

Wong, Frederick

From: Wong, Frederick
Sent: Monday, September 21, 2009 1:21 PM
To: Scott, Sandy
Subject: FW: Email invitation

Fred

Frederick Loo Wong
Public Affairs Specialist
Corporation for National and Community Service fwong@cns.gov
Office: 202-606-6730
www.nationalservice.gov

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

From: Yosi Sergant [mailto:yosi@arts.gov]
Sent: Tuesday, August 04, 2009 9:27 PM
To: [REDACTED] Abernathy, Nell L.
Subject: Re: Email invitation

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

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

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

No problem my man. I know how it goes.

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

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

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

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

[REDACTED]

Yosi Sergant

Director
Office of Communications
National Endowment for the Arts
1100 Pennsylvania Avenue NW, Room 614
Washington DC 20506
202-682-5570 office

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

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

Hi Nellie and Yosi,

I just had a great meeting with [REDACTED] who is very excited about this initiative.

However, I think in the interest of timing we should do the call on Monday. I want to make sure that we have enough lead time to get the right folks on the call.

So, can we confirm 2pm EST on Monday?

Thanks!

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

Cool?

[REDACTED]

From: "Abernathy, Nell L."
Date: Tue, 4 Aug 2009 15:12:51 -0400
To: [REDACTED] Yosi Sergant<yosi@arts.gov>
Subject: RE: Email invitation

Works for me. You guys want to call our number?

202-606-3830.

Nellie Abernathy
United We Serve
Corporation for National and Community Service
202-606-6766

Nabernathy@cns.gov

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

I can do 3:30...

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

From: Yosi Sergant <mailto:yosi@arts.gov>
To: [REDACTED] ; Abernathy, Nell L.
<mailto:NAbernathy@cns.gov>
Sent: Tuesday, August 04, 2009 2:59 PM
Subject: RE: Email invitation

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

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

From: [REDACTED]
Sent: Tuesday, August 04, 2009 2:24 PM
To: Abernathy, Nell L.; Yosi Sergant
Subject: Re: Email invitation

Yosi? Are we good for 2:30?

[REDACTED]

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

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

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

Sent: Tuesday, August 04, 2009 1:35 PM

Subject: RE: Email invitation

2:30 would be perfect for me. Yosi?

And I love the letter. So glad to be hanging with the cool kids.

Let me know if you need me to have anything else ready by then.

Nellie Abernathy

United We Serve

Corporation for National and Community Service

202-606-6766

Nabernathy@cns.gov

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

Hi Nell -- great to meet you!

The changes look great. I am available at between 2:30 - 3:30. Let me know if that works.

Thanks!
[REDACTED]

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

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

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

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

Subject: RE: Email invitation

[REDACTED] meet Nell. Nell meet [REDACTED]

bellow.

[REDACTED] I made some suggestions for adjustments to your letter

I filled Nell in on our chats. Can we all find time to hop on the phone today and lock this thing in?

Yosi Sergant

Director

Office of Communications

National Endowment for the Arts

1100 Pennsylvania Avenue NW, Room 614

Washington DC 20506

202-682-5570 office

[REDACTED] cell

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

From: [REDACTED]

Sent: Tuesday, August 04, 2009 8:12 AM

To: Yosi Sergant

Subject: Email invitation

Good morning Yosi!

Here is the rough draft of what I would like to send out by the end of the day today. I look forward to your thoughts.

[REDACTED]

Dear XXXXX,

A call has come in to our generation. A call from the top. A call from a house that is White. A call that we must answer. And to answer it, we need you.

Please join _____ and _____ as we heed the Presidents call to action this summer—United We Serve.

United We Serve is President Obama's call to service challenging

all Americans to engage in sustained, meaningful community service. With the knowledge that ordinary people can achieve extraordinary things when given the proper tools, President Obama is asking us to come together <<http://www.serve.gov/remarks.asp>> to help lay a new foundation for growth, focusing on core areas of the recovery agenda - health care, energy and environment, safety and security, education, community renewal.

Now is the time for us to answer this call. It is time for us as a group of artists, promoters, organizers, influencers, marketers, tastemakers, leaders or just plain, cool people to join together and work together to promote a more civically engaged America and celebrate how the arts can be used for a positive change! No one knows our communities better than we do. No one can inspire as much as we can. We have a unique roll to play in making service accessible and fun for those who are not accustomed to volunteering. We know that engaging all Americans in service means we must expand the idea of service. Already, you are helping us to re-frame the image of volunteerism.

The United We Serve team, in collaboration with the White House Office of Public Engagement and The National Endowment for the Arts is hosting a conference call outlining steps our community can take to spread the message of service and highlight the service work artists already perform in communities nationwide.

Please join us!

Date August 6th, 2009

Time _____

Call in number _____

Passcode _____

PLEASE RSVP to [REDACTED]

You are organizing groups of students to clean up abandoned lots and create installations with the collected debris. You are bringing together service-minded punk-rockers to knit scarves for the needy. You are using graphic design to create websites that motivate to action rather than stultify to sleep.

On the call we will hear from the United We Serve about the initiative and their plans for 9/11, a new National Day of Service and Remembrance, hear from the National Endowment for the Arts about the role artists play in shaping our communities and this initiative and brainstorm. Further, we will hear from others who have successful models of engagement and recruit stories of how arts service can be fun, engaging and youthful.

United We Serve initially runs from June 22 through September 11, but it will grow into a sustained, collaborative and focused effort to promote service as a way of life for all Americans.

We hope that you will join us on X. Attached you will find a flyer about United We Serve, information about posting stories and an agenda.

AGENDA

I. Intro -

- a. Who's on the call
- b. What UWS is
- c. Why the arts community has a unique role to play

II. Specific asks

- a. Weekly conference call with UWS in lead up to 9/11
- b. Media event on or around 9/11

c. Employ your media connections

d. Blog posts before 9/11 on Serve.gov

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

III. Examples of success

a. Example from caller

b. NEA wrap-up

IV. Q and A

Wong, Frederick

From: Wong, Frederick
Sent: Monday, September 21, 2009 1:21 PM
To: Scott, Sandy
Subject: FW: Email invitation

Fred

Frederick Loo Wong
Public Affairs Specialist
Corporation for National and Community Service
fwong@cns.gov
Office: 202-606-6730
www.nationalservice.gov



From: Yosi Sergant [<mailto:yosi@arts.gov>]
Sent: Tuesday, August 04, 2009 7:53 PM
To: [REDACTED] Abernathy, Nell L.
Subject: RE: Email invitation

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

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

[REDACTED]

[REDACTED]

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] ell
yosi@arts.gov

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

Hi Nellie and Yosi,

10/1/2009

I just had a great meeting with [REDACTED], who is very excited about this initiative.

However, I think in the interest of timing we should do the call on Monday. I want to make sure that we have enough lead time to get the right folks on the call.

So, can we confirm 2pm EST on Monday?

Thanks!

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

Cool?

From: "Abernathy, Nell L."
Date: Tue, 4 Aug 2009 15:12:51 -0400
To: [REDACTED]; Yosi Sergant<yosi@arts.gov>
Subject: RE: Email invitation
Works for me. You guys want to call our number?

202-606-3830.

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

United We Serve
SERVE.GOV

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

I can do 3:30...

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

From: Yosi Sergant
To: [REDACTED]; Abernathy, Nell L.
Sent: Tuesday, August 04, 2009 2:59 PM
Subject: RE: Email invitation

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

Yosi Sergant
Director

10/1/2009

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

From: [REDACTED]
Sent: Tuesday, August 04, 2009 2:24 PM
To: Abernathy, Nell L.; Yosi Sergant
Subject: Re: Email invitation

Yosi? Are we good for 2:30?

ms

|----- Original Message -----

From: Abernathy, Nell L.
To: [REDACTED] Yosi Sergant
Sent: Tuesday, August 04, 2009 1:35 PM
Subject: RE: Email invitation

2:30 would be perfect for me. Yosi?
And I love the letter. So glad to be hanging with the cool kids.
Let me know if you need me to have anything else ready by then.

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

United We Serve
SERVE.GOV

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

Hi Nell -- great to meet you!

The changes look great. I am available at between 2:30 - 3:30. Let me know if that works.

Thanks!
ms

|----- Original Message -----

From: Yosi Sergant
To: [REDACTED]; Abernathy, Nell L.
Sent: Tuesday, August 04, 2009 12:41 PM
Subject: RE: Email invitation

[REDACTED] meet Nell. Nell mee [REDACTED]

[REDACTED] I made some suggestions for adjustments to your letter bellow.

I filled Nell in on our chats. Can we all find time to hop on the phone today and lock this thing in?

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

From: [REDACTED]
Sent: Tuesday, August 04, 2009 8:12 AM
To: Yosi Sergant
Subject: Email invitation

Good morning Yosi!

Here is the rough draft of what I would like to send out by the end of the day today. I look forward to your thoughts.

[REDACTED]

Dear XXXXX,

A call has come in to our generation. A call from the top. A call from a house that is White. A call that we must answer. And to answer it, we need you.

Please join _____, _____, _____, _____, _____ and _____ as we heed the Presidents call to action this summer—United We Serve.

United We Serve is President Obama's call to service challenging all Americans to engage in sustained, meaningful community service. With the knowledge that ordinary people can achieve extraordinary things when given the proper tools, President Obama is asking us to come together to help lay a new foundation for growth, focusing on core areas of the recovery agenda – health care, energy and environment, safety and security, education, community renewal.

Now is the time for us to answer this call. It is time for us as a group of artists, promoters, organizers, influencers, marketers, tastemakers, leaders or just plain, cool people to join together and work together to promote a more civically engaged America and celebrate how the arts can be used for a positive change! No one knows our communities better than we do. No one can inspire as much as we can. We have a unique roll to play in making service accessible and fun for those who are not accustomed to volunteering. We know that engaging all Americans in service means we must expand the idea of service. Already, you are helping us to re-frame the image of volunteerism.

The *United We Serve* team, in collaboration with the *White House Office of Public Engagement* and *The National Endowment for the Arts* is hosting a conference call outlining steps our community can take to spread the message of service and highlight the service work artists already perform in communities nationwide.

Please join us!

Date **August 6th, 2009**

Time _____

Call in number _____

Passcode _____

PLEASE RSVP to 

~~You are organizing groups of students to clean up abandoned lots and create installations with the collected debris. You are bringing together service-minded punk-rockers to knit scarves for the needy. You are using graphic design to create websites that motivate to action rather than stultify to sleep.~~

On the call we will hear from the United We Serve about the initiative and their plans for 9/11, a new National Day of Service and Remembrance, hear from the National Endowment for the Arts about the role artists play in shaping our communities and this initiative and brainstorm. Further, we will hear from others who have successful models of engagement and recruit stories of how arts service can be fun, engaging and youthful.

United We Serve initially runs from June 22 through September 11, but it will grow into a sustained, collaborative and focused effort to promote service as a way of life for all Americans.

We hope that you will join us on X. Attached you will find a flyer about United We Serve, information about posting stories and an agenda.

AGENDA

I. Intro -

- a. Who's on the call
- b. What UWS is
- c. Why the arts community has a unique role to play

II. Specific asks

- a. Weekly conference call with UWS in lead up to 9/11
- b. Media event on or around 9/11
- c. Employ your media connections
- d. Blog posts before 9/11 on Serve.gov
- e. Next step – follow up with Nellie, think about event, jump on call next week to share

- III. Examples of success
 - a. Example from caller
 - b. NEA wrap-up
- IV. Q and A

Wong, Frederick

From: Wong, Frederick
Sent: Monday, September 21, 2009 1:23 PM
To: Scott, Sandy
Subject: FW: Email invitation

Fred

Frederick Loo Wong
Public Affairs Specialist
Corporation for National and Community Service fwong@cns.gov
Office: 202-606-6730
www.nationalservice.gov

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

From: Yosi Sergant [mailto:yosi@arts.gov]
Sent: Tuesday, August 04, 2009 6:28 PM
To: Abernathy, Nell L.; [REDACTED]
Subject: Re: Email invitation

[REDACTED] from [REDACTED] wants to be a host

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

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

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

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

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

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

Hi Nellie and Yosi,

I just had a great meeting with [REDACTED] who is very excited about this initiative.

However, I think in the interest of timing we should do the call on Monday. I want to make sure that we have enough lead time to get the right folks on the call.

So, can we confirm 2pm EST on Monday?

Thanks!

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

Cool?

From: "Abernathy, Nell L."
Date: Tue, 4 Aug 2009 15:12:51 -0400
To: [REDACTED] Yosi Sergant<yosi@arts.gov>
Subject: RE: Email invitation

Works for me. You guys want to call our number?

202-606-3830. *

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

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

I can do 3:30...

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

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

Sent: Tuesday, August 04, 2009 2:59 PM

Subject: RE: Email invitation

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

Yosi Sergant

Director

Office of Communications

National Endowment for the Arts

1100 Pennsylvania Avenue NW, Room 614

Washington DC 20506

202-682-5570 office

[REDACTED] cell

yosi@arts.gov

From: [REDACTED]

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

To: Abernathy, Nell L.; Yosi Sergant

Subject: Re: Email invitation

Yosi? Are we good for 2:30?

ms

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

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

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

Sent: Tuesday, August 04, 2009 1:35 PM

Subject: RE: Email invitation

2:30 would be perfect for me. Yosi?

And I love the letter. So glad to be hanging with the cool kids.

Let me know if you need me to have anything else ready by then.

Nellie Abernathy

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

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

Hi Nell -- great to meet you!

The changes look great. I am available at between 2:30 - 3:30. Let me know if that works.

Thanks!

ms

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

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

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

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

Subject: RE: Email invitation

[REDACTED] meet Nell. Nell meet [REDACTED]

[REDACTED] I made some suggestions for adjustments to your letter
below.

I filled Nell in on our chats. Can we all find time to hop on the phone today and lock this thing in?

Yosi Sergant
Director

Office of Communications
National Endowment for the Arts
1100 Pennsylvania Avenue NW, Room 614
Washington DC 20506
202-682-5570 office
[REDACTED] cell
yosi@arts.gov <mailto:serganty@arts.endow.gov>

From: [REDACTED]
Sent: Tuesday, August 04, 2009 8:12 AM
To: Yosi Sergant
Subject: Email invitation

Good morning Yosi!

Here is the rough draft of what I would like to send out by the end of the day today. I look forward to your thoughts.

[REDACTED]

Dear XXXXX,

A call has come in to our generation. A call from the top. A call from a house that is White. A call that we must answer. And to answer it, we need you.

Please join _____, _____, _____, _____ and _____ as we heed the Presidents call to action this summer--United We Serve.

United We Serve is President Obama's call to service challenging all Americans to engage in sustained, meaningful community service. With the knowledge that ordinary people can achieve extraordinary things when given the proper tools, President Obama is asking us to come together <<http://www.serve.gov/remarks.asp>> to help lay a new foundation for growth, focusing on core areas of the recovery agenda - health care, energy and environment, safety and security, education, community renewal.

Now is the time for us to answer this call. It is time for us as a group of artists, promoters, organizers, influencers, marketers, tastemakers, leaders or just plain, cool people to join together and work together to promote a more civically engaged America and celebrate how the arts can be used for a positive change! No one knows our communities better than we do. No one can inspire as much as we can. We have a unique roll to play in making service accessible and fun for those who are not accustomed to volunteering. We know that engaging all Americans in service means we must expand the idea of service. Already, you are helping us to re-frame the image of volunteerism.

The United We Serve team, in collaboration with the White House Office of Public Engagement and The National Endowment for the Arts is hosting a conference call outlining steps our community can take to spread the message of service and highlight the service work artists already perform in communities nationwide.

Please join us!

Date August 6th, 2009

Time _____

Call in number _____

Passcode _____

PLEASE RSVP to _____

You are organizing groups of students to clean up abandoned lots and create installations with the collected debris. You are bringing together service-minded punk-rockers to knit scarves for the needy. You are using graphic design to create websites that motivate to action rather than stultify to sleep.

On the call we will hear from the United We Serve about the initiative and their plans for 9/11, a new National Day of Service and Remembrance, hear from the National Endowment for the Arts about the role artists play in shaping our communities and this initiative and brainstorm. Further, we will hear from others who have successful models of engagement and recruit stories of how arts service can be fun, engaging and youthful.

United We Serve initially runs from June 22 through September 11, but it will grow into a sustained, collaborative and focused effort to promote service as a way of life for all Americans.

We hope that you will join us on X. Attached you will find a flyer about United We Serve, information about posting stories and an agenda.

AGENDA

I. Intro -

- a. Who's on the call
- b. What UWS is
- c. Why the arts community has a unique role to play

II. Specific asks

- a. Weekly conference call with UWS in lead up to 9/11
- b. Media event on or around 9/11
- c. Employ your media connections
- d. Blog posts before 9/11 on Serve.gov
- e. Next step - follow up with Nellie, think about event, jump

on call next week to share

III. Examples of success

- a. Example from caller
- b. NEA wrap-up

IV. Q and A

Wong, Frederick

From: Wong, Frederick
Sent: Monday, September 21, 2009 1:21 PM
To: Scott, Sandy
Subject: FW: Email invitation

Fred

Frederick Loo Wong
Public Affairs Specialist
Corporation for National and Community Service fwong@cns.gov
Office: 202-606-6730
www.nationalservice.gov

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

From: [REDACTED]
Sent: Tuesday, August 04, 2009 9:33 PM
To: Yosi Sergant; Abernathy, Nell L.
Subject: Re: Email invitation

Of course

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

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

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

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

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

No problem my man. I know how it goes.

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

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

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

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

[REDACTED]

Yosi Sergant

Director

Office of Communications

National Endowment for the Arts

1100 Pennsylvania Avenue NW, Room 614

Washington DC 20506

202-682-5570 office

[REDACTED] cell

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

From: [REDACTED]

Sent: Tuesday, August 04, 2009 6:23 PM

To: Abernathy, Nell L.; Yosi Sergant

Subject: Re: Email invitation

Hi Nellie and Yosi,

I just had a great meeting with [REDACTED] who is very excited about this initiative.

However, I think in the interest of timing we should do the call on Monday. I want to make sure that we have enough lead time to get the right folks on the call.

So, can we confirm 2pm EST on Monday?

Thanks!

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

Cool?
[REDACTED]

From: "Abernathy, Nell L."

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

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

Subject: RE: Email invitation

Works for me. You guys want to call our number?

202-606-3830.

Nellie Abernathy

United We Serve

Corporation for National and Community Service

202-606-6766

Nabernathy@cns.gov

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

I can do 3:30...

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

From: Yosi Sergant <mailto:yosi@arts.gov>
To: [REDACTED] ; Abernathy, Nell L.
<mailto:Nabernathy@cns.gov>
Sent: Tuesday, August 04, 2009 2:59 PM
Subject: RE: Email invitation

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

Yosi Sergant

Director

Office of Communications

National Endowment for the Arts

1100 Pennsylvania Avenue NW, Room 614

Washington DC 20506

202-682-5570 office

[REDACTED] cell

yosi@arts.gov

From: [REDACTED]

Sent: Tuesday, August 04, 2009 2:24 PM
To: Abernathy, Nell L.; Yosi Sergant
Subject: Re: Email invitation

Yosi? Are we good for 2:30?

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

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

Sent: Tuesday, August 04, 2009 1:35 PM

Subject: RE: Email invitation

2:30 would be perfect for me. Yosi?

And I love the letter. So glad to be hanging with the cool kids.

Let me know if you need me to have anything else ready by then.

Nellie Abernathy

United We Serve

Corporation for National and Community Service

202-606-6766

Nabernathy@cns.gov

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

Hi Nell -- great to meet you!

The changes look great. I am available at between 2:30 - 3:30. Let me know if that works.

Thanks!

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

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

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

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

Subject: RE: Email invitation

[REDACTED] meet Nell. Nell meet [REDACTED]

[REDACTED] I made some suggestions for adjustments to your letter
bellow.

I filled Nell in on our chats. Can we all find time to hop on the
phone today and lock this thing in?

Yosi Sergant

Director

Office of Communications

National Endowment for the Arts

1100 Pennsylvania Avenue NW, Room 614

Washington DC 20506

202-682-5570 office

[REDACTED] cell

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

From: [REDACTED]
Sent: Tuesday, August 04, 2009 8:12 AM
To: Yosi Sergant
Subject: Email invitation

Good morning Yosi!

Here is the rough draft of what I would like to send out by the
end of the day today. I look forward to your thoughts.

Dear XXXXX,

A call has come in to our generation. A call from the top. A call from a house that is White. A call that we must answer. And to answer it, we need you.

Please join _____ and _____ as we heed the Presidents call to action this summer—United We Serve.

United We Serve is President Obama's call to service challenging all Americans to engage in sustained, meaningful community service. With the knowledge that ordinary people can achieve extraordinary things when given the proper tools, President Obama is asking us to come together <<http://www.serve.gov/remarks.asp>> to help lay a new foundation for growth, focusing on core areas of the recovery agenda - health care, energy and environment, safety and security, education, community renewal.

Now is the time for us to answer this call. It is time for us as a group of artists, promoters, organizers, influencers, marketers, tastemakers, leaders or just plain, cool people to join together and work together to promote a more civically engaged America and celebrate how the arts can be used for a positive change! No one knows our communities better than we do. No one can inspire as much as we can. We have a unique roll to play in making service accessible and fun for those who are not accustomed to volunteering. We know that engaging all Americans in service means we must expand the idea of service. Already, you are helping us to re-frame the image of volunteerism.

The United We Serve team, in collaboration with the White House Office of Public Engagement and The National Endowment for the Arts is hosting a conference call outlining steps our community can take to spread the message of service and highlight the service work artists already perform in communities nationwide.

Please join us!

Date August 6th, 2009

Time _____

Call in number _____

Passcode _____

PLEASE RSVP to _____

You are organizing groups of students to clean up abandoned lots and create installations with the collected debris. You are bringing together service-minded punk-rockers to knit scarves for the needy. You are using graphic design to create websites that motivate to action rather than stultify to sleep.

On the call we will hear from the United We Serve about the initiative and their plans for 9/11, a new National Day of Service and Remembrance, hear from the National Endowment for the Arts about the role artists play in shaping our communities and this initiative and brainstorm. Further, we will hear from others who have successful models of engagement and recruit stories of how arts service can be fun, engaging and youthful.

United We Serve initially runs from June 22 through September 11, but it will grow into a sustained, collaborative and focused effort to promote service as a way of life for all Americans.

We hope that you will join us on X. Attached you will find a flyer about United We Serve, information about posting stories and an agenda.

AGENDA

I. Intro -

- a. Who's on the call
- b. What UWS is
- c. Why the arts community has a unique role to play

II. Specific asks

- a. Weekly conference call with UWS in lead up to 9/11
- b. Media event on or around 9/11
- c. Employ your media connections
- d. Blog posts before 9/11 on Serve.gov
- e. Next step - follow up with Nellie, think about event, jump

on call next week to share

III. Examples of success

- a. Example from caller
- b. NEA wrap-up

IV. Q and A

Wong, Frederick

From: Wong, Frederick
Sent: Monday, September 21, 2009 1:29 PM
To: Scott, Sandy
Subject: FW: Email invitation

Fred

Frederick Loo Wong
Public Affairs Specialist
Corporation for National and Community Service
fwong@cns.gov
Office: 202-606-6730
www.nationalservice.gov



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

Hi Nell -- great to meet you!

The changes look great. I am available at between 2:30 - 3:30. Let me know if that works.

Thanks!

[REDACTED]

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

From: Yosi Sergant
To: [REDACTED] Abernathy, Nell L.
Sent: Tuesday, August 04, 2009 12:41 PM
Subject: RE: Email invitation

[REDACTED] meet Nell. Nell meet [REDACTED]

[REDACTED] made some suggestions for adjustments to your letter bellow.

I filled Nell in on our chats. Can we all find time to hop on the phone today and lock this thing in?

Yosi Sergant
Director
Office of Communications
National Endowment for the Arts
1100 Pennsylvania Avenue NW, Room 614
Washington DC 20506
202-682-5570 office

~~graphic design to create websites that motivate to action rather than stultify to sleep.~~

On the call we will hear from the United We Serve about the initiative and their plans for 9/11, a new National Day of Service and Remembrance, hear from the National Endowment for the Arts about the role artists play in shaping our communities and this initiative and brainstorm. Further, we will hear from others who have successful models of engagement and recruit stories of how arts service can be fun, engaging and youthful.

United We Serve initially runs from June 22 through September 11, but it will grow into a sustained, collaborative and focused effort to promote service as a way of life for all Americans.

We hope that you will join us on X. Attached you will find a flyer about United We Serve, information about posting stories and an agenda.

AGENDA

I. Intro -

- a. Who's on the call
- b. What UWS is
- c. Why the arts community has a unique role to play

II. Specific asks

- a. Weekly conference call with UWS in lead up to 9/11
- b. Media event on or around 9/11
- c. Employ your media connections
- d. Blog posts before 9/11 on Serve.gov
- e. Next step – follow up with Nellie, think about event, jump on call next week to share

III. Examples of success

- a. Example from caller
- b. NEA wrap-up

IV. Q and A

Wong, Frederick

From: Wong, Frederick
Sent: Monday, September 21, 2009 1:27 PM
To: Scott, Sandy
Subject: FW: Email invitation

Fred

Frederick Loo Wong
Public Affairs Specialist
Corporation for National and Community Service
fwong@cns.gov
Office: 202-606-6730
www.nationalservice.gov



From: [REDACTED]
Sent: Tuesday, August 04, 2009 2:33 PM
To: Abernathy, Nell L.; Yosi Sergant
Subject: Re: Email invitation

I am free up until 4PM...but I can make time, as this is important.

[REDACTED]
----- Original Message -----

From: Abernathy, Nell L.
To: [REDACTED] Yosi Sergant
Sent: Tuesday, August 04, 2009 2:30 PM
Subject: RE: Email invitation

Perhaps he's out of pocket. I'm free until 4:30 and then after 6pm. Just let me know.

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

United We Serve
SERVE.gov

From: [REDACTED]
Sent: Tuesday, August 04, 2009 2:24 PM
To: Abernathy, Nell L.; Yosi Sergant
Subject: Re: Email invitation

Yosi? Are we good for 2:30?

10/1/2009

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

From: Abernathy, Nell L.
To: [REDACTED]; Yosi Sergant
Sent: Tuesday, August 04, 2009 1:35 PM
Subject: RE: Email invitation

2:30 would be perfect for me. Yosi?
And I love the letter. So glad to be hanging with the cool kids.
Let me know if you need me to have anything else ready by then.

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

United We Serve
SERVE.GOV

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

Hi Nell -- great to meet you!

The changes look great. I am available at between 2:30 - 3:30. Let me know if that works.

Thanks!

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

From: Yosi Sergant
To: [REDACTED]; Abernathy, Nell L.
Sent: Tuesday, August 04, 2009 12:41 PM
Subject: RE: Email invitation

[REDACTED] meet Nell. Nell meet [REDACTED]

[REDACTED] I made some suggestions for adjustments to your letter bellow.

I filled Nell in on our chats. Can we all find time to hop on the phone today and lock this thing in?

Yosi Sergant
Director
Office of Communications
National Endowment for the Arts
1100 Pennsylvania Avenue NW, Room 614
Washington DC 20506
202-682-5570 office
[REDACTED] cell

yosi@arts.gov

From: [REDACTED]
Sent: Tuesday, August 04, 2009 8:12 AM
To: Yosi Sergant
Subject: Email invitation

Good morning Yosi!

Here is the rough draft of what I would like to send out by the end of the day today. I look forward to your thoughts.

[REDACTED]

Dear XXXXX,

A call has come in to our generation. A call from the top. A call from a house that is White. A call that we must answer. And to answer it, we need you.

Please join , _____, _____, _____, _____ and _____ as we heed the Presidents call to action this summer—United We Serve.

United We Serve is President Obama's call to service challenging all Americans to engage in sustained, meaningful community service. With the knowledge that ordinary people can achieve extraordinary things when given the proper tools, President Obama is asking us to come together to help lay a new foundation for growth, focusing on core areas of the recovery agenda – health care, energy and environment, safety and security, education, community renewal.

Now is the time for us to answer this call. It is time for us as a group of artists, promoters, organizers, influencers, marketers, tastemakers, leaders or just plain, cool people to join together and work together to promote a more civically engaged America and celebrate how the arts can be used for a positive change! No one knows our communities better than we do. No one can inspire as much as we can. We have a unique roll to play in making service accessible and fun for those who are not accustomed to volunteering. We know that engaging all Americans in service means we must expand the idea of service. Already, you are helping us to re-frame the image of volunteerism.

The *United We Serve* team, in collaboration with the *White House Office of Public Engagement* and *The National Endowment for the Arts* is hosting a conference call outlining steps our community can take to spread the message of service and highlight the service work artists already perform in communities nationwide.

Please join us!

Date August 6th, 2009
Time _____
Call in number _____
Passcode _____

PLEASE RSVP to [REDACTED]

~~You are organizing groups of students to clean up abandoned lots and create installations with the collected debris. You are bringing together service-minded punk rockers to knit scarves for the needy. You are using~~

~~graphic design to create websites that motivate to action rather than stultify to sleep.~~

On the call we will hear from the United We Serve about the initiative and their plans for 9/11, a new National Day of Service and Remembrance, hear from the National Endowment for the Arts about the role artists play in shaping our communities and this initiative and brainstorm. Further, we will hear from others who have successful models of engagement and recruit stories of how arts service can be fun, engaging and youthful.

United We Serve initially runs from June 22 through September 11, but it will grow into a sustained, collaborative and focused effort to promote service as a way of life for all Americans.

We hope that you will join us on X. Attached you will find a flyer about United We Serve, information about posting stories and an agenda.

AGENDA

I. Intro -

- a. Who's on the call
- b. What UWS is
- c. Why the arts community has a unique role to play

II. Specific asks

- a. Weekly conference call with UWS in lead up to 9/11
- b. Media event on or around 9/11
- c. Employ your media connections
- d. Blog posts before 9/11 on Serve.gov
- e. Next step – follow up with Nellie, think about event, jump on call next week to share

III. Examples of success

- a. Example from caller
- b. NEA wrap-up

IV. Q and A

Wong, Frederick

From: Wong, Frederick
Sent: Monday, September 21, 2009 1:23 PM
To: Scott, Sandy
Subject: FW: Email invitation

Fred

Frederick Loo Wong
Public Affairs Specialist
Corporation for National and Community Service
fwong@cns.gov
Office: 202-606-6730
www.nationalservice.gov



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

Hi Nellie and Yosi,

I just had a great meeting with [REDACTED] who is very excited about this initiative.

However, I think in the interest of timing we should do the call on Monday. I want to make sure that we have enough lead time to get the right folks on the call.

So, can we confirm 2pm EST on Monday?

Thanks!

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

Cool?

From: "Abernathy, Nell L."
Date: Tue, 4 Aug 2009 15:12:51 -0400
To: [REDACTED] Yosi Sergant <yosi@arts.gov>
Subject: RE: Email invitation
Works for me. You guys want to call our number?

202-606-3830.

10/1/2009

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

United We Serve

SERVE.gov

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

I can do 3:30...

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

From: Yosi Sergant
To: [REDACTED]; Abernathy, Nell L.
Sent: Tuesday, August 04, 2009 2:59 PM
Subject: RE: Email invitation

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

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

From: [REDACTED]
Sent: Tuesday, August 04, 2009 2:24 PM
To: Abernathy, Nell L.; Yosi Sergant
Subject: Re: Email invitation

Yosi? Are we good for 2:30?

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

From: Abernathy, Nell L.
To: [REDACTED]; Yosi Sergant
Sent: Tuesday, August 04, 2009 1:35 PM
Subject: RE: Email invitation

2:30 would be perfect for me. Yosi?
And I love the letter. So glad to be hanging with the cool kids.
Let me know if you need me to have anything else ready by then.

Nellie Abernathy

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

United We Serve
SERVE.GOV

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

Hi Nell -- great to meet you!

The changes look great. I am available at between 2:30 - 3:30. Let me know if that works.

Thanks!

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

From: Yosi Sergant
To: [REDACTED] Abernathy, Nell L.
Sent: Tuesday, August 04, 2009 12:41 PM
Subject: RE: Email invitation

[REDACTED] meet Nell. Nell meet [REDACTED]

[REDACTED] made some suggestions for adjustments to your letter bellow.

I filled Nell in on our chats. Can we all find time to hop on the phone today and lock this thing in?

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

From: [REDACTED]
Sent: Tuesday, August 04, 2009 8:12 AM
To: Yosi Sergant
Subject: Email invitation

Good morning Yosi!

Here is the rough draft of what I would like to send out by the end of the day today. I look forward to your thoughts.

Dear XXXXX,

A call has come in to our generation. A call from the top. A call from a house that is White. A call that we must answer. And to answer it, we need you.

Please join _____, _____, _____, _____ and _____ as we heed the Presidents call to action this summer—United We Serve.

United We Serve is President Obama's call to service challenging all Americans to engage in sustained, meaningful community service. With the knowledge that ordinary people can achieve extraordinary things when given the proper tools, President Obama is asking us to come together to help lay a new foundation for growth, focusing on core areas of the recovery agenda – health care, energy and environment, safety and security, education, community renewal.

Now is the time for us to answer this call. It is time for us as a group of artists, promoters, organizers, influencers, marketers, tastemakers, leaders or just plain, cool people to join together and work together to promote a more civically engaged America and celebrate how the arts can be used for a positive change! No one knows our communities better than we do. No one can inspire as much as we can. We have a unique roll to play in making service accessible and fun for those who are not accustomed to volunteering. We know that engaging all Americans in service means we must expand the idea of service. Already, you are helping us to re-frame the image of volunteerism.

The **United We Serve** team, in collaboration with the *White House Office of Public Engagement* and *The National Endowment for the Arts* is hosting a conference call outlining steps our community can take to spread the message of service and highlight the service work artists already perform in communities nationwide.

Please join us!

Date August 6th, 2009

Time _____

Call in number _____

Passcode _____

PLEASE RSVP to _____

~~You are organizing groups of students to clean up abandoned lots and create installations with the collected debris. You are bringing together service-minded punk rockers to knit scarves for the needy. You are using graphic design to create websites that motivate to action rather than stultify to sleep.~~

On the call we will hear from the United We Serve about the initiative and their plans for 9/11, a new National Day of Service and Remembrance, hear from the National Endowment for the Arts about the role artists play in shaping our communities and this initiative and brainstorm. Further, we will hear from others who have successful models of engagement and recruit stories of how arts service can be fun, engaging and youthful.

United We Serve initially runs from June 22 through September 11, but it will grow into a sustained, collaborative and focused effort to promote service as a way of life for all Americans.

We hope that you will join us on X. Attached you will find a flyer about United We Serve, information about posting stories and an agenda.

AGENDA

I. Intro -

- a. Who's on the call
- b. What UWS is
- c. Why the arts community has a unique role to play

II. Specific asks

- a. Weekly conference call with UWS in lead up to 9/11
- b. Media event on or around 9/11
- c. Employ your media connections
- d. Blog posts before 9/11 on Serve.gov
- e. Next step – follow up with Nellie, think about event, jump on call next week to share

III. Examples of success

- a. Example from caller
- b. NEA wrap-up

IV. Q and A

Wong, Frederick

From: Wong, Frederick
Sent: Monday, September 21, 2009 1:26 PM
To: Scott, Sandy
Subject: FW: Email invitation

Fred

Frederick Loo Wong
Public Affairs Specialist
Corporation for National and Community Service
fwong@cns.gov
Office: 202-606-6730
www.nationalservice.gov



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

I can do 3:30...

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

From: Yosi Sergant
To: [REDACTED]; Abernathy, Nell L.
Sent: Tuesday, August 04, 2009 2:59 PM
Subject: RE: Email invitation

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

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

From: [REDACTED]
Sent: Tuesday, August 04, 2009 2:24 PM
To: Abernathy, Nell L.; Yosi Sergant
Subject: Re: Email invitation

Yosi? Are we good for 2:30?

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

From: Abernathy, Nell L.

To: [REDACTED]; Yosi Sergant

Sent: Tuesday, August 04, 2009 1:35 PM

Subject: RE: Email invitation

2:30 would be perfect for me. Yosi?

And I love the letter. So glad to be hanging with the cool kids.

Let me know if you need me to have anything else ready by then.

Nellie Abernathy

United We Serve

Corporation for National and Community Service

202-606-6766

Nabernathy@cns.gov

United We Serve

SERVE.GOV

From: [REDACTED]

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

To: Yosi Sergant; Abernathy, Nell L.

Subject: Re: Email invitation

Hi Nell -- great to meet you!

The changes look great. I am available at between 2:30 - 3:30. Let me know if that works.

Thanks!

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

From: Yosi Sergant

To: [REDACTED]; Abernathy, Nell L.

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

Subject: RE: Email invitation

[REDACTED] meet Nell. Nell meet [REDACTED]

[REDACTED] I made some suggestions for adjustments to your letter bellow.

I filled Nell in on our chats. Can we all find time to hop on the phone today and lock this thing in?

Yosi Sergant

Director

Office of Communications

National Endowment for the Arts

1100 Pennsylvania Avenue NW, Room 614

Washington DC 20506

202-682-5570 office

[REDACTED] cell

yosi@arts.gov

From: [REDACTED]
Sent: Tuesday, August 04, 2009 8:12 AM
To: Yosi Sergant
Subject: Email invitation

Good morning Yosi!

Here is the rough draft of what I would like to send out by the end of the day today. I look forward to your thoughts.

Dear XXXXX,

A call has come in to our generation. A call from the top. A call from a house that is White. A call that we must answer. And to answer it, we need you.

Please join , _____, _____, _____, _____, _____ and _____ as we heed the Presidents call to action this summer—United We Serve.

United We Serve is President Obama's call to service challenging all Americans to engage in sustained, meaningful community service. With the knowledge that ordinary people can achieve extraordinary things when given the proper tools, President Obama is asking us to come together to help lay a new foundation for growth, focusing on core areas of the recovery agenda – health care, energy and environment, safety and security, education, community renewal.

Now is the time for us to answer this call. It is time for us as a group of artists, promoters, organizers, influencers, marketers, tastemakers, leaders or just plain, cool people to join together and work together to promote a more civically engaged America and celebrate how the arts can be used for a positive change! No one knows our communities better than we do. No one can inspire as much as we can. We have a unique roll to play in making service accessible and fun for those who are not accustomed to volunteering. We know that engaging all Americans in service means we must expand the idea of service. Already, you are helping us to re-frame the image of volunteerism.

The *United We Serve* team, in collaboration with the *White House Office of Public Engagement* and *The National Endowment for the Arts* is hosting a conference call outlining steps our community can take to spread the message of service and highlight the service work artists already perform in communities nationwide.

Please join us!

Date August 6th, 2009

Time _____

Call in number _____

Passcode _____

PLEASE RSVP to [REDACTED]

~~You are organizing groups of students to clean up abandoned lots and create installations with the collected debris. You are bringing together service-minded punk rockers to knit scarves for the needy. You are using~~

~~graphic design to create websites that motivate to action rather than stultify to sleep.~~

On the call we will hear from the United We Serve about the initiative and their plans for 9/11, a new National Day of Service and Remembrance, hear from the National Endowment for the Arts about the role artists play in shaping our communities and this initiative and brainstorm. Further, we will hear from others who have successful models of engagement and recruit stories of how arts service can be fun, engaging and youthful.

United We Serve initially runs from June 22 through September 11, but it will grow into a sustained, collaborative and focused effort to promote service as a way of life for all Americans.

We hope that you will join us on X. Attached you will find a flyer about United We Serve, information about posting stories and an agenda.

AGENDA

I. Intro -

- a. Who's on the call
- b. What UWS is
- c. Why the arts community has a unique role to play

II. Specific asks

- a. Weekly conference call with UWS in lead up to 9/11
- b. Media event on or around 9/11
- c. Employ your media connections
- d. Blog posts before 9/11 on Serve.gov
- e. Next step – follow up with Nellie, think about event, jump on call next week to share

III. Examples of success

- a. Example from caller
- b. NEA wrap-up

IV. Q and A

Abernathy, Nell L.

From: Abernathy, Nell L.
Sent: Thursday, August 13, 2009 2:02 PM
To: [REDACTED]
Subject: RE: United We Serve // Artists, Influencers, Tastemakers and More...

I can be on. Will call in from cell or call me on cell.

[REDACTED]
Thanks!

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



From: [REDACTED]
Sent: Thursday, August 13, 2009 11:05 AM
To: [REDACTED]
Cc: Abernathy, Nell L.
Subject: Re: United We Serve // Artists, Influencers, Tastemakers and More...

I could do later today at about 7PM EST. Does that work? Nellie, can you hop on this call as well?

I did have a chance to check out the links -- AMAZING, AMAZING!!!

Thanks
[REDACTED]

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

From: [REDACTED]
To: [REDACTED]
Sent: Wednesday, August 12, 2009 4:53 PM
Subject: Re: United We Serve // Artists, Influencers, Tastemakers and More...

Sounds great!

I am pretty much free Thursday afternoon pacific time and Friday morning anytime before noon pacific.

If those time slots work just shoot over something that is good for you, otherwise just send me your and Nellie's availability and we'll make it work.

Were you able to actually check out the links...they've grown from ideas to actual programs specifically just for this :)

Thanks,
[REDACTED]
[REDACTED]

10/1/2009

[Redacted]

w: [Redacted]
e: [Redacted]
ph: [Redacted]

http:// [Redacted]
[Redacted]

On Wed, Aug 12, 2009 at 12:49 PM, [Redacted]
Hey [Redacted]

So great to connect with you on this project.

All of these ideas sound amazing. I am speaking with Nellie from United We Serve, to figure out how we best make the projects happen with UWS being involved or being mentioned. Let's try to hop on the phone before the week is over?

Thanks again!
[Redacted]

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

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

Hey [Redacted]

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

I'd love to connect with you and catch up - are you still hosting that Dot2Dot summit in the fall?

[Redacted]
[Redacted] but I apologize for being out of touch.

So here's my bio per your request:

As [Redacted] works with an incredibly talented team to produce media and creative campaigns that build grassroots movements, engaging youth with social change and activism both online and offline-helping activists become more effective.

So we're gearing up to launch the new site in the coming weeks, its gonna be great. We are revamping the community/social network, cleaner site branding, building out a pretty thorough blogging system with distribution, an actionable video player (you can donate and take action through) and providing tools for activism such as personal fundraising pages, donation processes ([Redacted] petitions and volunteer database (pulling in and reappropriating the google database into our system).

[Redacted]

- We've launched UnitedWeServe.Us - which is a very designed, cool, youth portal for volunteering with 15+ DIY ideas and ways to share your story of service. As of now it links back to AllForGood. Check it.
- Most exciting we just launched THEVOLUNTOUR.ORG which is a nationwide initiative where kids can sign up/pledge to volunteer, receive volunteer information in their areas and ways to take action, and in turn - they'll be entered to win tickets to the concert of their choice. We've partnered with BLINK182, Virgin FreeFest, WarpedTour, Tool&LinkinPark, and many other bands who've generously donated tickets in order to raise awareness around volunteering and the United We Serve initiative. This will be a year round campaign as we get more and more artists interested - the fall roster is building. Also, the next stage of functionality and site design, will incorporate actual volunteering and measurable success so kids actually have to volunteer to win the free tickets. First build the database, engage them with the idea, and then get them hands on... I'd love to get this opportunity out there as I think we can build a huge database of youth looking to get involved (we get their zip code, name and email) and can hit them up for September 11th with targeted opportunities in their area.
- Volunteer Spotlight Videos: Over the next two months, we'll be highlighting 8+ diverse volunteers from around the country. We'll be writing articles and doing video interviews with these individuals whom have been nominated from the organization they work with. These are our stories of service... check out there first two: [REDACTED] and [REDACTED]

So I think we're doing 3 pretty cool things that can be highlighted and tied in with United We Serve. Anything we can do to help, please let me know. I'd love to push even further. Thanks again for making this campaign happen and organizing such a solid group of people.

Peace.
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

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

[REDACTED]
[REDACTED]

On Mon, Aug 10, 2009 at 9:15 PM, [REDACTED] wrote:
Good Evening!

First and foremost, thank you for joining the amazing call that took place this afternoon. I have received feedback from many of you, and I am sensing a renewed excitement and enthusiasm to get involved and participate! For those who were unable to join us, we will be sending out minutes of the phone call in the coming day or two.

As I gather all of the information for the contact sheet, which I will be sending to all of you, I kindly ask that each of you send me a one line bio (please keep it short, as it will go into an excel spreadsheet). Once I have received these one line bios, I will send out an email list with descriptions of everyone who was on the call or wanted to be on the call, but couldn't.

On Wednesday, I will be sending out action items as well as specific ways you can participate in the United We Serve campaign.

Once again, thank you.

Now is the time to make it happen!

Best,

[Redacted signature]

Myers, Peachy

From: Scott, Sandy
Sent: Monday, September 28, 2009 6:24 PM
To: Myers, Peachy
Subject: Fw: follow up email

Here is the follow up email

From: Nellie Abernathy <nell.abernathy@gmail.com>
To: Scott, Sandy; rschmeltzer@cns.gov <rschmeltzer@cns.gov>
Sent: Tue Sep 22 17:46:07 2009
Subject: follow up email

sent by [REDACTED] suggested the action items. they seem legal to me!

Wed, Aug 12, 2009 at 12:32 PM, [REDACTED] wrote:

> Hello United We Serve Familia!

>
> Over the past few days, I have heard from many of you...and the
> conversations, emails, facebook messages and tweets have all been really,
> really exciting. The energy that was created from just that one phone call
> on Monday has led to a wave of ideas, thoughts, suggestions and so much more
> on how we can participate in the United We Serve campaign (www.serve.gov).
> As per a suggestion on the call, below is a list of action items that might
> be helpful to inspire an idea on how you can participate in the campaign
> (however, if there are other ideas that you have, I am sure they are just as
> good as anything suggested below or even better!). Also, please find
> attached a contact list for those who were on the call.

>
> Here are the folks from the administration who joined us:
> Yosi Sergant, Director of Communications, National Endowment For The
> Arts yosi@arts.gov
> Nellie Abernathy, Outreach Director, United We Serve Nabernathy@cns.gov
> Buffy Wicks, White House Office Of Public Engagement

>
> Look forward to speaking to you all again on our next call on Monday.
> Please feel to contact me at anytime at my email or at [REDACTED] -- If I
> made any mistakes in your information, please let me know.

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

>
> Best,
> [REDACTED]

>
> 1) Serve in your community. You are probably already working to
> improve health care or green a neighborhood. Reach out to friends,
> colleagues and fans to serve with you. Ask five to pledge to serve with
> you. Ex) Organize groups of students to clean up abandoned lots and create
> installations with the collected debris.

>
> 2) Create or identify a unique service event to highlight and use your
> media network to draw attention to the impactful work. Small service
> activities can have a huge impact if you lend them your megaphone. Ex) If
> you are a painter spend an afternoon volunteering with a local afterschool
> program and promote pictures/video on your blog.

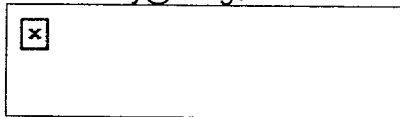
- >
- > 3) Help tell the story of service. Ex) If you are a film maker, make a short video re-framing service as accessible and push it out through your online networks.
- >
- > 4) Organize your professional network to serve. Ex) If you are a graphic designer tap into your professional network and organize other designers to create a series of United We Serve posters that can be featured in print, through social media and on serve.gov. Ex) If you are a DJ, tap into your professional network and organize other DJs to promote Serve.gov or a specific local opportunity on the radio or at a club.
- >
- > 5) Promote United We Serve to your fan base. As a taste-maker you have influence over a network of people who follow your movements through blogs, or twitter, or local events. Use these opportunities to promote service. Ex) Work with the United We Serve team to get a list of service events occurring in your community and devote space on your website to covering the activity each day from now until September 11th.
- >
- > 6) Help the resource-strapped United We Serve team navigate on line media. Design attractive and efficient web tools or widgets to help spread the word.
- >
- > 7) Begin planning a post-September 11th project to announce on 9/11. Honor the National Day of Service and Remembrance by pledging to use your skills to serve. Ex) Unveil a film series at a local venue that will promote a service message.
- >
- > 8) Share your story. Jump on a follow up conference call next Monday at 2pm EST (888-324-6998, passcode: 50912) and tell us what you're doing to answer the President's call. Or email [REDACTED] and share your story.
- >
- >

Abernathy, Nell L.

From: Abernathy, Nell L.
Sent: Wednesday, August 12, 2009 10:06 AM
To: Zoberman, Eric M.
Subject: FW: concrete asks

The cool kids love me...

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



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

Nellie, you rock!

This is perfect.

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

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

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

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

Thanks!

[REDACTED]

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

Hey [REDACTED]

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

- 1) **Serve in your community.** You are probably already working to improve health care or green a neighborhood. Reach out to friends, colleagues and fans to serve with you. Ask five to pledge to serve

10/1/2009

with you.

- 2) **Create or identify a unique service event to highlight and use your media network to draw attention to the impactful work.** Small service activities can have a huge impact if you lend them your megaphone. **Ex)** If you are a painter spend an afternoon volunteering with a local afterschool program and promote pictures/video on your blog.
- 3) **Help tell the story of service.** **Ex)** If you are a film maker, make a short video re-framing service as accessible and push it out through your online networks.
- 4) **Organize your professional network to serve.** **Ex)** If you are a graphic designer tap into your professional network and organize other designers to create a series of United We Serve posters that can be featured in print, through social media and on serve.gov. **Ex)** If you are a DJ, tap into your professional network and organize other DJs to promote Serve.gov or a specific local opportunity on the radio or at a club.
- 5) **Promote United We Serve to your fan base.** As a taste-maker you have influence over a network of people who follow your movements through blogs, or twitter, or local events. Use these opportunities to promote service. **Ex)** Work with the United We Serve team to get a list of service events occurring in your community and devote space on your website to covering the activity each day from now until September 11th.
- 6) **Help the resource-strapped United We Serve team navigate on line media.** Design attractive and efficient web tools or widgets to help spread the word.
- 7) **Begin planning a post-September 11th project to announce on 9/11.** Honor the National Day of Service and Remembrance by pledging to use your skills to serve. **Ex)** Unveil a film series at a local venue that will promote a service message.
- 8) **Share your story.** Jump on a follow up conference call next Monday at 2pm EST (same time, same number) and tell us what you're doing to answer the President's call. Or email XXXXXX and share your story.

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



Abernathy, Nell L.

From: Abernathy, Nell L.
Sent: Tuesday, August 11, 2009 6:17 PM
To: [REDACTED]
Cc: 'Yosi Sergant'
Subject: concrete asks

Hey [REDACTED]

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

- 1) **Serve in your community.** You are probably already working to improve health care or green a neighborhood. Reach out to friends, colleagues and fans to serve with you. Ask five to pledge to serve with you.
- 2) **Create or identify a unique service event to highlight and use your media network to draw attention to the impactful work.** Small service activities can have a huge impact if you lend them your megaphone. **Ex)** If you are a painter spend an afternoon volunteering with a local afterschool program and promote pictures/video on your blog.
- 3) **Help tell the story of service. Ex)** If you are a film maker, make a short video re-framing service as accessible and push it out through your online networks.
- 4) **Organize your professional network to serve. Ex)** If you are a graphic designer tap into your professional network and organize other designers to create a series of United We Serve posters that can be featured in print, through social media and on serve.gov. **Ex)** If you are a DJ, tap into your professional network and organize other DJs to promote Serve.gov or a specific local opportunity on the radio or at a club.
- 5) **Promote United We Serve to your fan base.** As a taste-maker you have influence over a network of people who follow your movements through blogs, or twitter, or local events. Use these opportunities to promote service. **Ex)** Work with the United We Serve team to get a list of service events occurring in your community and devote space on your website to covering the activity each day from now until September 11th.
- 6) **Help the resource-strapped United We Serve team navigate on line media.** Design attractive and efficient web tools or widgets to help spread the word.
- 7) **Begin planning a post-September 11th project to announce on 9/11.** Honor the National Day of Service and Remembrance by pledging to use your skills to serve. **Ex)** Unveil a film series at a local venue that will promote a service message.
- 8) **Share your story.** Jump on a follow up conference call next Monday at 2pm EST (same time, same number) and tell us what you're doing to answer the President's call. Or email XXXXXX and share your story.

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

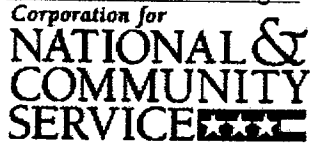


Wong, Frederick

From: Wong, Frederick
Sent: Monday, September 21, 2009 12:38 PM
To: Scott, Sandy
Subject: FW: THANK YOU!

Fred

Frederick Loo Wong
Public Affairs Specialist
Corporation for National and Community Service
fwong@cns.gov
Office: 202-606-6730
www.nationalservice.gov



From: [REDACTED]
Sent: Monday, August 10, 2009 3:07 PM
To: Yosi Sergant; Abernathy, Nell L.
Subject: THANK YOU!

Thank you both for your leadership and support. This is the start of something really great!


I hope you thought the phone call went well...I am getting some great emails from people who feel really inspired!

Thanks,
[REDACTED]

Wong, Frederick

From: Wong, Frederick
Sent: Monday, September 21, 2009 12:39 PM
To: Scott, Sandy
Subject: FW: thank you

Fred

Frederick Loo Wong
Public Affairs Specialist
Corporation for National and Community Service
fwong@cns.gov
Office: 202-606-6730
www.nationalservice.gov
Corporation for
**NATIONAL &
COMMUNITY
SERVICE** 

From: [REDACTED]
Sent: Monday, August 10, 2009 3:46 PM
To: Abernathy, Nell L.; Yosi Sergant
Subject: Re: thank you

yes. I want to send out the follow up email bgy Weds.

[REDACTED]

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

From: Abernathy, Nell L.
To: [REDACTED] Yosi Sergant
Sent: Monday, August 10, 2009 3:44 PM
Subject: RE: thank you

Sure thing. Is tomorrow ok?

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

United We Serve

SERVE.GOV

From: [REDACTED]
Sent: Monday, August 10, 2009 3:34 PM
To: Abernathy, Nell L.; Yosi Sergant
Subject: Re: thank you

Thanks Nell! I think the phone call went really well.

What could be helpful is if you can send me 5-10 action items that I can include in an email that I will be sending out to everyone.

Thanks again
[REDACTED]

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

From: Abernathy, Nell L.

To: [REDACTED]; Yosi Sergant

Sent: Monday, August 10, 2009 3:18 PM

Subject: thank you

Hey Guys,

I just wanted to thank you both for organizing the call. Seems like people are ready to be activated and already filled with great ideas. I'd love to support the efforts however in whatever way our agency can. If we want to do a follow up call I can schedule one WITH a moderator. If you want me to put together a follow up email or compile all the address, we can get someone here to do that. I am particularly excited about the idea of putting together videos. We can certainly feature anything like that (or any other media) on serve.gov. But let me know how else we might be able to support it.

Thanks again,
Nellie

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

United We Serve

SERVE.GOV

Wong, Frederick

From: Wong, Frederick
Sent: Monday, September 21, 2009 12:37 PM
To: Scott, Sandy
Subject: FW: THANK YOU!

Fred

Frederick Loo Wong
Public Affairs Specialist
Corporation for National and Community Service
fwong@cns.gov
Office: 202-606-6730
www.nationalservice.gov



From: Wicks, Buffy [REDACTED]
Sent: Monday, August 10, 2009 2:29 PM
To: Abernathy, Nell L.
Subject: RE: THANK YOU!

no worries – of course, any time. thanks for having me.

Buffy Wicks
Deputy Director
White House Office of Public Engagement
[REDACTED] office
[REDACTED] mobile

From: Abernathy, Nell L. [<mailto:NAbernathy@cns.gov>]
Sent: Monday, August 10, 2009 2:28 PM
To: Wicks, Buffy
Subject: RE: THANK YOU!

That was awesome Buffy. Thanks so much for taking the time!!! (sorry for the last minute call to action.)

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



10/1/2009

From: Wicks, Buffy [REDACTED]
Sent: Monday, August 10, 2009 2:07 PM
To: Abernathy, Nell L.
Subject: RE: THANK YOU!

got it. I'm on.

Buffy Wicks
Deputy Director
White House Office of Public Engagement
[REDACTED] office
[REDACTED] mobile

From: Abernathy, Nell L. [mailto:NAbernathy@cns.gov]
Sent: Monday, August 10, 2009 2:01 PM
To: Wicks, Buffy
Subject: THANK YOU!

Dear XXXXX,

A call has come in to our generation. A call from the top. A call from a house that is White. A call that we must answer. And to answer it, we need you.

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

United We Serve is President Obama's call to service challenging all Americans to engage in sustained, meaningful community service. With the knowledge that ordinary people can achieve extraordinary things when given the proper tools, President Obama is asking us to come together to help lay a new foundation for growth, focusing on core areas of the recovery agenda – health care, energy and environment, safety and security, education, community renewal.

Now is the time for us to answer this call. It is time for us as a group of artists, promoters, organizers, influencers, marketers, tastemakers, leaders or just plain, cool people to join together and work together to promote a more civically engaged America and celebrate how the arts can be used for a positive change! No one knows our communities better than we do. No one can inspire as much as we can. We have a unique role to play in making service accessible and fun for those who are not accustomed to volunteering. We know that engaging all Americans in service means we must expand the idea of service. Already, you are helping us to re-frame the image of volunteerism.

Call In: 888-324-6998
Passcode: 50912

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

10/1/2009

Call In: 888-324-6998

Passcode: 50912

PLEASE RSVP to [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

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

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

United We Serve

SERVE.GOV

Wong, Frederick

From: Wong, Frederick
Sent: Monday, September 21, 2009 12:35 PM
To: Scott, Sandy
Subject: FW: United We Serve Conference Call // Invitation

Fred

Frederick Loo Wong
Public Affairs Specialist
Corporation for National and Community Service
fwong@cns.gov
Office: 202-606-6730
www.nationalservice.gov



From: [REDACTED]
Sent: Monday, August 10, 2009 1:12 PM
To: Abernathy, Nell L.
Subject: Re: United We Serve Conference Call // Invitation

Wow, a call that's at 2 pm EST and 1 pm PST? How miraculous. If it's at 11 I probably won't be able to be on it, but I'll forward to [REDACTED]

Also, saw the Barack Obama documentary last night. It's going to be on HBO in the fall, and it's totally great.

On Aug 10, 2009, at 10:04 AM, Abernathy, Nell L. wrote:

SORRY for last minute notice!!! Can you jump on?
Xx today at 2 EST. 1 PST

Nellie Abernathy
United We Serve
Corporation for National and Community Service
202-606-6766
Nabernathy@cns.gov
<Image001.gif>

From: [REDACTED]
Sent: Thursday, August 06, 2009 5:14 PM
To: [REDACTED]
Cc: Yosi Sergant; Abernathy, Nell L.; [REDACTED]
Subject: United We Serve Conference Call // Invitation

10/1/2009

Dear [REDACTED]

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

Once again, thank you!

Sincerely,
[REDACTED]

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

Dear XXXXX,

A call has come in to our generation. A call from the top. A call from a house that is White. A call that we must answer. And to answer it, we need you.

Please join [REDACTED] as we heed the President's call to action this summer --

United We Serve.

United We Serve is President Obama's call to service challenging all Americans to engage in sustained, meaningful community service. With the knowledge that ordinary people can achieve extraordinary things when given the proper tools, President Obama is asking us to come together to help lay a new foundation for growth, focusing on core areas of the recovery agenda – health care, energy and environment, safety and security, education, community renewal.

Now is the time for us to answer this call. It is time for us as a group of artists, promoters, organizers, influencers, marketers, tastemakers, leaders or just plain, cool people to join together and work together to promote a more civically engaged America and celebrate how the arts can be used for a positive change! No one knows our communities better than we do. No one can inspire as much as we can. We have a unique role to play in making service accessible and fun for those who are not accustomed to volunteering. We know that engaging all Americans in service means we must expand the idea of service. Already, you are helping us to re-frame the image of volunteerism.

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]

On the call we will hear from the **United We Serve** about the initiative and their plans for 9/11, a new National Day of Service and Remembrance, hear from the National Endowment for the Arts about the role artists play in shaping our communities and this initiative and brainstorm. Further, we will hear from others who have successful models of engagement and recruit stories of how arts service can be fun, engaging and youthful. **United We Serve** initially runs from June 22 through September 11, but it will grow into a sustained, collaborative and focused effort to promote service as a way of life for all Americans.

We hope that you will join us on Monday. Attached you will find a flyer about **United We Serve**, information about posting stories and an agenda.

AGENDA

I. Intro -

- a. Who's on the call
- b. What UWS is
- c. Why the arts community has a unique role to play

II. Specific asks

- a. Weekly conference call with UWS in lead up to 9/11

- b. Media event on or around 9/11
 - c. Employ your media connections
 - d. Blog posts before 9/11 on Serve.gov
 - e. Next step – follow up with Nellie, think about event, jump on call next week to share
- III. Examples of success
- a. Example from caller
 - b. NEA wrap-up
- IV. Q and A

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

Wong, Frederick

From: Wong, Frederick
Sent: Monday, September 21, 2009 12:22 PM
To: Scott, Sandy
Subject: FW: Tomorrow's call

Fred

Frederick Loo Wong
Public Affairs Specialist
Corporation for National and Community Service
fwong@cns.gov
Office: 202-606-6730
www.nationalservice.gov



From: [REDACTED]
Sent: Sunday, August 09, 2009 12:43 PM
To: Yosi Sergant; Abernathy, Nell L.
Subject: Tomorrow's call

Hello Yosi & Nell,

I hope you are both having a good Sunday. The call is coming together quite nicely. We have over 30 RSVPs!

Should we get on the phone tomorrow morning to run through the call, or do you think we have it covered?

Who will run the agenda during the call? Would you like me to say anything? Any of the other hosts?

Let me and know and we can make it happen!

Thanks
[REDACTED]

Wong, Frederick

From: Wong, Frederick
Sent: Monday, September 21, 2009 12:40 PM
To: Scott, Sandy
Subject: FW: United We Serve Conference Call // Invitation

Fred

Frederick Loo Wong
Public Affairs Specialist
Corporation for National and Community Service fwong@cns.gov
Office: 202-606-6730
www.nationalservice.gov

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

From: [REDACTED]
Sent: Monday, August 10, 2009 6:34 PM
To: Abernathy, Nell L.
Cc: Yosi Sergant; [REDACTED]
Subject: Re: United We Serve Conference Call // Invitation

How does the 20th, 21st or 24th look for you all? I'm attending a wedding on the 22nd and 23rd in Annapolis but will likely be flying in and out of DC. Let me know what your schedules are like as soon as you can as I need to book my flight (forgot to last week!)

thanks!

On Mon, Aug 10, 2009 at 1:25 PM, Abernathy, Nell L. <Nabernathy@cns.gov> wrote:
> Love vegan food and geniuses. Count me in.

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

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

> **From:** Yosi Sergant [mailto:yosi@arts.gov]
> **Sent:** Monday, August 10, 2009 2:55 PM
> **To:** [REDACTED]
> **Cc:** Abernathy, Nell L.; [REDACTED]
> **Subject:** RE: United We Serve Conference Call // Invitation

> Woot Woot. Let's eat Vegan and talk dotcom!

> Nell- [REDACTED] is genius.

>
> 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]

> yosi@arts.gov

>
>

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

> From: [REDACTED]

> Sent: Monday, August 10, 2009 2:51 PM

> To: Yosi Sergeant; [REDACTED]

> Subject: Re: United We Serve Conference Call // Invitation

> Hey folks!

> Thanks for including me today. Didn't get a chance to throw in this on
> the call but when talking about the web stuff and things people can
> include on their sites but obviously I have a ton of ideas on this and
> would love to talk more about it.

> I'm going to be passing through DC at the end of this month, around
> the 22nd - right now I have an extremely short trip planned but if you
> think it would be worth it I could easily add on a day or two to that
> trip to meet with you guys in person while I'm there. Let me know what
> you think.

> [REDACTED]

> On Thu, Aug 6, 2009 at 3:26 PM, [REDACTED] wrote:
>> Would love to join, please consider this my RSVP

>> Thanks!

>> [REDACTED]

>> On Thu, Aug 6, 2009 at 3:23 PM, Yosi Sergeant<yosi@arts.gov> wrote:
>>> This Monday, there is a conference call for arts oriented marketers
>>> & producers to discuss the President's United We Serve initiative
>>> that

> I
>>> thought you might like to participate in.

>>> Yosi Sergeant

>>> Director

>>> Office of Communications

>>> National Endowment for the Arts

>>> 1100 Pennsylvania Avenue NW, Room 614 Washington DC 20506

>>> 202-682-5570 office

>>> [REDACTED] cell


>>> 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] 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 
>>>
>>> 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

> Unless agreed upon, assume everything in this e-mail might be blogged.
> Sent from Marina Del Rey, CA, United States
>
>
>
>

--
[REDACTED]
http://[REDACTED] - homebase

http://[REDACTED] - get local

Unless agreed upon, assume everything in this e-mail might be blogged.

Wong, Frederick

From: Wong, Frederick
Sent: Monday, September 21, 2009 12:51 PM
To: Scott, Sandy
Subject: FW: United We Serve update

Fred*

Frederick Loo Wong
Public Affairs Specialist
Corporation for National and Community Service
fwong@cns.gov
Office: 202-606-6730
www.nationalservice.gov



From: [REDACTED]
Sent: Friday, August 07, 2009 5:58 PM
To: Abernathy, Nell L.
Subject: Re: United We Serve update

Hey Nellie,

Do you know how long this call will be on monday?

[REDACTED]

On Aug 7, 2009, at 1:59 PM, Abernathy, Nell L. wrote:

Dear [REDACTED]
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] as we heed the President's call to action this summer --

United We Serve.
United We Serve is President Obama's call to service challenging all Americans to engage in sustained, meaningful community service. With the knowledge that ordinary people can achieve extraordinary things when given the proper tools, President Obama is asking us to come together to help lay a new foundation for growth, focusing on core areas of the recovery agenda – health care, energy and environment, safety and security,

education, community renewal.

Now is the time for us to answer this call. It is time for us as a group of artists, promoters, organizers, influencers, marketers, tastemakers, leaders or just plain, cool people to join together and work together to promote a more civically engaged America and celebrate how the arts can be used for a positive change! No one knows our communities better than we do. No one can inspire as much as we can. We have a unique role to play in making service accessible and fun for those who are not accustomed to volunteering. We know that engaging all Americans in service means we must expand the idea of service. Already, you are helping us to re-frame the image of volunteerism.

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]

On the call we will hear from the United We Serve about the initiative and their plans for 9/11, a new National Day of Service and Remembrance, hear from the National Endowment for the Arts about the role artists play in shaping our communities and this initiative and brainstorm. Further, we will hear from others who have successful models of engagement and recruit stories of how arts service can be fun, engaging and youthful. *United We Serve* initially runs from June 22 through September 11, but it will grow into a sustained, collaborative and focused effort to promote service as a way of life for all Americans.

We hope that you will join us on Monday. Attached you will find a flyer about United We Serve, information about posting stories and an agenda.

AGENDA

I. Intro -

- a. Who's on the call
- b. What UWS is
- c. Why the arts community has a unique role to play

II. Specific asks

- a. Weekly conference call with UWS in lead up to 9/11
- b. Media event on or around 9/11
- c. Employ your media connections
- d. Blog posts before 9/11 on Serve.gov
- e. Next step – follow up with Nellie, think about event, jump on call next week to share

III. Examples of success

- a. Example from caller
- b. NEA wrap-up

IV. Q and A

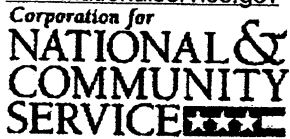
Nellie Abernathy
 United We Serve
 Corporation for National and Community Service
 202-606-6766
Nabernathy@cns.gov
 <image001.gif>

Wong, Frederick

From: Wong, Frederick
Sent: Monday, September 21, 2009 12:53 PM
To: Scott, Sandy
Subject: FW: United We Serve Conference Call // Invitation

Fred

Frederick Loo Wong
Public Affairs Specialist
Corporation for National and Community Service
fwong@cns.gov
Office: 202-606-6730
www.nationalservice.gov



From: [REDACTED]
Sent: Friday, August 07, 2009 2:46 PM
To: Abernathy, Nell L.
Subject: RE: United We Serve Conference Call // Invitation

OK...sorry cannot chat just now but will try to sneak out in a bit

From: Abernathy, Nell L. [<mailto:NAbernathy@cns.gov>]
Sent: Friday, August 07, 2009 11:46 AM
To: [REDACTED]
Subject: RE: United We Serve Conference Call // Invitation

Ugh.. just tried to call you. Can't handle delay. Call when you can.

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



From: [REDACTED]
Sent: Friday, August 07, 2009 2:37 PM

10/1/2009

To: Abernathy, Nell L.
Subject: RE: United We Serve Conference Call // Invitation

[REDACTED]

[REDACTED]

From: Abernathy, Nell L. [mailto:NAbernathy@cns.gov]
Sent: Friday, August 07, 2009 11:36 AM
To: [REDACTED]
Subject: RE: United We Serve Conference Call // Invitation

You wanna be on my cool kids call?

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

United We Serve
SERVE.GOV

From: [REDACTED]
Sent: Friday, August 07, 2009 2:35 PM
To: Abernathy, Nell L.
Subject: RE: United We Serve Conference Call // Invitation

No...I would venture a guest they are not real artists...or maybe I am just stupid. The Art Production Fund is real though...

[REDACTED]

[REDACTED]

From: Abernathy, Nell L. [mailto:NAbernathy@cns.gov]
Sent: Friday, August 07, 2009 11:33 AM
To: [REDACTED]
Subject: FW: United We Serve Conference Call // Invitation

Do you know who these people are?

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

United We Serve

SERVE.GOV

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

Amazing!

Thanks!!!
[REDACTED]

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

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

Dear [REDACTED]

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

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

All best,
[REDACTED]

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

Dear [REDACTED]

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

Once again, thank you!

Sincerely,
[REDACTED]

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

Dear XXXXX,

A call has come in to our generation. A call from the top. A call from a house that is White. A call that we must answer. And to answer it, we need you.

Please join [REDACTED]

[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, 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]

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

10/1/2009

- b. Media event on or around 9/11
- c. Employ your media connections
- d. Blog posts before 9/11 on Serve.gov

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

III. Examples of success

- a. Example from caller
- b. NEA wrap-up

IV. Q and A

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

Wong, Frederick

From: Wong, Frederick
Sent: Monday, September 21, 2009 1:00 PM
To: Scott, Sandy
Subject: FW: United We Serve Conference Call // Invitation

Fred

Frederick Loo Wong
Public Affairs Specialist
Corporation for National and Community Service
fwong@cns.gov
Office: 202-606-6730
www.nationalservice.gov



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

I am down to include them -- I actually didn't speak with them, I spoke with [REDACTED] -- but I think it would be great to invite [REDACTED]

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

From: [Abernathy, Nell L.](mailto:Nell.L.Abernathy@nsc.gov)
To: [REDACTED]; Yosi Sergant
Sent: Friday, August 07, 2009 1:58 PM
Subject: RE: United We Serve Conference Call // Invitation

What about [REDACTED]? Any thoughts on [REDACTED] after last night?

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



From: [REDACTED]
Sent: Friday, August 07, 2009 7:44 AM
To: Abernathy, Nell L.; Yosi Sergant
Subject: Re: United We Serve Conference Call // Invitation

That would be great.

We would love to include him.

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

From: Abernathy, Nell L.

To: [REDACTED]; Yosi Sergant

Sent: Thursday, August 06, 2009 6:08 PM

Subject: RE: United We Serve Conference Call // Invitation

Great. [REDACTED] are you comfortable adding [REDACTED] as a host? He has been a great partner and has a great plan for service this month. I'd love to include him but will defer to you.

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

United We Serve
SERVE.GOV

From: [REDACTED]

Sent: Thursday, August 06, 2009 5:14 PM

To: [REDACTED]

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

Subject: United We Serve Conference Call // Invitation

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

Once again, thank you!

Sincerely,
[REDACTED]

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

Dear XXXXX,

A call has come in to our generation. A call from the top. A call from a house that is White. A call that we must answer. And to answer it, we need you.

Please join [REDACTED] President's call to action this summer --
United We Serve.

United We Serve is President Obama's call to service challenging all Americans to engage in sustained, meaningful community service. With the knowledge that ordinary people can achieve extraordinary things when given the proper tools, President Obama is asking us to come together to help lay a new foundation for growth, focusing on core areas of the recovery agenda – health care, energy and environment, safety and security, education, community renewal.

Now is the time for us to answer this call. It is time for us as a group of artists, promoters, organizers,

influencers, marketers, tastemakers, leaders or just plain, cool people to join together and work together to promote a more civically engaged America and celebrate how the arts can be used for a positive change! No one knows our communities better than we do. No one can inspire as much as we can. We have a unique role to play in making service accessible and fun for those who are not accustomed to volunteering. We know that engaging all Americans in service means we must expand the idea of service. Already, you are helping us to re-frame the image of volunteerism.

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]

On the call we will hear from the *United We Serve* about the initiative and their plans for 9/11, a new National Day of Service and Remembrance, hear from the National Endowment for the Arts about the role artists play in shaping our communities and this initiative and brainstorm. Further, we will hear from others who have successful models of engagement and recruit stories of how arts service can be fun, engaging and youthful. *United We Serve* initially runs from June 22 through September 11, but it will grow into a sustained, collaborative and focused effort to promote service as a way of life for all Americans.

We hope that you will join us on Monday. Attached you will find a flyer about *United We Serve*, information about posting stories and an agenda.

AGENDA

I. Intro -

- a. Who's on the call
- b. What UWS is
- c. Why the arts community has a unique role to play

II. Specific asks

- a. Weekly conference call with UWS in lead up to 9/11
- b. Media event on or around 9/11
- c. Employ your media connections
- d. Blog posts before 9/11 on Serve.gov
- e. Next step – follow up with Nellie, think about event, jump on call next week to share

III. Examples of success

- a. Example from caller
- b. NEA wrap-up

IV. Q and A

Wong, Frederick

From: Wong, Frederick
Sent: Monday, September 21, 2009 1:00 PM
To: Scott, Sandy
Subject: FW: United We Serve Conference Call // Invitation

Fred

Frederick Loo Wong
Public Affairs Specialist
Corporation for National and Community Service
fwong@cns.gov
Office: 202-606-6730
www.nationalservice.gov



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

Amazing!

Thanks!!!
[REDACTED]

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

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

Dear [REDACTED]

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

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

All best,

10/1/2009

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

Dear [REDACTED]

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

Once again, thank you!

Sincerely,
[REDACTED]

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

Dear XXXXX,

A call has come in to our generation. A call from the top. A call from a house that is White. A call that we must answer. And to answer it, we need you.

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

United We Serve is President Obama's call to service challenging all Americans to engage in sustained, meaningful community service. With the knowledge that ordinary people can achieve extraordinary things when given the proper tools, President Obama is asking us to come together to help lay a new foundation for growth, focusing on core areas of the recovery agenda – health care, energy and environment, safety and security, education, community renewal.

Now is the time for us to answer this call. It is time for us as a group of artists, promoters, organizers, influencers, marketers, tastemakers, leaders or just plain, cool people to join together and work together to promote a more civically engaged America and celebrate how the arts can be used for a positive change! No one knows our communities better than we do. No one can inspire as much as we can. We have a unique role to play in making service accessible and fun for those who are not accustomed to volunteering. We know that engaging all Americans in service means we must expand the idea of service. Already, you are helping us to re-frame the image of volunteerism.

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]

On the call we will hear from the United We Serve about the initiative and their plans for 9/11, a new National Day of Service and Remembrance, hear from the National Endowment for the Arts about the role artists play in shaping our communities and this initiative and brainstorm. Further, we will hear from others who have successful models of engagement and recruit stories of how arts service can be fun, engaging and youthful. *United We Serve* initially runs from June 22 through September 11, but it will grow into a sustained, collaborative and focused effort to promote service as a way of life for all Americans.

We hope that you will join us on Monday. Attached you will find a flyer about United We Serve, information about posting stories and an agenda.

AGENDA

I. Intro -

- a. Who's on the call
- b. What UWS is
- c. Why the arts community has a unique role to play

II. Specific asks

- a. Weekly conference call with UWS in lead up to 9/11
- b. Media event on or around 9/11
- c. Employ your media connections
- d. Blog posts before 9/11 on Serve.gov
- e. Next step – follow up with Nellie, think about event, jump on call next week to share

III. Examples of success

- a. Example from caller
- b. NEA wrap-up

IV. Q and A

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

Wong, Frederick

From: Wong, Frederick
Sent: Monday, September 21, 2009 12:29 PM
To: Scott, Sandy
Subject: FW: United We Serve Conference Call // Invitation

Fred

Frederick Loo Wong
Public Affairs Specialist
Corporation for National and Community Service
fwong@cns.gov
Office: 202-606-6730
www.nationalservice.gov

Corporation for
**NATIONAL &
COMMUNITY
SERVICE** 

From: [REDACTED]
Sent: Monday, August 10, 2009 11:44 AM
To: Abernathy, Nell L.
Subject: RE: United We Serve Conference Call // Invitation

Hey there, I should be able to jump on the call. I'm not sure that [REDACTED] plans are baked enough to actually call it a real example, but we can put it out there for consideration.

[REDACTED]

From: Abernathy, Nell L. [<mailto:NABernathy@cns.gov>]
Sent: Friday, August 07, 2009 6:44 AM
To: [REDACTED]
Subject: FW: United We Serve Conference Call // Invitation

Hey [REDACTED]
[REDACTED] organized this call for Monday – not last Thursday. We'd love you to be on and share about [REDACTED] – (agenda item III). We're also talking to [REDACTED] – thanks for forwarding. Let me know if you're free Monday 2pm EST.
Hope you're well. Great to meet you last week.

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

United We Serve
SERVE.gov

10/1/2009

From: [REDACTED]
Sent: Thursday, August 06, 2009 5:14 PM
To: [REDACTED]
Cc: Yosi Sergant; Abernathy, Nell L.; [REDACTED]
Subject: United We Serve Conference Call // Invitation

Dear XXXXX,

A call has come in to our generation. A call from the top. A call from a house that is White. A call that we must answer. And to answer it, we need you.

Please join [REDACTED]

[REDACTED] as we heed the President's call to action this

summer -- United We Serve.

United We Serve is President Obama's call to service challenging all Americans to engage in sustained, meaningful community service. With the knowledge that ordinary people can achieve extraordinary things when given the proper tools, President Obama is asking us to come together to help lay a new foundation for growth, focusing on core areas of the recovery agenda – health care, energy and environment, safety and security, education, community renewal.

Now is the time for us to answer this call. It is time for us as a group of artists, promoters, organizers, influencers, marketers, tastemakers, leaders or just plain, cool people to join together and work together to promote a more civically engaged America and celebrate how the arts can be used for a positive change! No one knows our communities better than we do. No one can inspire as much as we can. We have a unique role to play in making service accessible and fun for those who are not accustomed to volunteering. We know that engaging all Americans in service means we must expand the idea of service. Already, you are helping us to re-frame the image of volunteerism.

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]

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 -

10/1/2009

- a. Who's on the call
 - b. What UWS is
 - c. Why the arts community has a unique role to play
- II. Specific asks
- a. Weekly conference call with UWS in lead up to 9/11
 - b. Media event on or around 9/11
 - c. Employ your media connections
 - d. Blog posts before 9/11 on Serve.gov
 - e. Next step – follow up with Nellie, think about event, jump on call next week to share
- III. Examples of success
- a. Example from caller
 - b. NEA wrap-up
- IV. Q and A

Wong, Frederick

From: Wong, Frederick
Sent: Monday, September 21, 2009 1:01 PM
To: Scott, Sandy
Subject: FW: United We Serve Conference Call // Invitation

Fred

Frederick Loo Wong
Public Affairs Specialist
Corporation for National and Community Service
fwong@cns.gov
Office: 202-606-8730
www.nationalservice.gov



From: [REDACTED]
Sent: Friday, August 07, 2009 7:44 AM
To: Abernathy, Nell L.; Yosi Sergant
Subject: Re: United We Serve Conference Call // Invitation

That would be great.

We would love to include him.

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

From: Abernathy, Nell L.
To: [REDACTED]; Yosi Sergant
Sent: Thursday, August 06, 2009 6:08 PM
Subject: RE: United We Serve Conference Call // Invitation

Great. [REDACTED] are you comfortable adding [REDACTED] as a host? He has been a great partner and has a great plan for service this month. I'd love to include him but will defer to you.

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

United We Serve
SERVE.GOV

From: [REDACTED]
Sent: Thursday, August 06, 2009 5:14 PM

10/1/2009

To: [REDACTED]

Cc: Yosi Sergant; Abernathy, Nell L.; [REDACTED]
Subject: United We Serve Conference Call // Invitation

Dear [REDACTED]

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

Once again, thank you!

Sincerely,
[REDACTED]

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

Dear XXXXX,

A call has come in to our generation. A call from the top. A call from a house that is White. A call that we must answer. And to answer it, we need you.

Please join [REDACTED] as we heed the President's call to action this summer --

United We Serve.

United We Serve is President Obama's call to service challenging all Americans to engage in sustained, meaningful community service. With the knowledge that ordinary people can achieve extraordinary things when given the proper tools, President Obama is asking us to come together to help lay a new foundation for growth, focusing on core areas of the recovery agenda – health care, energy and environment, safety and security, education, community renewal.

Now is the time for us to answer this call. It is time for us as a group of artists, promoters, organizers, influencers, marketers, tastemakers, leaders or just plain, cool people to join together and work together to promote a more civically engaged America and celebrate how the arts can be used for a positive change! No one knows our communities better than we do. No one can inspire as much as we can. We have a unique role to play in making service accessible and fun for those who are not accustomed to volunteering. We know that engaging all Americans in service means we must expand the idea of service. Already, you are helping us to re-frame the image of volunteerism.

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]

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

1. Intro -

a. Who's on the call

10/1/2009

- b. What UWS is
- c. Why the arts community has a unique role to play
- II. Specific asks
 - a. Weekly conference call with UWS in lead up to 9/11
 - b. Media event on or around 9/11
 - c. Employ your media connections
 - d. Blog posts before 9/11 on [Serve.gov](#)
 - e. Next step – follow up with Nellie, think about event, jump on call next week to share
- III. Examples of success
 - a. Example from caller
 - b. NEA wrap-up
- IV. Q and A

Wong, Frederick

From: Wong, Frederick
Sent: Monday, September 21, 2009 1:03 PM
To: Scott, Sandy
Subject: FW: United We Serve Conference Call // Invitation

Fred

Frederick Loo Wong
Public Affairs Specialist
Corporation for National and Community Service
fwong@cns.gov
Office: 202-606-6730
www.nationalservice.gov



From: [REDACTED]
Sent: Thursday, August 06, 2009 5:14 PM
To: [REDACTED]
Cc: Yosi Sergant; Abernathy, Nell L.; [REDACTED]
Subject: United We Serve Conference Call // Invitation

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

Once again, thank you!

Sincerely,
[REDACTED]

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

Dear XXXXX,

A call has come in to our generation. A call from the top. A call from a house that is White. A call that we must answer. And to answer it, we need you.

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

United We Serve is President Obama's call to service challenging all Americans to engage in sustained, meaningful community service. With the knowledge that ordinary people can achieve extraordinary things when given the proper tools, President Obama is asking us to come together to help lay a new foundation for growth, focusing on core areas of the recovery agenda – health care, energy and environment, safety and security, education, community renewal.

Now is the time for us to answer this call. It is time for us as a group of artists, promoters, organizers, influencers, marketers, tastemakers, leaders or just plain, cool people to join together and work together to promote a more civically engaged America and celebrate how the arts can be used for a positive change! No one knows our communities better than we do. No one can inspire as much as we can. We have a unique role to play in making service accessible and fun for those who are not accustomed to volunteering. We know that engaging all Americans in service means we must expand the idea of service. Already, you are helping us to re-frame the image of volunteerism.

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]

On the call we will hear from the United We Serve about the initiative and their plans for 9/11, a new National Day of Service and Remembrance, hear from the National Endowment for the Arts about the role artists play in shaping our communities and this initiative and brainstorm. Further, we will hear from others who have successful models of engagement and recruit stories of how arts service can be fun, engaging and youthful.

United We Serve initially runs from June 22 through September 11, but it will grow into a sustained, collaborative and focused effort to promote service as a way of life for all Americans.

We hope that you will join us on Monday. Attached you will find a flyer about United We Serve, information about posting stories and an agenda.

AGENDA

I. Intro -

- a. Who's on the call
- b. What UWS is
- c. Why the arts community has a unique role to play

II. Specific asks

- a. Weekly conference call with UWS in lead up to 9/11
- b. Media event on or around 9/11
- c. Employ your media connections
- d. Blog posts before 9/11 on Serve.gov
- e. Next step – follow up with Nellie, think about event, jump on call next week to share

III. Examples of success

- a. Example from caller
- b. NEA wrap-up

IV. Q and A

Wong, Frederick

From: Wong, Frederick
Sent: Monday, September 21, 2009 1:04 PM
To: Scott, Sandy
Subject: FW: New Invitation

Fred

Frederick Loo Wong
Public Affairs Specialist
Corporation for National and Community Service
fwong@cns.gov
Office: 202-606-6730
www.nationalservice.gov



From: [REDACTED]
Sent: Thursday, August 06, 2009 1:49 PM
To: Abernathy, Nell L.; Yosi Sergant
Subject: Re: New Invitation

I am awaiting confirmation on two more hosts. It will definitely go out by 5PM today. I will send you both the final version.

Thanks
[REDACTED]

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

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

This is great. When's it going out?

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

United We Serve
SERVE.GOV

From: [REDACTED]
Sent: Wednesday, August 05, 2009 3:37 PM
To: Yosi Sergant; Abernathy, Nell L.

10/1/2009

Subject: New Invitation

Hello Yosi & Nellie,

Here is the new invitation!

Yosi -- did you have in mind putting the host's name on the call? or in those spaces (highlighted in yellow) do we want to put your name, Nellie's name and the person who will be joining from White House? Is [REDACTED] interested in joining us?

Lastly, once I get your list of suggestions, I will go over and make the appropriate phone calls and emails to all the people that we would like to invite to participate on the call.

Thanks!
[REDACTED]

Dear XXXXX,

A call has come in to our generation. A call from the top. A call from a house that is White. A call that we must answer. And to answer it, we need you.

Please join , _____, _____, _____, _____ and _____ as we heed the President's call to action this summer — United We Serve.

United We Serve is President Obama's call to service challenging all Americans to engage in sustained, meaningful community service. With the knowledge that ordinary people can achieve extraordinary things when given the proper tools, President Obama is asking us to come together to help lay a new foundation for growth, focusing on core areas of the recovery agenda – health care, energy and environment, safety and security, education, community renewal.

Now is the time for us to answer this call. It is time for us as a group of artists, promoters, organizers, influencers, marketers, tastemakers, leaders or just plain, cool people to join together and work together to promote a more civically engaged America and celebrate how the arts can be used for a positive change! No one knows our communities better than we do. No one can inspire as much as we can. We have a unique role to play in making service accessible and fun for those who are not accustomed to volunteering. We know that engaging all Americans in service means we must expand the idea of service. Already, you are helping us to re-frame the image of volunteerism.

The *United We Serve* team, in collaboration with the *White House Office of Public Engagement* and *The National Endowment for the Arts* is hosting a conference call outlining steps our community can take to spread the message of service and highlight the service work artists already perform in communities nationwide.

Please join us!

Date August 10, 2009

Time 2PM EST / 11AM PST

Call In: 888-324-6998

Passcode: 50912

PLEASE RSVP to [REDACTED]

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

10/1/2009

- a. Weekly conference call with UWS in lead up to 9/11
- b. Media event on or around 9/11
- c. Employ your media connections
- d. Blog posts before 9/11 on Serve.gov
- e. Next step – follow up with Nellie, think about event, jump on call next week to share

III. Examples of success

- a. Example from caller
- b. NEA wrap-up

IV. Q and A

Wong, Frederick

From: Wong, Frederick
Sent: Monday, September 21, 2009 1:14 PM
To: Scott, Sandy
Subject: FW: conference call line

Fred

Frederick Loo Wong
Public Affairs Specialist
Corporation for National and Community Service
fwong@cns.gov
Office: 202-606-6730
www.nationalservice.gov



From: Zoberman, Eric M.
Sent: Wednesday, August 05, 2009 10:48 AM
To: Hicks, Vanessa; Slater, Alfreda
Cc: Abernathy, Nell L.
Subject: FW: conference call line

Hey team-

See below for a request for Monday. Nellie Abernathy (CC'ed) will be the leader.

Thank you!

From: Abernathy, Nell L.
Sent: Wednesday, August 05, 2009 9:48 AM
To: Zoberman, Eric M.
Subject: conference call line

Can we reserve a line for Monday, Aug 10th at 2pm? Probably fewer than 40 ppl.

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

United We Serve

SERVE.gov

Wong, Frederick

From: Wong, Frederick
Sent: Monday, September 21, 2009 1:17 PM
To: Scott, Sandy
Subject: FW: conference call line

Fred

Frederick Loo Wong
Public Affairs Specialist
Corporation for National and Community Service
fwong@cns.gov
Office: 202-606-6730
www.nationalservice.gov



From: Zoberman, Eric M.
Sent: Wednesday, August 05, 2009 9:53 AM
To: Abernathy, Nell L.
Subject: RE: conference call line

Who will be the leader?

Eric Zoberman | Project Director | Corporation for National and Community Service
ezoberman@cns.gov | (202) 606.6767

United We Serve
SERVE.GOV

From: Abernathy, Nell L.
Sent: Wednesday, August 05, 2009 9:48 AM
To: Zoberman, Eric M.
Subject: conference call line

Can we reserve a line for Monday, Aug 10th at 2pm? Probably fewer than 40 ppl.

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

United We Serve
SERVE.GOV

Wong, Frederick

From: Wong, Frederick
Sent: Monday, September 21, 2009 1:23 PM
To: Scott, Sandy
Subject: FW: Mercer Island/United We Serve

Fred

Frederick Loo Wong
Public Affairs Specialist
Corporation for National and Community Service
fwong@cns.gov
Office: 202-606-6730
www.nationalservice.gov



From: [REDACTED]
Sent: Tuesday, August 04, 2009 6:39 PM
To: Abernathy, Nell L.
Subject: Re: Mercer Island/United We Serve

great, thanks!

[REDACTED]

On Aug 4, 2009, at 3:26 PM, Abernathy, Nell L. wrote:

Looks like the call will be Monday at 2pm EST. more info to come.

Nellie Abernathy
United We Serve
Corporation for National and Community Service
202-606-6766
Nabernathy@cns.gov
<Image001.gif>

From: [REDACTED]
Sent: Tuesday, August 04, 2009 5:20 PM
To: Abernathy, Nell L.
Subject: Re: Mercer Island/United We Serve

10/1/2009

Hey Nell,

No luck for thursday.

Let me know info for the call on thursday as I'd like to try and be on that call if possible.

Thanks,

[REDACTED]

On Aug 4, 2009, at 1:56 PM, Abernathy, Nell L. wrote:

Hi [REDACTED]
I wanted to follow up and see if you've had any success enticing members of the band (or other bands) to come out to Mercer Island, Thursday or to attend any other United We Serve events. Also, [REDACTED] is hosting a call Thursday, time tbd, with artists, publishers, musicians etc nationwide about involvement in service. I'd love for you or someone else from [REDACTED] to jump on. I'll forward info as it comes.
Thanks.

Nellie Abernathy
United We Serve
Corporation for National and Community Service
202-606-6766
Nabernathy@cns.gov
<image001.gif>

Wong, Frederick

From: Wong, Frederick
Sent: Monday, September 21, 2009 1:23 PM
To: Scott, Sandy
Subject: FW: Mercer Island/United We Serve

Fred

Frederick Loo Wong
Public Affairs Specialist
Corporation for National and Community Service
fwong@cns.gov
Office: 202-606-6730
www.nationalservice.gov

Corporation for
**NATIONAL &
COMMUNITY
SERVICE**

From: [REDACTED]
Sent: Tuesday, August 04, 2009 5:20 PM
To: Abernathy, Nell L.
Subject: Re: Mercer Island/United We Serve

Hey Nell,

No luck for thursday.

Let me know info for the call on thursday as I'd like to try and be on that call if possible.

Thanks,

[REDACTED]

On Aug 4, 2009, at 1:56 PM, Abernathy, Nell L. wrote:

Hi [REDACTED]
I wanted to follow up and see if you've had any success enticing members of the band (or other bands) to come out to Mercer Island, Thursday or to attend any other United We Serve events. Also, [REDACTED] is hosting a call Thursday, time tbd, with artists, publishers, musicians etc nationwide about involvement in service. I'd love for you or someone else from [REDACTED] to jump on. I'll forward info as it comes.

10/1/2009

Thanks.

Nellie Abernathy
United We Serve
Corporation for National and Community Service
202-606-6766
Nabernathy@cns.gov
<image001.gif>

10/1/2009

Wong, Frederick

From: Wong, Frederick
Sent: Monday, September 21, 2009 1:41 PM
To: Scott, Sandy
Subject: FW: meeting next week

Fred

Frederick Loo Wong
Public Affairs Specialist
Corporation for National and Community Service
fwong@cns.gov
Office: 202-606-6730
www.nationalservice.gov



From: [REDACTED]
Sent: Friday, July 31, 2009 11:47 AM
To: Abernathy, Nell L.; Yosi Sergant; Elizabeth Stark
Subject: Re: meeting next week

That's cool. (And I go by [REDACTED]. my mother insists.)

Sent via BlackBerry from T-Mobile

From: "Abernathy, Nell L."
Date: Fri, 31 Jul 2009 11:36:17 -0400
To: [REDACTED]; Yosi Sergant<yosi@arts.gov>; Elizabeth Stark<starke@arts.gov>
Subject: RE: meeting next week
Breakfast it is! I suggest the waffle shop unless you have a DC favorite you'd like to visit, [REDACTED] Tuesday – 9am.

[REDACTED]
[REDACTED]
[REDACTED]

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



From: [REDACTED]
Sent: Thursday, July 30, 2009 6:14 PM
To: 'Yosi Sergant'; Abernathy, Nell L.; 'Elizabeth Stark'
Subject: RE: meeting next week

Let's power breakfast. Old school.

From: Yosi Sergant [mailto:yosi@arts.gov]
Sent: Thursday, July 30, 2009 1:07 PM
To: Abernathy, Nell L.; Elizabeth Stark; [REDACTED]
Subject: RE: meeting next week

I like breakfast 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
yosi@arts.gov

From: Abernathy, Nell L. [mailto:NAbernathy@cns.gov]
Sent: Thursday, July 30, 2009 4:06 PM
To: Elizabeth Stark; [REDACTED]
Cc: Yosi Sergant
Subject: RE: meeting next week

NEA is good for me. Unless you guys are up for breakfast.
http://dc.metromix.com/restaurants/traditional_classic/the-waffle-shop-northwest/424455/content

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

United We Serve
SERVE.GOV

From: Elizabeth Stark [mailto:starke@arts.gov]
Sent: Thursday, July 30, 2009 3:53 PM
To: [REDACTED] Abernathy, Nell L.
Cc: Yosi Sergant
Subject: FW: meeting next week

10/1/2009

9 a.m. on Tuesday works for Yosi as well. Where will you all be meeting? Yosi's office is available, if you would like to come here.

Thanks,
Liz

Liz Stark
Communications Office
National Endowment for the Arts

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

From: [REDACTED]
Sent: Thursday, July 30, 2009 3:17 PM
To: 'Abernathy, Nell L.'; Yosi Sergant
Subject: RE: meeting next week

I can do that.

[REDACTED]

From: Abernathy, Nell L. [mailto:NAbernathy@cns.gov]
Sent: Thursday, July 30, 2009 11:27 AM
To: [REDACTED] Yosi Sergant
Subject: meeting next week

Hey [REDACTED]
Yosi is in for a meeting next Tuesday. Can you guys to 9am or is that too early?

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

United We Serve
SERVE.GOV

Wong, Frederick

From: Wong, Frederick
Sent: Monday, September 21, 2009 1:42 PM
To: Scott, Sandy
Subject: FW: meeting next week

Fred

Frederick Loo Wong
Public Affairs Specialist
Corporation for National and Community Service
fwong@cns.gov
Office: 202-606-6730
www.nationalservice.gov



From: [REDACTED]
Sent: Thursday, July 30, 2009 6:14 PM
To: 'Yosi Sergant'; Abernathy, Nell L.; 'Elizabeth Stark'
Subject: RE: meeting next week

Let's power breakfast. Old school.

From: Yosi Sergant [<mailto:yosi@arts.gov>]
Sent: Thursday, July 30, 2009 1:07 PM
To: Abernathy, Nell L.; Elizabeth Stark; [REDACTED]
Subject: RE: meeting next week

I like breakfast 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
yosi@arts.gov

From: Abernathy, Nell L. [<mailto:NAbernathy@cns.gov>]
Sent: Thursday, July 30, 2009 4:06 PM
To: Elizabeth Stark; [REDACTED]
Cc: Yosi Sergant
Subject: RE: meeting next week

NEA is good for me. Unless you guys are up for breakfast.
http://dc.metromix.com/restaurants/traditional_classic/the-waffle-shop-northwest/424455/content

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

United We Serve
SERVE.GOV

From: Elizabeth Stark [mailto:starke@arts.gov]
Sent: Thursday, July 30, 2009 3:53 PM
To: [REDACTED] Abernathy, Nell L.
Cc: Yosi Sergant
Subject: FW: meeting next week

9 a.m. on Tuesday works for Yosi as well. Where will you all be meeting? Yosi's office is available, if you would like to come here.

Thanks,
Liz

Liz Stark
Communications Office
National Endowment for the Arts

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

From: [REDACTED]
Sent: Thursday, July 30, 2009 3:17 PM
To: 'Abernathy, Nell L.'; Yosi Sergant
Subject: RE: meeting next week

I can do that.

[REDACTED]

From: Abernathy, Nell L. [mailto:NAbernathy@cns.gov]
Sent: Thursday, July 30, 2009 11:27 AM

10/1/2009

To: [REDACTED] Yosi Sergant
Subject: meeting next week

Hey [REDACTED]
Yosi is in for a meeting next Tuesday. Can you guys to 9am or is that too early?

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

United We Serve

SERVE.GOV

Wong, Frederick

From: Wong, Frederick
Sent: Monday, September 21, 2009 1:44 PM
To: Scott, Sandy
Subject: FW: meeting next week

Fred

Frederick Loo Wong
Public Affairs Specialist
Corporation for National and Community Service
fwong@cns.gov
Office: 202-606-6730
www.nationalservice.gov



From: [REDACTED]
Sent: Thursday, July 30, 2009 3:17 PM
To: Abernathy, Nell L.; 'Yosi Sergant'
Subject: RE: meeting next week

I can do that.

[REDACTED]

From: Abernathy, Nell L. [<mailto:NAbernathy@cns.gov>]
Sent: Thursday, July 30, 2009 11:27 AM
To: [REDACTED] Yosi Sergant
Subject: meeting next week

Hey [REDACTED]
Yosi is in for a meeting next Tuesday. Can you guys to 9am or is that too early?

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

United We Serve
SERVE.GOV

Wong, Frederick

From: Wong, Frederick
Sent: Monday, September 21, 2009 1:14 PM
To: Scott, Sandy
Subject: FW: Email invitation

Fred

Frederick Loo Wong
Public Affairs Specialist
Corporation for National and Community Service fwong@cns.gov
Office: 202-606-6730
www.nationalservice.gov

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

From: Yosi Sergant [mailto:yosi@arts.gov]
Sent: Wednesday, August 05, 2009 9:59 AM
To: Abernathy, Nell L.; [REDACTED]
Subject: RE: Email invitation

Is [REDACTED] doing a project?
Good?

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

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

From: Abernathy, Nell L. [mailto:NAbernathy@cns.gov]
Sent: Wednesday, August 05, 2009 9:46 AM
To: Yosi Sergant; [REDACTED]
Subject: RE: Email invitation

How do you feel about [REDACTED]
[REDACTED] I've been in talks with both about similar stuff but
if you think not appropriate I'll continue with them on a separate track.

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

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

From: Yosi Sergant [mailto:yosi@arts.gov]
Sent: Tuesday, August 04, 2009 9:27 PM
To: [REDACTED]; Abernathy, Nell L.
Subject: Re: Email invitation

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

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

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

No problem my man. I know how it goes.

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

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

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

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

[REDACTED]

Yosi Sergant,

Director

Office of Communications

National Endowment for the Arts

1100 Pennsylvania Avenue NW, Room 614

Washington DC 20506

202-682-5570 office

[REDACTED] cell

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

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

Hi Nellie and Yosi,

I just had a great meeting with [REDACTED] who is very excited about

this initiative.

However, I think in the interest of timing we should do the call on Monday. I want to make sure that we have enough lead time to get the right folks on the call.

So, can we confirm 2pm EST on Monday?

Thanks!

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

Cool?

From: "Abernathy, Nell L."
Date: Tue, 4 Aug 2009 15:12:51 -0400
To: [REDACTED] Yosi Sergant <yosi@arts.gov>
Subject: RE: Email invitation

Works for me. You guys want to call our number?

202-606-3830.

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

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

I can do 3:30...

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

From: Yosi Sergant <mailto:yosi@arts.gov>
To: [REDACTED] ; Abernathy, Nell L.
<mailto:NAbernathy@cns.gov>
Sent: Tuesday, August 04, 2009 2:59 PM
Subject: RE: Email invitation

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

Yosi Sergant

Director

Office of Communications

National Endowment for the Arts

1100 Pennsylvania Avenue NW, Room 614

Washington DC 20506

202-682-5570 office

[REDACTED] cell

yosi@arts.gov

From: [REDACTED]
Sent: Tuesday, August 04, 2009 2:24 PM
To: Abernathy, Nell L.; Yosi Sergant
Subject: Re: Email invitation

Yosi? Are we good for 2:30?

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

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

Sent: Tuesday, August 04, 2009 1:35 PM

Subject: RE: Email invitation

2:30 would be perfect for me. Yosi?

And I love the letter. So glad to be hanging with the cool kids.

Let me know if you need me to have anything else ready by then.

Nellie Abernathy

United We Serve

Corporation for National and Community Service

202-606-6766

Nabernathy@cns.gov

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

Hi Nell -- great to meet you!

The changes look great. I am available at between 2:30
- 3:30. Let me know if that works.

Thanks!

[REDACTED]

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

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

To: [REDACTED]; Abernathy,

Nell L.
<mailto:NAbernathy@cns.gov>

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

Subject: RE: Email invitation

[REDACTED] meet Nell. Nell meet [REDACTED]

bellow.

[REDACTED] I made some suggestions for adjustments to your letter

I filled Nell in on our chats. Can we all find time to hop on the
phone today and lock this thing in?

Yosi Sergant
Director
Office of Communications

National Endowment for the Arts
1100 Pennsylvania Avenue NW, Room 614
Washington DC 20506
202-682-5570 office
[REDACTED] cell
yosi@arts.gov <mailto:serganty@arts.endow.gov>

From: [REDACTED]
Sent: Tuesday, August 04, 2009 8:12 AM
To: Yosi Sergant
Subject: Email invitation

Good morning Yosi!

Here is the rough draft of what I would like to send out by the end of the day today. I look forward to your thoughts.

[REDACTED]

Dear XXXXX,

A call has come in to our generation. A call from the top. A call from a house that is White. A call that we must answer. And to answer it, we need you.

Please join _____ and _____ as we heed the Presidents call to action this summer-United We Serve.

United We Serve is President Obama's call to service challenging all Americans to engage in sustained, meaningful community service. With the knowledge that ordinary people can achieve extraordinary things when given the proper tools, President Obama is asking us to come together <<http://www.serve.gov/remarks.asp>> to help lay a new foundation for growth, focusing on core areas of the recovery agenda - health care, energy and environment, safety and security, education, community renewal.

Now is the time for us to answer this call. It is time for us as a group of artists, promoters, organizers, influencers, marketers, tastemakers, leaders or just plain, cool people to join together and work together to promote a more civically engaged America and celebrate how the arts can be used for a positive change! No one knows our communities better than we do. No one can inspire as much as we can. We have a unique roll to play in making service accessible and fun for those who are not accustomed to volunteering. We know that engaging all Americans in service means we must expand the idea of service. Already, you are helping us to re-frame the image of volunteerism.

TheUnited We Serve team, in collaboration with the White House Office of Public Engagement and The National Endowment for the Arts is hosting a conference call outlining steps our community can take to spread the message of service and highlight the service work artists already perform in communities nationwide.

Please join us!

Date August 6th, 2009

Time _____

Call in number _____

Passcode _____

PLEASE RSVP to [REDACTED]

You are organizing groups of students to clean up abandoned lots and create installations with the collected debris. You are bringing together service-minded punk-rockers to knit scarves for the needy. You are using graphic design to create websites that motivate to action rather than stultify to sleep.

On the call we will hear from the United We Serve about the initiative and their plans for 9/11, a new National Day of Service and Remembrance, hear from the National Endowment for the Arts about the role artists play in shaping our communities and this initiative and brainstorm. Further, we will hear from others who have successful models of engagement and recruit stories of how arts service can be fun, engaging and youthful.

United We Serve initially runs from June 22 through September 11, but it will grow into a sustained, collaborative and focused effort to promote service as a way of life for all Americans.

We hope that you will join us on X. Attached you will find a flyer about United We Serve, information about posting stories and an agenda.

AGENDA

I. Intro -

- a. Who's on the call
- b. What UWS is
- c. Why the arts community has a unique role to play

II. Specific asks

- a. Weekly conference call with UWS in lead up to 9/11
- b. Media event on or around 9/11
- c. Employ your media connections
- d. Blog posts before 9/11 on Serve.gov
- e. Next step - follow up with Nellie, think about event, jump

on call next week to share

III. Examples of success

- a. Example from caller
- b. NEA wrap-up

IV. Q and A

Wong, Frederick

From: Wong, Frederick
Sent: Monday, September 21, 2009 1:13 PM
To: Scott, Sandy
Subject: FW: Email invitation

Fred

Frederick Loo Wong
Public Affairs Specialist
Corporation for National and Community Service
fwong@cns.gov
Office: 202-606-6730
www.nationalservice.gov



From: [REDACTED]
Sent: Wednesday, August 05, 2009 10:48 AM
To: Abernathy, Nell L.; Yosi Sergant
Subject: Re: Email invitation

Great! We are very excited as well to be part of this!

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

From: Abernathy, Nell L.
To: [REDACTED] Yosi Sergant
Sent: Tuesday, August 04, 2009 6:26 PM
Subject: RE: Email invitation

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

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

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

United We Serve
SERVE.GOV

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

10/1/2009

Hi Nellie and Yosi,

I just had a great meeting with [REDACTED] who is very excited about this initiative.

However, I think in the interest of timing we should do the call on Monday. I want to make sure that we have enough lead time to get the right folks on the call.

So, can we confirm 2pm EST on Monday?

Thanks!

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

Cool?

From: "Abernathy, Nell L."

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

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

Subject: RE: Email invitation

Works for me. You guys want to call our number?

202-606-3830.

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

United We Serve

SERVE.gov

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

I can do 3:30...

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

From: Yosi Sergant

To: [REDACTED]; Abernathy, Nell L.

Sent: Tuesday, August 04, 2009 2:59 PM

Subject: RE: Email invitation

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

Yosi Sergant
Director
Office of Communications
National Endowment for the Arts

10/1/2009

1100 Pennsylvania Avenue NW, Room 614
Washington DC 20506
202-682-5570 office
[REDACTED] cell
yosi@arts.gov

From: [REDACTED]
Sent: Tuesday, August 04, 2009 2:24 PM
To: Abernathy, Nell L.; Yosi Sergant
Subject: Re: Email invitation

Yosi? Are we good for 2:30?

[REDACTED]

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

From: [Abernathy, Nell L.](mailto:Abernathy.Nell.L)
To: [REDACTED] Yosi Sergant
Sent: Tuesday, August 04, 2009 1:35 PM
Subject: RE: Email invitation

2:30 would be perfect for me. Yosi?
And I love the letter. So glad to be hanging with the cool kids.
Let me know if you need me to have anything else ready by then.

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

United We Serve
SERVE.GOV

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

Hi Nell -- great to meet you!

The changes look great. I am available at between 2:30 - 3:30. Let me know if that works.

Thanks!

[REDACTED]

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

From: Yosi Sergant
To: [REDACTED] [Abernathy, Nell L.](mailto:Abernathy.Nell.L)
Sent: Tuesday, August 04, 2009 12:41 PM
Subject: RE: Email invitation

[REDACTED] meet Nell. Nell meet [REDACTED]

[REDACTED] I made some suggestions for adjustments to your letter below.

I filled Nell in on our chats. Can we all find time to hop on the phone today and lock this thing in?

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

From: [REDACTED]
Sent: Tuesday, August 04, 2009 8:12 AM
To: Yosi Sergant
Subject: Email invitation

Good morning Yosi!

Here is the rough draft of what I would like to send out by the end of the day today. I look forward to your thoughts.

[REDACTED]

Dear XXXXX,

A call has come in to our generation. A call from the top. A call from a house that is White. A call that we must answer. And to answer it, we need you.

Please join _____ and _____ as we heed the Presidents call to action this summer—United We Serve.

United We Serve is President Obama's call to service challenging all Americans to engage in sustained, meaningful community service. With the knowledge that ordinary people can achieve extraordinary things when given the proper tools, President Obama is asking us to come together to help lay a new foundation for growth, focusing on core areas of the recovery agenda – health care, energy and environment, safety and security, education, community renewal.

Now is the time for us to answer this call. It is time for us as a group of artists, promoters, organizers, influencers, marketers, tastemakers, leaders or just plain, cool people to join together and work together to promote a more civically engaged America and celebrate how the arts can be used for a positive change! No one knows our communities better than we do. No one can inspire as much as we can. We have a unique roll to play in making service accessible and fun for those who are not accustomed to volunteering. We know that engaging all Americans in service means we must expand the idea of service. Already, you are helping us to re-frame the image of volunteerism.

The **United We Serve** team, in collaboration with the *White House Office of Public Engagement* and *The National Endowment for the Arts* is hosting a conference call outlining steps our community can take to spread the message of service and highlight the service work artists already perform in communities nationwide.

Please join us!

Date August 6th, 2009

Time _____

Call in number _____

Passcode _____

PLEASE RSVP to _____

~~You are organizing groups of students to clean up abandoned lots and create installations with the collected debris. You are bringing together service-minded punk-rockers to knit scarves for the needy. You are using graphic design to create websites that motivate to action rather than stultify to sleep.~~

On the call we will hear from the United We Serve about the initiative and their plans for 9/11, a new National Day of Service and Remembrance, hear from the National Endowment for the Arts about the role artists play in shaping our communities and this initiative and brainstorm. Further, we will hear from others who have successful models of engagement and recruit stories of how arts service can be fun, engaging and youthful.

United We Serve initially runs from June 22 through September 11, but it will grow into a sustained, collaborative and focused effort to promote service as a way of life for all Americans.

We hope that you will join us on X. Attached you will find a flyer about United We Serve, information about posting stories and an agenda.

AGENDA

I. Intro -

- a. Who's on the call
- b. What UWS is
- c. Why the arts community has a unique role to play

II. Specific asks

- a. Weekly conference call with UWS in lead up to 9/11
- b. Media event on or around 9/11
- c. Employ your media connections
- d. Blog posts before 9/11 on Serve.gov
- e. Next step – follow up with Nellie, think about event, jump on call next week to share

III. Examples of success

- a. Example from caller
- b. NEA wrap-up

IV. Q and A

Wong, Frederick

From: Wong, Frederick
Sent: Monday, September 21, 2009 1:04 PM
To: Scott, Sandy
Subject: FW: New Invitation

Fred

Frederick Loo Wong
Public Affairs Specialist
Corporation for National and Community Service
fwong@cns.gov
Office: 202-606-6730
www.nationalservice.gov

Corporation for
**NATIONAL &
COMMUNITY
SERVICE** ★★

From: [REDACTED]
Sent: Thursday, August 06, 2009 3:10 PM
To: Yosi Sergant; Abernathy, Nell L.
Subject: Re: New Invitation

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

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

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

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

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

From: Abernathy, Nell L. [<mailto:NAbernathy@cns.gov>]
Sent: Thursday, August 06, 2009 3:07 PM
To: [REDACTED] Yosi Sergant

10/1/2009

Subject: RE: New Invitation

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

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

United We Serve
SERVE.GOV

From: [REDACTED]
Sent: Thursday, August 06, 2009 1:49 PM
To: Abernathy, Nell L.; Yosi Sergant
Subject: Re: New Invitation

I am awaiting confirmation on two more hosts. It will definitely go out by 5PM today. I will send you both the final version.

Thanks
[REDACTED]

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

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

This is great. When's it going out?

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

United We Serve
SERVE.GOV

From: [REDACTED]
Sent: Wednesday, August 05, 2009 3:37 PM
To: Yosi Sergant; Abernathy, Nell L.
Subject: New Invittation

Hello Yosi & Nellie,

Here is the new invitation!

Yosi – did you have in mind putting the host's name on the call? or in those spaces (highlighted in yellow) do we want to put your name, Nellie's name and the person who will be joining from White House? Is [REDACTED] interested in joining us?

10/1/2009

Lastly, once I get your list of suggestions, I will go over and make the appropriate phone calls and emails to all the people that we would like to invite to participate on the call.

Thanks!

Dear XXXXX,

A call has come in to our generation. A call from the top. A call from a house that is White. A call that we must answer. And to answer it, we need you.

Please join _____ and _____ as we heed the President's call to action this summer — **United We Serve.**

United We Serve is President Obama's call to service challenging all Americans to engage in sustained, meaningful community service. With the knowledge that ordinary people can achieve extraordinary things when given the proper tools, President Obama is asking us to come together to help lay a new foundation for growth, focusing on core areas of the recovery agenda – health care, energy and environment, safety and security, education, community renewal.

Now is the time for us to answer this call. It is time for us as a group of artists, promoters, organizers, influencers, marketers, tastemakers, leaders or just plain, cool people to join together and work together to promote a more civically engaged America and celebrate how the arts can be used for a positive change! No one knows our communities better than we do. No one can inspire as much as we can. We have a unique role to play in making service accessible and fun for those who are not accustomed to volunteering. We know that engaging all Americans in service means we must expand the idea of service. Already, you are helping us to re-frame the image of volunteerism.

The **United We Serve** team, in collaboration with the *White House Office of Public Engagement* and *The National Endowment for the Arts* is hosting a conference call outlining steps our community can take to spread the message of service and highlight the service work artists already perform in communities nationwide.

Please join us!

Date **August 10, 2009**

Time **2PM EST / 11AM PST**

Call In: **888-324-6998**

Passcode: **50912**

PLEASE RSVP to _____

On the call we will hear from the **United We Serve** about the Initiative and their plans for 9/11, a new National Day of Service and Remembrance, hear from the National Endowment for the Arts about the role artists play in shaping our communities and this initiative and brainstorm. Further, we will hear from others who have successful models of engagement and recruit stories of how arts service can be fun, engaging and youthful.

United We Serve initially runs from June 22 through September 11, but it will grow into a sustained, collaborative and focused effort to promote service as a way of life for all Americans.

We hope that you will join us on Monday. Attached you will find a flyer about **United We Serve**, information about posting stories and an agenda.

AGENDA

I. Intro -

- a. Who's on the call
- b. What UWS is
- c. Why the arts community has a unique role to play

II. Specific asks

- a. Weekly conference call with UWS in lead up to 9/11
- b. Media event on or around 9/11
- c. Employ your media connections
- d. Blog posts before 9/11 on Serve.gov
- e. Next step – follow up with Nellie, think about event, jump on call next week to share

III. Examples of success


- a. Example from caller
- b. NEA wrap-up

IV. Q and A

Wong, Frederick

From: Wong, Frederick
Sent: Monday, September 21, 2009 1:47 PM
To: Scott, Sandy
Subject: FW: [REDACTED]

Fred

Frederick Loo Wong
Public Affairs Specialist
Corporation for National and Community Service
fwong@cns.gov
Office: 202-606-6730
www.nationalservice.gov
Corporation for
**NATIONAL &
COMMUNITY
SERVICE** 

From: Yosi Sergant [<mailto:yosi@arts.gov>]
Sent: Thursday, July 30, 2009 12:37 PM
To: Abernathy, Nell L.
Subject: RE: [REDACTED]

I'd love to.

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

From: Abernathy, Nell L. [<mailto:NABernathy@cns.gov>]
Sent: Thursday, July 30, 2009 12:29 PM
To: Yosi Sergant
Subject: rock the vote

Just got off the phone with [REDACTED]. They're interested in helping produce some 9/11 events and will be in DC next week. Any chance you could join us for a meeting Tuesday morning? Or does this fall into that sketchy grey we might get arrested area?

Nellie Abernathy
United We Serve
Corporation for National and Community Service

10/1/2009

202-606-6766

Nabernathy@cns.gov

United We Serve

SERVE.GOV

10/1/2009

Wong, Frederick

From: Wong, Frederick
Sent: Monday, September 21, 2009 1:43 PM
To: Scott, Sandy
Subject: FW: meeting next week

Fred

Frederick Loo Wong
Public Affairs Specialist
Corporation for National and Community Service
fwong@cns.gov
Office: 202-606-6730
www.nationalservice.gov



From: Elizabeth Stark [<mailto:starke@arts.gov>]
Sent: Thursday, July 30, 2009 3:53 PM
To: [REDACTED], Abernathy, Nell L.
Cc: Yosi Sergant
Subject: FW: meeting next week

9 a.m. on Tuesday works for Yosi as well. Where will you all be meeting? Yosi's office is available, if you would like to come here.

Thanks,
Liz

Liz Stark
Communications Office
National Endowment for the Arts

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

From: [REDACTED]
Sent: Thursday, July 30, 2009 3:17 PM
To: 'Abernathy, Nell L.'; Yosi Sergant
Subject: RE: meeting next week

10/1/2009

I can do that.

[REDACTED]

From: Abernathy, Nell L. [mailto:NAbernathy@cns.gov]
Sent: Thursday, July 30, 2009 11:27 AM
To: [REDACTED] Yosi Sergant
Subject: meeting next week

Hey [REDACTED]
Yosi is in for a meeting next Tuesday. Can you guys to 9am or is that too early?

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

United We Serve
SERVE.GOV

Wong, Frederick

From: Wong, Frederick
Sent: Monday, September 21, 2009 1:43 PM
To: Scott, Sandy
Subject: FW: meeting next week

Fred

Frederick Loo Wong
Public Affairs Specialist
Corporation for National and Community Service
fwong@cns.gov
Office: 202-606-6730
www.nationalservice.gov



From: Yosi Sergant [<mailto:yosi@arts.gov>]
Sent: Thursday, July 30, 2009 4:07 PM
To: Abernathy, Nell L.; Elizabeth Stark; [REDACTED]
Subject: RE: meeting next week

I like breakfast 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
yosi@arts.gov

From: Abernathy, Nell L. [<mailto:NAbernathy@cns.gov>]
Sent: Thursday, July 30, 2009 4:06 PM
To: Elizabeth Stark; [REDACTED]
Cc: Yosi Sergant
Subject: RE: meeting next week

NEA is good for me. Unless you guys are up for breakfast.
http://dc.metromix.com/restaurants/traditional_classic/the-waffle-shop-northwest/424455/content

Nellie Abernathy
United We Serve

10/1/2009

Corporation for National and Community Service
202-606-6766
Nabernathy@cns.gov

United We Serve

SERVE.GOV

From: Elizabeth Stark [mailto:starke@arts.gov]
Sent: Thursday, July 30, 2009 3:53 PM
To: [REDACTED] Abernathy, Nell L.
Cc: Yosi Sergant
Subject: FW: meeting next week

9 a.m. on Tuesday works for Yosi as well. Where will you all be meeting? Yosi's office is available, if you would like to come here.

Thanks,
Liz

Liz Stark
Communications Office
National Endowment for the Arts

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

From: [REDACTED]
Sent: Thursday, July 30, 2009 3:17 PM
To: 'Abernathy, Nell L.'; Yosi Sergant
Subject: RE: meeting next week

I can do that.

[REDACTED]

From: Abernathy, Nell L. [mailto:NAbernathy@cns.gov]
Sent: Thursday, July 30, 2009 11:27 AM
To: [REDACTED] Yosi Sergant
Subject: meeting next week

Hey [REDACTED]
Yosi is in for a meeting next Tuesday. Can you guys to 9am or is that too early?

Nellie Abernathy

10/1/2009

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

United We Serve
SERVE.GOV

Wong, Frederick

From: Wong, Frederick
Sent: Monday, September 21, 2009 1:39 PM
To: Scott, Sandy
Subject: FW: NEA call.

Fred

Frederick Loo Wong
Public Affairs Specialist
Corporation for National and Community Service
fwong@cns.gov
Office: 202-606-6730
www.nationalservice.gov

Corporation for
**NATIONAL &
COMMUNITY
SERVICE** 

From: Yosi Sergant [<mailto:yosi@arts.gov>]
Sent: Friday, July 31, 2009 4:04 PM
To: Abernathy, Nell L.; Martin, Phillip
Subject: RE: NEA call.

Just checking avails first. Ill get time rec's now.

The call with [REDACTED] will be the one that will attract the most people...

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

From: Abernathy, Nell L. [<mailto:NAbernathy@cns.gov>]
Sent: Friday, July 31, 2009 2:36 PM
To: Martin, Philip; Yosi Sergant
Subject: RE: NEA call.

Yep. I can do that. Do you have set times, Yosi? I can set up numbers or are the folks leading the calls doing that.

Let me know how active you need us to be. Sending invitations and agendas or just jumping on.

Nellie Abernathy

10/1/2009

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

United We Serve
SERVE.GOV

From: Martin, Philip
Sent: Friday, July 31, 2009 1:37 PM
To: 'Yosi Sergant'
Cc: Abernathy, Nell L.
Subject: RE: NEA call.

What time on the 6th? Nellie, would you be on the call or me or both? Who's on the list? Happy to let you take the lead.

Re Philly, you probably want to engage [REDACTED]. He is among top people in the country doing research on public impact of local cultural/arts organizations. I spoke with him earlier this week before the [REDACTED] call. I think she knows him.
[REDACTED]

Nellie, maybe makes sense for you to do both of these? Let me know ---

Phil

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

From: Yosi Sergant [<mailto:yosi@arts.gov>]
Sent: Friday, July 31, 2009 1:26 PM
To: Martin, Philip
Subject: FW: NEA call.

Two calls:

This one is particularly for arts producers in Philly.

2nd Call:

[REDACTED] is putting together the call we discussed with Nellie.
They want to do it on the 6th. Cool?

Yosi Sergant

10/1/2009

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

From: [REDACTED]
Sent: Friday, July 31, 2009 12:25 PM
To: Yosi Sergant
Cc: Elizabeth Stark; Meegan Denenberg
Subject: NEA call.

Hi Yosi,

Just wanted to follow up, my request for you to join our out reach call to stake holders in the Philadelphia artist community some time after Aug 7th.
Please advise best dates and times.

best wishes,


[REDACTED]

.Begin forwarded message:

Wong, Frederick

From: Wong, Frederick
Sent: Monday, September 21, 2009 1:29 PM
To: Scott, Sandy
Subject: FW: Email invitation

Fred

Frederick Loo Wong
Public Affairs Specialist
Corporation for National and Community Service
fwong@cns.gov
Office: 202-606-6730
www.nationalservice.gov
Corporation for
**NATIONAL &
COMMUNITY
SERVICE** 

From: Yosi Sergant [<mailto:yosi@arts.gov>]
Sent: Tuesday, August 04, 2009 12:24 PM
To: Abernathy, Nell L.
Subject: FW: Email invitation

This is [REDACTED] letter...

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

From: [REDACTED]
Sent: Tuesday, August 04, 2009 8:12 AM
To: Yosi Sergant
Subject: Email invitation

Good morning Yosi!

Here is the rough draft of what I would like to send out by the end of the day today. I look forward to your thoughts.

[REDACTED]

10/1/2009

Dear XXXXX,

A call has come in to our generation. A call from the top. A call from a house that is White. A call that we must answer. And to answer it, we need you.

United We Serve is President Obama's call to service challenging all Americans to engage in sustained, meaningful community service. With the knowledge that ordinary people can achieve extraordinary things when given the proper tools, President Obama is asking us to come together to help lay a new foundation for growth, focusing on core areas of the recovery agenda – health care, energy and environment, safety and security, education, community renewal.

Now is the time for us to answer this call. It is time for us as a group of artists, promoters, organizers, influencers, marketers, tastemakers, leaders or just plain, cool people to join together and work together to promote a more civically engaged America and celebrate how the arts can be used for a positive change!

The *United We Serve* team, in collaboration with the *White House Office of Public Engagement* and X [who would this be?] is hosting a conference call outlining steps the arts community can take to spread the message of service and highlight the service work artists already perform in communities nationwide.

Please join us!

Date
Time
Call in number
Passcode

PLEASE RSVP to [REDACTED]

We all have a unique roll to play in making service accessible and fun for those who are not accustomed to volunteering. We know that engaging all Americans in service means we must expand the idea of service. Already, you are helping us to re-frame the image of volunteerism. You are organizing groups of students to clean up abandoned lots and create installations with the collected debris. You are bringing together service-minded punk-rockers to knit scarves for the needy. You are using graphic design to create websites that motivate to action rather than stultify to sleep.

On the call we will brainstorm plans for 9/11, a new National Day of Service and Remembrance. Further, we will share successful models of engagement and recruit stories of arts service to be highlighted on the *United We Serve* blog.

United We Serve initially runs from June 22 through September 11, but it will grow into a sustained, collaborative and focused effort to promote service as a way of life for all Americans.

We hope that you will join us on X. Attached you will find a flyer about *United We Serve*, information about posting stories and an agenda.

AGENDA

10/1/2009

I. Intro -

- a. Who's on the call
- b. What UWS is
- c. UWS accomplishments so far
- d. Why the arts community has a unique role to play

II. Specific asks

- a. Weekly conference call with UWS in lead up to 9/11
- b. Media event on or around 9/11
- c. Employ your media connections
- d. Blog posts before 9/11 on Serve.gov
- e. Next step – follow up with Nellie, think about event, jump on call next week to share

III. Examples of success

- a. Stories from Yosi
- b. Example from caller

IV. Q and A

Wong, Frederick

From: Wong, Frederick
Sent: Monday, September 21, 2009 1:29 PM
To: Scott, Sandy
Subject: FW: Email invitation

Fred

Frederick Loo Wong
Public Affairs Specialist
Corporation for National and Community Service
fwong@cns.gov
Office: 202-606-6730
www.nationalservice.gov



From: Yosi Sergant [<mailto:yosi@arts.gov>]
Sent: Tuesday, August 04, 2009 12:41 PM
To: [REDACTED] Abernathy, Nell L.
Subject: RE: Email invitation

[REDACTED] meet Nell. Nell meet [REDACTED]

[REDACTED] made some suggestions for adjustments to your letter bellow.

I filled Nell in on our chats. Can we all find time to hop on the phone today and lock this thing in?

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

From: [REDACTED]
Sent: Tuesday, August 04, 2009 8:12 AM
To: Yosi Sergant
Subject: Email invitation

Good morning Yosi!

Here is the rough draft of what I would like to send out by the end of the day today. I look forward to your thoughts.



Dear XXXXX,

A call has come in to our generation. A call from the top. A call from a house that is White. A call that we must answer. And to answer it, we need you.

Please join , _____, _____, _____, _____, _____ and _____ as we heed the Presidents call to action this summer—United We Serve.

United We Serve is President Obama's call to service challenging all Americans to engage in sustained, meaningful community service. With the knowledge that ordinary people can achieve extraordinary things when given the proper tools, President Obama is asking us to come together to help lay a new foundation for growth, focusing on core areas of the recovery agenda – health care, energy and environment, safety and security, education, community renewal.

Now is the time for us to answer this call. It is time for us as a group of artists, promoters, organizers, influencers, marketers, tastemakers, leaders or just plain, cool people to join together and work together to promote a more civically engaged America and celebrate how the arts can be used for a positive change! No one knows our communities better than we do. No one can inspire as much as we can. We have a unique roll to play in making service accessible and fun for those who are not accustomed to volunteering. We know that engaging all Americans in service means we must expand the idea of service. Already, you are helping us to re-frame the image of volunteerism.

The *United We Serve* team, in collaboration with the *White House Office of Public Engagement* and *The National Endowment for the Arts* is hosting a conference call outlining steps our community can take to spread the message of service and highlight the service work artists already perform in communities nationwide.

Please join us!

Date **August 6th, 2009**

Time _____

Call in number _____

Passcode _____

PLEASE RSVP to 

~~You are organizing groups of students to clean up abandoned lots and create installations with the collected debris. You are bringing together service-minded punk-rockers to knit scarves for the needy. You are using graphic design to create websites that motivate to action rather than stultify to sleep.~~

On the call we will hear from the United We Serve about the initiative and their plans for 9/11, a new National Day of Service and Remembrance, hear from the National Endowment for the Arts about the role artists play in shaping our communities and this initiative and brainstorm. Further, we will hear

from others who have successful models of engagement and recruit stories of how arts service can be fun, engaging and youthful.

United We Serve initially runs from June 22 through September 11, but it will grow into a sustained, collaborative and focused effort to promote service as a way of life for all Americans.

We hope that you will join us on X. Attached you will find a flyer about United We Serve, information about posting stories and an agenda.

AGENDA

I. Intro -

- a. Who's on the call
- b. What UWS is
- c. Why the arts community has a unique role to play

II. Specific asks

- a. Weekly conference call with UWS in lead up to 9/11
- b. Media event on or around 9/11
- c. Employ your media connections
- d. Blog posts before 9/11 on Serve.gov
- e. Next step – follow up with Nellie, think about event, jump on call next week to share

III. Examples of success

- a. Example from caller
- b. NEA wrap-up

IV. Q and A

Wong, Frederick

From: Wong, Frederick
Sent: Monday, September 21, 2009 1:27 PM
To: Scott, Sandy
Subject: FW: Email invitation

Fred

Frederick Loo Wong
Public Affairs Specialist
Corporation for National and Community Service
fwong@cns.gov
Office: 202-606-6730

www.nationalservice.gov

Corporation for
**NATIONAL &
COMMUNITY
SERVICE**

From: [REDACTED]
Sent: Tuesday, August 04, 2009 2:24 PM
To: Abernathy, Neil L.; Yosi Sergant
Subject: Re: Email invitation

Yosi? Are we good for 2:30?

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

From: Abernathy, Neil L.
To: [REDACTED]; Yosi Sergant
Sent: Tuesday, August 04, 2009 1:35 PM
Subject: RE: Email invitation

2:30 would be perfect for me. Yosi?
And I love the letter. So glad to be hanging with the cool kids.
Let me know if you need me to have anything else ready by then.

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

United We Serve
SERVE.GOV

From: [REDACTED]
Sent: Tuesday, August 04, 2009 12:43 PM
To: Yosi Sergant; Abernathy, Neil L.

10/1/2009

Subject: Re: Email invitation

Hi Nell -- great to meet you!

The changes look great. I am available at between 2:30 - 3:30. Let me know if that works.

Thanks!

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

From: Yosi Sergant

To: [REDACTED] Abernathy, Nell L.

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

Subject: RE: Email invitation

[REDACTED] meet Nell. Nell meet [REDACTED]

[REDACTED] made some suggestions for adjustments to your letter below.

I filled Nell in on our chats. Can we all find time to hop on the phone today and lock this thing in?

Yosi Sergant

Director

Office of Communications

National Endowment for the Arts

1100 Pennsylvania Avenue NW, Room 614

Washington DC 20506

202-682-5570 office

[REDACTED] cell

yosi@arts.gov

From: [REDACTED]

Sent: Tuesday, August 04, 2009 8:12 AM

To: Yosi Sergant

Subject: Email invitation

Good morning Yosi!

Here is the rough draft of what I would like to send out by the end of the day today. I look forward to your thoughts.

[REDACTED]

Dear XXXXX,

A call has come in to our generation. A call from the top. A call from a house that is White. A call that we must answer. And to answer it, we need you.

Please join , _____, _____, _____, _____ and _____ as we heed the Presidents call to action this summer—United We Serve.

10/1/2009

United We Serve is President Obama's call to service challenging all Americans to engage in sustained, meaningful community service. With the knowledge that ordinary people can achieve extraordinary things when given the proper tools, President Obama is asking us to come together to help lay a new foundation for growth, focusing on core areas of the recovery agenda – health care, energy and environment, safety and security, education, community renewal.

Now is the time for us to answer this call. It is time for us as a group of artists, promoters, organizers, influencers, marketers, tastemakers, leaders or just plain, cool people to join together and work together to promote a more civically engaged America and celebrate how the arts can be used for a positive change! No one knows our communities better than we do. No one can inspire as much as we can. We have a unique roll to play in making service accessible and fun for those who are not accustomed to volunteering. We know that engaging all Americans in service means we must expand the idea of service. Already, you are helping us to re-frame the image of volunteerism.

The *United We Serve* team, in collaboration with the *White House Office of Public Engagement* and *The National Endowment for the Arts* is hosting a conference call outlining steps our community can take to spread the message of service and highlight the service work artists already perform in communities nationwide.

Please join us!

Date August 6th, 2009

Time _____

Call in number _____

Passcode _____

PLEASE RSVP to 

~~You are organizing groups of students to clean up abandoned lots and create installations with the collected debris. You are bringing together service-minded punk rockers to knit scarves for the needy. You are using graphic design to create websites that motivate to action rather than stultify to sleep.~~

On the call we will hear from the United We Serve about the initiative and their plans for 9/11, a new National Day of Service and Remembrance, hear from the National Endowment for the Arts about the role artists play in shaping our communities and this initiative and brainstorm. Further, we will hear from others who have successful models of engagement and recruit stories of how arts service can be fun, engaging and youthful.

United We Serve initially runs from June 22 through September 11, but it will grow into a sustained, collaborative and focused effort to promote service as a way of life for all Americans.

We hope that you will join us on X. Attached you will find a flyer about United We Serve, information about posting stories and an agenda.

AGENDA

I. Intro -

- a. Who's on the call
- b. What UWS is
- c. Why the arts community has a unique role to play

II. Specific asks

- a. Weekly conference call with UWS in lead up to 9/11
- b. Media event on or around 9/11
- c. Employ your media connections
- d. Blog posts before 9/11 on Serve.gov
- e. Next step – follow up with Nellie, think about event, jump on call next week to share

III. Examples of success

- a. Example from caller
- b. NEA wrap-up

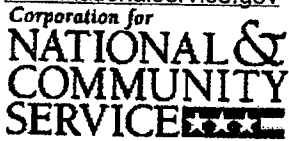
IV. Q and A

Wong, Frederick

From: Wong, Frederick
Sent: Monday, September 21, 2009 12:27 PM
To: Scott, Sandy
Subject: FW: call today

Fred

Frederick Loo Wong
Public Affairs Specialist
Corporation for National and Community Service
fwong@cns.gov
Office: 202-606-6730
www.nationalservice.gov



From: [REDACTED]
Sent: Monday, August 10, 2009 10:24 AM
To: Abernathy, Nell L.; Yosi Sergant
Subject: Re: call today

I think it might be good to hop on the phone before the call just so we can quickly go over the call. How does 1PM work for everyone?

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

From: Abernathy, Nell L.
To: [REDACTED] Yosi Sergant
Sent: Monday, August 10, 2009 10:19 AM
Subject: call today

Hey – will you let me know what parts (if any) you want me to address on today's call? I want to be prepared!
Looking forward to it.

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



Wong, Frederick

From: Wong, Frederick
Sent: Monday, September 21, 2009 12:34 PM
To: Scott, Sandy
Subject: FW: call today

RSVP List.

Fred

Frederick Loo Wong
Public Affairs Specialist
Corporation for National and Community Service
fwong@cns.gov
Office: 202-606-6730
www.nationalservice.gov
Corporation for
**NATIONAL &
COMMUNITY
SERVICE**

From: [REDACTED]
Sent: Monday, August 10, 2009 1:06 PM
To: Yosi Sergant; Abernathy, Nell L.
Subject: Re: call today

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

From: Yosi Sergant
To: [REDACTED]; Abernathy, Nell L.
Sent: Monday, August 10, 2009 10:33 AM
Subject: RE: call today

Works for me.

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

From: [REDACTED]
Sent: Monday, August 10, 2009 10:24 AM
To: Abernathy, Nell L.; Yosi Sergant
Subject: Re: call today

I think it might be good to hop on the phone before the call just so we can quickly go over the call. How does

10/1/2009

1PM work for everyone?

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

From: Abernathy, Nell L.

To: [REDACTED] Yosi Sergant

Sent: Monday, August 10, 2009 10:19 AM

Subject: call today

Hey – will you let me know what parts (if any) you want me to address on today's call? I want to be prepared!
Looking forward to it.

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

United We Serve
SERVE.GOV

Wong, Frederick

From: Wong, Frederick
Sent: Monday, September 21, 2009 12:39 PM
To: Scott, Sandy
Subject: FW: call today

Fred

Frederick Loo Wong
Public Affairs Specialist
Corporation for National and Community Service
fwong@cns.gov
Office: 202-606-6730
www.nationalservice.gov

Corporation for
**NATIONAL &
COMMUNITY
SERVICE** ★★ ★

From: [REDACTED]
Sent: Monday, August 10, 2009 4:27 PM
To: Abernathy, Nell L.
Subject: Re: call today

How'd it go?

Also, when do you leave DC? I'm going to visit [REDACTED] the second or third week of september. Not saying we have to hang out (though I'd like to), but I also don't want to sneak into your town without telling you. Let me know what you think...

[REDACTED]

On Aug 10, 2009, at 10:08 AM, Abernathy, Nell L. wrote:

Other fancy people on call in attached list if you're interested...

Nellie Abernathy
United We Serve
Corporation for National and Community Service
202-606-6766
Nabernathy@cns.gov
<Image001.gif>

From: [REDACTED]
Sent: Monday, August 10, 2009 1:06 PM
To: Yosi Sergant; Abernathy, Nell L.
Subject: Re: call today

10/1/2009

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

From: Yosi Sergant
To: [REDACTED]; Abernathy, Nell L.
Sent: Monday, August 10, 2009 10:33 AM
Subject: RE: call today

Works for me.

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

From: [REDACTED]
Sent: Monday, August 10, 2009 10:24 AM
To: Abernathy, Nell L.; Yosi Sergant
Subject: Re: call today

I think it might be good to hop on the phone before the call just so we can quickly go over the call. How does 1PM work for everyone?

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

From: Abernathy, Nell L.
To: [REDACTED]; Yosi Sergant
Sent: Monday, August 10, 2009 10:19 AM
Subject: call today

Hey – will you let me know what parts (if any) you want me to address on today's call? I want to be prepared!
Looking forward to it.

Nellie Abernathy
United We Serve
Corporation for National and Community Service
202-606-6766
Nabernathy@cns.gov
<image001.gif>

<United We Serve List.xlsx>

Bryant, Tom

From: Yosi Sergant [yosi@arts.gov]
Sent: Monday, August 10, 2009 10:33 AM
To: Abernathy, Nell L.
Subject: RE: call today

I emailed Kal. He is working on it.

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

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

I didn't make an ask! In chatting with [REDACTED] I thought you had asked Kalpenn. Totally dropped that ball. Do you want to touchbase with WH or should I?

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

United We Serve
SERVE.GOV

From: Yosi Sergant [mailto:yosi@arts.gov]
Sent: Monday, August 10, 2009 10:21 AM
To: Abernathy, Nell L.
Subject: RE: call today

Who from the WH is on the phone?

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

10/14/2009

From: Abernathy, Nell L. [mailto:NAbernathy@cns.gov]
Sent: Monday, August 10, 2009 10:20 AM
To: [REDACTED]; Yosi Sergant
Subject: call today

Hey – will you let me know what parts (if any) you want me to address on today’s call? I want to be prepared!
Looking forward to it.

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

United We Serve

SERVE.GOV

Bryant, Tom

From: Yosi Sergant [yosi@arts.gov]
Sent: Monday, August 10, 2009 1:41 PM
To: Abernathy, Nell L.
Subject: RE: call today

I did.

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

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

Called office and cell – no answer. I think email is best bet with her... you sent?

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

United We Serve
SERVE.GOV

From: Yosi Sergant [mailto:yosi@arts.gov]
Sent: Monday, August 10, 2009 1:36 PM
To: Abernathy, Nell L.
Subject: RE: call today

Kal cant do it. We need to ask buffy. Nell can you call?! Im emailing.

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

10/14/2009

From: Abernathy, Nell L. [mailto:NAbernathy@cns.gov]
Sent: Monday, August 10, 2009 1:33 PM
To: [REDACTED]; Yosi Sergant
Subject: RE: call today

Ok – a few issues with the conference call (we’ve been really having problems with our service!) – but nothing insurmountable.

- 1) they’ve added lines so we’ll be fine
- 2) they did not/cannot schedule a moderator. So we need to mute everyone – pain in the ASS! Sorry. So the first thing you say [REDACTED] should be to ask everyone to press *6. Then when people speak they can unmute their phones by pressing *6 again.

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

United We Serve
SERVE.GOV

From: [REDACTED]
Sent: Monday, August 10, 2009 1:08 PM
To: Yosi Sergant; Abernathy, Nell L.
Subject: Re: call today

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

From: Yosi Sergant
To: [REDACTED]; Abernathy, Nell L.
Sent: Monday, August 10, 2009 10:33 AM
Subject: RE: call today

Works for me.

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

From: [REDACTED]
Sent: Monday, August 10, 2009 10:24 AM
To: Abernathy, Nell L.; Yosi Sergant

Subject: Re: call today

I think it might be good to hop on the phone before the call just so we can quickly go over the call.
How does 1PM work for everyone?



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

From: Abernathy, Nell L.

To: [Redacted]; Yosi Sergant

Sent: Monday, August 10, 2009 10:19 AM

Subject: call today

Hey – will you let me know what parts (if any) you want me to address on today’s call? I want to be prepared!

Looking forward to it.

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

United We Serve

SERVE.GOV

Wong, Frederick

From: Wong, Frederick
Sent: Monday, September 21, 2009 1:03 PM
To: Scott, Sandy
Subject: FW: New Invitation

Fred

Frederick Loo Wong
Public Affairs Specialist
Corporation for National and Community Service
fwong@cns.gov
Office: 202-606-6730
www.nationalservice.gov

Corporation for
**NATIONAL &
COMMUNITY
SERVICE** ★★ ★

From: [REDACTED]
Sent: Thursday, August 06, 2009 3:27 PM
To: Yosi Sergant; Abernathy, Nell L.
Subject: Re: New Invitation

I will learn more tonight. I am speaking with them at 6PM

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

From: Yosi Sergant
To: [REDACTED]; Abernathy, Nell L.
Sent: Thursday, August 06, 2009 3:24 PM
Subject: RE: New Invitation

Perfect. Using art?

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

From: [REDACTED]
Sent: Thursday, August 06, 2009 3:10 PM
To: Yosi Sergant; Abernathy, Nell L.
Subject: Re: New Invitation

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

10/1/2009

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

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

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

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

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

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

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

United We Serve
SERVE.GOV

From: [REDACTED]
Sent: Thursday, August 06, 2009 1:49 PM
To: Abernathy, Nell L.; Yosi Sergant
Subject: Re: New Invitation

I am awaiting confirmation on two more hosts. It will definitely go out by 5PM today. I will send you both the final version.

Thanks
[REDACTED]

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

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

Subject: RE: New Invitation

This is great. When's it going out?

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

United We Serve
SERVE.GOV

From: [REDACTED]
Sent: Wednesday, August 05, 2009 3:37 PM
To: Yosi Sergant; Abernathy, Nell L.
Subject: New Invitation

Hello Yosi & Nellie,

Here is the new invitation!

Yosi – did you have in mind putting the host's name on the call? or in those spaces (highlighted in yellow) do we want to put your name, Nellie's name and the person who will be joining from White House? Is [REDACTED] interested in joining us?

Lastly, once I get your list of suggestions, I will go over and make the appropriate phone calls and emails to all the people that we would like to invite to participate on the call.

Thanks!
[REDACTED]

Dear XXXXX,

A call has come in to our generation. A call from the top. A call from a house that is White. A call that we must answer. And to answer it, we need you.

Please join , _____, _____, _____, _____ and _____ as we heed the President's call to action this summer — United We Serve.

United We Serve is President Obama's call to service challenging all Americans to engage in sustained, meaningful community service. With the knowledge that ordinary people can achieve extraordinary things when given the proper tools, **President Obama is asking us to come together** to help lay a new foundation for growth, focusing on core areas of the recovery agenda – health care, energy and environment, safety and security, education, community renewal.

Now is the time for us to answer this call. It is time for us as a group of artists, promoters, organizers, influencers, marketers, tastemakers, leaders or just plain, cool people to join together and work together to promote a more civically engaged America and celebrate how the arts can be used for a positive change! No one knows our communities better than we do. No one can inspire as much as we can. We have a unique role to play in making service accessible and fun for those who are not accustomed to volunteering. We know that engaging all Americans in service means we must expand the idea of service. Already, you are helping us to re-frame the image of volunteerism.

The **United We Serve** team, in collaboration with the **White House Office of Public Engagement** and **The National Endowment for the Arts** is hosting a conference call outlining steps our community can take to spread the message of service and highlight the service work artists already perform in communities nationwide.

Please join us!
Date August 10, 2009

10/1/2009

Time 2PM EST / 11AM PST
Call In: 888-324-6998
Passcode: 50912

PLEASE RSVP to [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
- 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

10/1/2009

Wong, Frederick

From: Wong, Frederick
Sent: Monday, September 21, 2009 1:01 PM
To: Scott, Sandy
Subject: FW: United We Serve Conference Call // Invitation

Fred

Frederick Loo Wong
Public Affairs Specialist
Corporation for National and Community Service fwong@cns.gov
Office: 202-606-6730
www.nationalservice.gov

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

From: Yosi Sergant [mailto:yosi@arts.gov]
Sent: Thursday, August 06, 2009 6:57 PM
To: Abernathy, Nell L.
Subject: Fw: United We Serve Conference Call // Invitation

Nice. Tomorrow.

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

From: [REDACTED]
To: Yosi Sergant
Sent: Thu Aug 06 21:46:00 2009
Subject: Re: United We Serve Conference Call // Invitation

How can I get down Yosi? I'm working with epiphany doing brand consulting and event production for pepsi

Love to see how we could collaborate our corporate funds with what you're working on

Lemme know
Same cell [REDACTED]
Sent from my Verizon Wireless BlackBerry

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

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

This Monday, there is a conference call for arts oriented marketers & producers to discuss the President's United We Serve initiative that I thought you might like to participate in.

Yosi Sergant
Director
Office of Communications
National Endowment for the Arts
1100 Pennsylvania Avenue NW, Room 614
Washington DC 20506
202-682-5570 office
[REDACTED] cell.
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] as we heed the President's call to action this summer -- United We Serve.

United We Serve is President Obama's call to service challenging all Americans to engage in sustained, meaningful community service. With the knowledge that ordinary people can achieve extraordinary things when given the proper tools, President Obama is asking us to come together<<http://www.serve.gov/remarks.asp>> to help lay a new foundation for growth, focusing on core areas of the recovery agenda - health care, energy and environment, safety and security, education, community renewal.

Now is the time for us to answer this call. It is time for us as a group of artists, producers, promoters, organizers, influencers, marketers, tastemakers, leaders or just plain, cool people to join together and work together to promote a more civically engaged America and celebrate how the arts can be used for a positive change! No one knows our communities better than we do. No one can inspire as much as we can. We have a unique role to play in making service accessible and fun for those who are not accustomed to volunteering. We know that engaging all Americans in service means we must expand the idea of service. Already, you are helping us to re-frame the image of volunteerism.

The United We Serve team, in collaboration with the White House Office of Public Engagement and The National Endowment for the Arts is hosting a conference call outlining steps our community can take to spread the message of service and highlight the service work artists already perform in communities nationwide.

Please join us!

Date: Monday, August 10, 2009

Time: 2PM EST / 11AM PST

Call In: 888-324-6998

Passcode: 50912

PLEASE RSVP to [REDACTED]

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/)<<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