Can you refresh my memory on the date/time we're holding?

Kalpen Modi  
Associate Director  
White House Office of Public Engagement

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

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

From: Martin, Philip [mailto:PMartin@cns.gov]  
Sent: Tuesday, August 11, 2009 11:09 PM  
To: Modi, Kalpen S.  
Subject: RE: big arts/united we serve call late august?

b(6) Thanks for checking in, Kal - I'm waiting to hear back from Yosi about whether Rocco Landesman, newly-confirmed NEA Chair, will be able to join the call, which would be awesome. And waiting to hear from our teleconference gurus at CNCS about whether/how we can live stream the call and/or get a digital file to distribute after (by posting to NEA site for example). [REDACTED] at Americans for the Arts says that if both you and Rocco are on the call, we'll get very strong interest from the arts community - probably more interest than we'd be able to meet with the number of lines we'll be able to get - so hoping we can find ways to bring the call to more people via internet.

We've confirmed that it's okay for Americans for the Arts to handle the RSVP process. Will let you know as soon as I hear back from Yosi and our phone team here. For now let's keep that date/time in our calendars if that's okay. Back to you soon.

Thanks,  
Phil

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

From: Modi, Kalpen S. [mailto: [REDACTED] (b)(2)]  
Sent: Tue 8/11/2009 6:00 PM  
To: Martin, Philip  
Cc:  
Subject: RE: big arts/united we serve call late august?

Hey Phil - checking in to see if things are coming along with this call?

Thanks,  
kal

Kalpen Modi  
Associate Director  
White House Office of Public Engagement

[REDACTED] (b)(2)

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

From: Martin, Philip [mailto:PMartin@cns.gov]  
Sent: Friday, August 07, 2009 10:24 AM  
To: Modi, Kalpen S.  
Subject: RE: big arts/united we serve call late august?

Wow. Good to know the numbers. That's a lot of money. I think we can arrange a call for more than 175 lines, I'll check, and I'll ask about web streaming. That's a really good idea. Get back to you on those things soon.

Thanks,  
Phil

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

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

From: Modi, Kalpen S. [mailto:[REDACTED]] (b)(2)  
Sent: Friday, August 07, 2009 10:09 AM  
To: Martin, Philip  
Subject: RE: big arts/united we serve call late august?

Does cns have the capability to stream the conference call online?

Kalpen Modi  
Associate Director  
White House Office of Public Engagement

[REDACTED] (b)(2)

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

From: Martin, Philip [mailto:PMartin@cns.gov]  
Sent: Friday, August 07, 2009 8:43 AM  
To: Modi, Kalpen S.  
Subject: RE: big arts/united we serve call late august?

Great -- it's in my calendar.

I think you're right that our preparation and the content could be different depending on whether we get 500 lines/people or 5,000 or some higher number. Am. for the Arts' biggest list is 150,000 but there's no way we'd actually get that many people on the phone. Might be great to include WH arts briefing either way. (We just had a dozen or so people from the arts and museum community come to CNCS to learn about core projects - AmeriCorps, etc. I know there's interest in making more

connections going forward.)

We wouldn't have to think of doing it for Americans for the Arts but with them as a partner. We've co-hosted calls w/ various groups in the past - Americans for the Arts (a small sub-group of theirs - 150 ppl or so), National Humanities Alliance/Imagining America, Arts Presenters, Arts and Democracy Project, State Arts Agencies, etc. - where the topic is engaging their members/affiliates/etc in United We Serve, so I'd guess this would be okay to do again. The invitation would be from you as with the announcement you did w/ AAPI groups, but we'd include someone from Americans for the Arts in the brief agenda we share as a speaker (so they can talk about their soon-to-be-released

website:

serve.artsusa.org).

Or to be even more distant/neutral, we could not mention them in the email at all and just make sure [REDACTED] has a chance to speak early on during the call. But this would be a last resort. It'd be great to be able to put their new website address in the email invitation, along with Serve.gov. CNCS isn't constrained in this way but let me know if WH is. (b)(6)

But separately I have no idea if we'd be allowed to let Americans for the Arts collect RSVPs so we can track numbers of expected participants and get their contact info, or if we should just try to do that ourselves w/ a google form or something. (We'd only do RSVPs if we expect a really big group to make sure we get the right number of lines.) Thanks for looking into that on the legal end.

Phil

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

From: Modi, Kalpen S.

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

Sent: Fri 8/7/2009 6:23 AM

To: Martin, Philip

Cc:

Subject: RE: big arts/united we serve call late august?

Great, 8/27 at 3pm works well.

Let me check in with folks here to find out about capacity of the call lines and ethics. If we want to do 150k (and if that's possible on our end), I think it may be worth sitting down for an hour next week to go over the whole plan, and perhaps do a tag-team of a full White House arts briefing and roll that into CNCS as a "summer kickoff" of sorts. Would that kind of a thing work?

In the past, my understanding is that we can host a call for CNCS since it's part of the President's Initiative but I'm not certain about hosting one for Americans for the Arts (we can always kick off a

call for Americans for the Arts but I don't know that we can physically host the lines - I'll look into this).

Kalpen Modi

Associate Director

White House Office of Public Engagement

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

From: Martin, Philip [mailto:PMartin@cns.gov]  
Sent: Thursday, August 06, 2009 5:14 PM  
To: Modi, Kalpen S.  
Subject: RE: big arts/united we serve call late august?

Great, thanks so much -- let's say Thurs Aug 27 at 3 pm if that works for you.

(b)(6)  
Just got off the phone with [REDACTED] at Americans for the Arts (she said you've met). We're wondering how many people to invite between us - she has a list of 150,000 people, a smaller one of 5,000, smaller ones still.

I think we want not just DC-types on this call, but people who are working in communities. Which means a broad invite...

(b)(6) Is there a maximum number of lines we can get for this call? 1,000? More? [REDACTED]'s wondering what list to instruct her assistant to send the invite to next week, in addition to your list.

She also said her people can create/monitor an online RSVP form so people fill in their name, org, email and we can keep track of how many people intend to be on the call in case we need to expand/contract number of lines. Any (legal?) reason we can't direct people in our message to RSVP via a form run by Americans for the Arts?

(Presumably  
all three of us would have access to the data submitted through the form.)



Thanks,

Phil

Phil Martin

Outreach Coordinator, United We Serve

Corporation for National and Community Service

202.606.6657

pmartin@cns.gov

www.serve.gov

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From: Modi, Kalpen S.  
[mailto: [REDACTED]] (b)(2)  
Sent: Thursday, August 06, 2009 4:25 PM  
To: Martin, Philip  
Subject: RE: big arts/united we serve call late august?

Hi Phil -

Yosi is a great guy, glad he referred you over here. I can absolutely help with this. We had done a similar call for the AAPI communities 2 weeks ago, where the White House set up the lines and introduced the call for about 5-10 minutes (cncs provided talking points), then we turned it over to Fred Wong at CNCS who ran the rest of the call. It was listen-only at first, then became Q&A at the end.

Thursday the 27th is probably best since Fridays run the risk of folks being out of town for the weekend.

I'd suggest doing humanities and arts together depending on your focus. Let me know what you're thinking. Thanks,

Kalpen Modi

Associate Director

White House Office of Public Engagement

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

From: Martin, Philip [mailto:PMartin@cns.gov]  
Sent: Thursday, August 06, 2009 4:16 PM  
To: Modi, Kalpen S.  
Subject: big arts/united we serve call late august?

Hi Kal -

Hope all's well over there. Just left you quick voice mail -

Yosi Sergeant at NEA says you're the arts outreach person at WH and suggests we host a major call together for all arts groups in the last week of August re United We Serve / 9-11. What do you think? Wondering if there's a time in the afternoon Thurs Aug 27 or Fri Aug 28 that works for you, whether you could help secure the lines (several hundred, total depending on how much overlap between your list and others' lists) or if we should do that, and if we could talk briefly about content of the call and who to make sure we invite.

For example not sure if we should include the humanities world (NHA, state councils, etc.) or not.

[REDACTED] (b)(6) I'm at my desk just till 6:15 pm today. My cell is  
if it's better to talk later this evening. (Don't have CNCS mail on bberry.)

Thanks so much,

Phil

Phil Martin

Outreach Coordinator, United We Serve

www.serve.gov

From: [REDACTED] [mailto:[REDACTED]]  
Sent: Thursday, August 06, 2009 3:48 PM  
To: Martin, Philip  
Subject: RE: United We Serve conference call, incl 9/11

update:

Thursday, Aug 6, 2 PM Eastern - RSVP

Hi Phil,

The call today was helpful. It's great that you can host a large-scale call. We would love to do it with the White House and NEA as well. We can definitely do the last week of August. How about Thursday, August 27th or Friday, August 28th in the mid-afternoon to help accommodate West Coast arts organizations? If you could let me know the specific date and time today or tomorrow morning, then I will send out a large e-blast to advertise the call before I go out of town, or at least have it ready to go out early next week. I don't need the specific names of who will be on the call, other than saying representatives from the White House, NEA, Corporation for National and Community Service, etc. will be on the call.

Do you think you could lock down today or tomorrow the date, time, and call-in information for a 300 to 400 line conference call?

Thanks,

T: [REDACTED] ext. [REDACTED]  
F: [REDACTED]  
E: [REDACTED]  
W: [REDACTED]

<<http://www.americansforthearts.org/>>

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From: Martin, Philip [mailto:PMartin@cns.gov]  
Sent: Thursday, August 06, 2009 9:53 AM  
To: [REDACTED] (b)(6)  
Subject: RE: United We Serve conference call, incl 9/11

update:

Thursday, Aug 6, 2 PM Eastern - RSVP

(b)(6)  
[REDACTED], sorry for slow response - yes, we can do a big call, Yosi recommends doing it along w/ White House - we can try to finalize date/time/call-in number sometime today - what day/time do you recommend? We're thinking final week in August is better than September.

Phil

Phil Martin

Outreach Coordinator, United We Serve

Corporation for National and Community Service

202.606.6657

[pmartin@cns.gov](mailto:pmartin@cns.gov)

[www.serve.gov](http://www.serve.gov)

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From: [REDACTED] [mailto:[REDACTED]] (b)(6)  
Sent: Tuesday, August 04, 2009 4:11 PM  
To: Martin, Philip  
Subject: RE: United We Serve conference call, incl 9/11

update:

Thursday, Aug 6, 2 PM Eastern - RSVP

Thanks Phil. I will definitely be on the call. I think our site is going to go live by the end of the week and then we will be heavily promoting the site to upload stories on both [serve.gov](http://serve.gov) and [serve.artsusa.org](http://serve.artsusa.org)

I will be on vacation Aug. 11 - 21, but I wanted to know if we could set up a national conference call for arts groups around the country to discuss the united we serve campaign to take place the last week of August or first week of September? I want it to accomplish a few things:

1. Get people focused on publicizing Sept. 11th service and remembrance events
2. Register their volunteer sites and activities on [serve.gov](http://serve.gov)
3. Upload their creative documentation and stories on [serve.artsusa.org](http://serve.artsusa.org)

Would this be something that CNCS would be willing to host? I would need to start working on the promotion of the call this week before I go so everything is in place. I'd like to invite the original national groups that were on the first call and expand into our local and state arts groups. If we do it as a single call, it could be several hundred on the call or I could break it up into a series of 4 or 5 calls with a maximum of 100 on each.

Let me know what you think.

Thanks, [REDACTED]

(b)(6)

=====

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

T: [REDACTED] ext. [REDACTED]

F: [REDACTED]

E: [REDACTED]

W: [www.AmericansForTheArts.org](http://www.AmericansForTheArts.org)

<<http://www.americansforthearts.org/>>

(b)(6)

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From: Martin, Philip [mailto:[PMartin@cns.gov](mailto:PMartin@cns.gov)]  
Sent: Tuesday, August 04, 2009 2:31 PM  
To: Martin, Philip  
Subject: United We Serve conference call, incl 9/11

update:

Thursday, Aug 6, 2 PM Eastern - RSVP

Dear United We Serve <<http://www.serve.gov/>> partners,

Please join us for a conference call this Thursday, August 6, 2 PM Eastern. Major education, humanities, and arts organizations will be

on the call. The call-in info and agenda are below. RSVP: Yes, Yes +1, or No.

September 11 - the new National Day of Remembrance and Service, and the culminating day for United We Serve - is just over a month away. And I know many of you are thinking about the fall. We'll talk about both. I hope you will join the call or send someone in your place. Please also consider inviting one of your best affiliates, local chapters, etc. to join the call. (Please don't blast this call information to a big list, but do send to an on-the-ground person you'd like to include.)

Also, if there's a major organization you think should be included in this call or similar ones going forward and you think they're not now included, please send me a name, organization, and contact info so I can check against our list and invite them.

[REDACTED] (b)(2)

#### Agenda

1. Education Week recap - Phil Martin, Outreach Coordinator, United We Serve
2. September 11 - Eric Zoberman, Project Director, United We Serve
3. National Learn and Serve Challenge  
<<http://www.learnandservechallenge.org/>> - [REDACTED], [REDACTED] (b)(6)  
[REDACTED], National Service-Learning Partnership
4. Questions, comments, suggestions - everyone

Also, please review the attached document and distribute widely. September 11-specific resources (media advisory templates, etc.) will be coming soon.

Please let me know whether you'll join (with or without a local affiliate) in case we need to expand the number of lines.

Thanks so much,

Phil

Phil Martin

Outreach Coordinator, United We Serve

Corporation for National and Community Service

202.606.6657

[pmartin@cns.gov](mailto:pmartin@cns.gov)

[www.serve.gov](http://www.serve.gov)

Monica Ashar

---

From: Yosi Sergant  
Sent: Saturday, August 08, 2009 9:24 PM  
To: [REDACTED] (b)(2)  
Subject: Fw: United We Serve Conference Call // Invitation  
Attachments: Stories for United We Serve.doc; united we serve flyer.pdf

This is a going to be a really good group of people. I'd recommend joining it if you have time

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

From: Yosi Sergant  
To: [REDACTED] (b)(6)  
Sent: Sat Aug 08 14:03:42 2009  
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  
[REDACTED] cell (b)(6)  
[yosi@arts.gov](mailto:yosi@arts.gov) <<mailto:serganty@arts.endow.gov>>

---

A call has come in to our generation. A call from the top. A call from a house that is White. A call that we must answer. And to answer it, we need you.

Please join [REDACTED], [REDACTED], [REDACTED], [REDACTED], [REDACTED], [REDACTED], [REDACTED], and [REDACTED] as we heed the President's call to action this summer -- United We Serve. ](b)(6)

United We Serve is President Obama's call to service challenging all Americans to engage in sustained, meaningful community service. With the knowledge that ordinary people can achieve



extraordinary things when given the proper tools, President Obama is asking us to come together <<http://www.serve.gov/remarks.asp>> to help lay a new foundation for growth, focusing on core areas of the recovery agenda - health care, energy and environment, safety and security, education, community renewal.

Now is the time for us to answer this call. It is time for us as a group of artists, producers, promoters, organizers, influencers, marketers, tastemakers, leaders or just plain, cool people to join together and work together to promote a more civically engaged America and celebrate how the arts can be used for a positive change! No one knows our communities better than we do. No one can inspire as much as we can. We have a unique role to play in making service accessible and fun for those who are not accustomed to volunteering. We know that engaging all Americans in service means we must expand the idea of service. Already, you are helping us to re-frame the image of volunteerism.

The United We Serve team, in collaboration with the White House Office of Public Engagement and The National Endowment for the Arts is hosting a conference call outlining steps our community can take to spread the message of service and highlight the service work artists already perform in communities nationwide.

Please join us!

Date: Monday, August 10, 2009

Time: 2PM EST / 11AM PST

Call In: [REDACTED]

Passcode: [REDACTED]

(b)(6)

PLEASE RSVP to [REDACTED] at [REDACTED] <[mailto:\[REDACTED\]](mailto:[REDACTED])>

(b)(6)

On the call we will hear from the United We Serve about the initiative and their plans for 9/11, a new National Day of Service and Remembrance, hear from the National Endowment for the Arts about the role artists play in shaping our communities and this initiative and brainstorm. Further, we will hear from others who have successful models of engagement and recruit stories of how arts service can be fun, engaging and youthful. United We Serve initially runs from June 22 through September 11, but it will grow into a sustained, collaborative and focused effort to promote service as a way of life for all Americans.

We hope that you will join us on Monday. Attached you will find a flyer about United We Serve, information about posting stories and an agenda.

#### AGENDA

##### I. Intro -

- a. Who's on the call
- b. What UWS is
- c. Why the arts community has a unique role to play

##### II. Specific asks

- a. Weekly conference call with UWS in lead up to 9/11

- b. Media event on or around 9/11
- c. Employ your media connections
- d. Blog posts before 9/11 on Serve.gov <<http://serve.gov/>>
- e. Next step – follow up with Nellie, think about event, jump on call next week to share

### III. Examples of success

- a. Example from caller
- b. NEA wrap-up

### IV. Q and A

# 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](mailto:pmartin@cns.gov).

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

Thank You.

# United We Serve

## SERVE.GOV

*"Economic recovery is as much about what you're doing in your communities as what we're doing in Washington – and it's going to take all of us, working together. I'm calling on all Americans to make volunteering and community service part of your daily life and the life of this nation."*

President Barack Obama

The President and First Lady launched United We Serve in partnership with the Corporation for National and Community Service. United We Serve is a nationwide initiative, beginning this summer, to create a sustained, collaborative, and focused effort to meet community needs and make service a way of life for all Americans. The online home of United We Serve is **Serve.gov**.

Confident that ordinary people can achieve extraordinary things when given the proper tools, President Obama has called on Americans to both expand the impact of existing organizations by engaging new volunteers in their work and encourage volunteers to develop their own "do-it-yourself" projects.

### PURPOSE

United We Serve will take traditional calls to service further by:

- Putting volunteers on a path to sustained service.
- Asking volunteers to become volunteer organizers by identifying unmet needs in their community, developing their own service projects, and engaging others who are interested in the same issue area.
- Providing easy-to-use tools on **Serve.gov** for volunteers to set outcome-oriented goals and track their community impact.
- Calling upon Americans to form new community partnerships and join together across historical barriers of religion, race, and ethnicity.

### FOCUS

United We Serve will empower Americans to participate this summer by:

- Promoting clean energy, energy efficiency, and public land restoration.
- Supporting education and literacy for all Americans.
- Increasing health care access, public health awareness, and prevention.
- Providing community renewal to areas hardest hit by the economic crisis.
- Ensuring our communities are safe from disasters and our veterans and military families are supported.

The summer initiative will culminate on September 11, 2009, a National Day of Service and Remembrance, but United We Serve is ongoing. The National Day of Service and Remembrance will recognize the summer's accomplishments, honor those who died on September 11, 2001 by serving in their memory, and encourage Americans to make an ongoing commitment to service.

Corporation for  
**NATIONAL &  
COMMUNITY  
SERVICE** ★★ ★

If you want to volunteer, here's how you can search for volunteer opportunities.

1. Visit **Serve.gov**.
2. Enter some of the keywords of the kind of volunteer activity that interests you, as well as your city, state, or ZIP code.
3. Click "Find Opportunities Now."
4. You will be directed to the website of All for Good and it will list opportunities in your area that match your interests, along with a map of their location.
5. To ensure you have a quality experience, browse the different opportunities that show up. Visit organizations' websites and call to make a connection. Tell them you are a United We Serve volunteer answering the President's call to service, and look forward to helping them expand their community impact.
6. Tell us your Story of Service. We might feature it on **Serve.gov** this summer.

## Register Your Project

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

**Register Now**

OR

## Find a Volunteer Opportunity

What interests you?

Keywords

*(Example: veterans, mentoring, or Habitat)*

Where would you like to volunteer?

Location

*(City, State, or ZIP Code)*

**Find Opportunities Now**

POWERED BY  
**All for Good**

By clicking this button, you will exit the Serve.gov site and be redirected to the All For Good site where your search results will be displayed.

If you are an organization and want to recruit volunteers, here's how you can post your volunteer opportunities.

1. Visit **Serve.gov**.
2. Click "Register Now."
3. You will be directed to create an account.
4. This account registers you/your organization with **Serve.gov** so that you can post your volunteer opportunities and they will be searchable by visitors to the site. You can also track volunteer sign ups.
5. Make sure your posting includes all the key words that would come to mind when someone is searching for your volunteer opportunity (i.e., if you organize a park trail clean up, include the words "nature," "park," "trail," "environment," etc).
6. Please let us know about your service experience by clicking on "Share Your Story." We will feature stories on **Serve.gov** throughout the summer.

If you don't see a local volunteer opportunity that interests you, **Serve.gov** offers some toolkits to help you organize your own service projects.

America is made stronger when citizens come together with their friends, family, and neighbors to improve their local communities. We encourage you to visit our Toolkits section to get started.

(b)(6)

Yosi,

Enclosed is the letter to the Chairman inviting him to Tucson. Thank you for your efforts to get this request to his desk. I deeply appreciate your help.

I'll be in DC from Sept 9-13 for an AFSA meeting on the 10<sup>th</sup> to report out to them about an ads-based civic engagement project we are supporting. Is there some kind of "United we Serve" event on the 11<sup>th</sup> that I should know about and should attend in support of the effort. Otherwise, I hope all is well. Stay cool

Best,

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