

Yosi Sergeant

From: Abernathy, Nell L. [NAbernathy@cns.gov]
Sent: Wednesday, July 29, 2009 5:41 PM
To: Yosi Sergeant
Subject: RE: United We Serve
Attachments: image001.gif

Awesomeness. I talked to [REDACTED] today. Are they still cool?

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

United We Serve

SERVE.GOV

From: Yosi Sergeant [mailto:yosi@arts.gov]
Sent: Wednesday, July 29, 2009 5:27 PM
To: Abernathy, Nell L.
Subject: FW: United We Serve

Fyi. This is [REDACTED] policy director... a real 'cool kid.'

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

From: [REDACTED] [mailto:[REDACTED]]
Sent: Tuesday, July 28, 2009 4:47 PM
To: Yosi Sergeant
Subject: United We Serve

Hi Yosi,

It was good to see you a few weeks ago in Washington. After our conversation, I thought it would be a really good idea to convene via a conference call some significant tastemakers/producers who can support United We Serve. As many of us contributed our services to the campaign, I would love to gather some of those folks to use their enthusiasm to get behind the President's very important service initiative. Here are some people who I think could be part of the call:

[REDACTED], Founder & Publisher of [REDACTED]
[REDACTED] Actress

[REDACTED] Actress & Director
[REDACTED] Director ([REDACTED])
[REDACTED] Executive Director of [REDACTED]
[REDACTED] NBA All-Star
[REDACTED] MTV

And it would be great to get 3-4 other point people from around the country to pull together some of their contacts for the call as well.

Look forward to your thoughts.

Best,

[REDACTED]

Yosi Sergeant

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

Sounds cool.
What do I have to do?

[REDACTED]

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

Would you want to join this bunch? The idea is to bring together the big thinkers to hear about the service initiative and to use a few names as attractors to the call.

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

From: [REDACTED] [mailto:[REDACTED]]
Sent: Tuesday, July 28, 2009 4:47 PM
To: Yosi Sergeant
Subject: United We Serve

Hi Yosi,

It was good to see you a few weeks ago in Washington. After our conversation, I thought it would be a really good idea to convene via a conference call some significant tastemakers/producers who can support United We Serve. As many of us contributed our services to the campaign, I would love to gather some of those folks to use their enthusiasm to get behind the President's very important service initiative. Here are some people who I think could be part of the call:

[REDACTED], Founder & Publisher of [REDACTED]

[REDACTED], Actress

[REDACTED], Actress & Director

[REDACTED], Director [REDACTED]

[REDACTED], Executive Director of [REDACTED]

[REDACTED], NBA All-Star

[REDACTED], MTV

And it would be great to get 3-4 other point people from around the country to pull together some of their contacts for the call as well.

Look forward to your thoughts.

Best,

[REDACTED]

Yosi Sergant

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

I think this is the place to start. Did you get the short list of folks from my end that could be on the call? I would add to that:

[REDACTED] Actress, Singer

Maybe [REDACTED] and [REDACTED] could provide their lists as well?

Do you want to hop on the phone?

[REDACTED]-

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

From: "Yosi Sergant" <yosi@arts.gov>
To: [REDACTED]
Sent: Thursday, July 30, 2009 2:18 PM
Subject: RE: follow up

>I would say let's start making a list of 'tastemakers' and 'producers'
>you think should be on this call. Folks from the arts community that
>are 'unaffiliated'...

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

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

> From: [REDACTED] [mailto:[REDACTED]]
> Sent: Thursday, July 30, 2009 1:53 PM
> To: Yosi Sergant
> Subject: Re: follow up
>

> August 6th would be perfect. I can work on the text of the letter.
> Let me know how you want to proceed?
>
> I have to think of someone from the South...let me think and get back
> to you.
>
> [REDACTED]
>

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

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

> To: <[REDACTED]>

> Sent: Wednesday, July 29, 2009 8:25 PM

> Subject: Re: follow up

>

>

>> Aug 6th?

>> We can work on the text to make it more... Us.

>> Yes. I asked [REDACTED] to be on it.

>> I think [REDACTED] is good to add. Who in sf or south or north east?

>>

>>

>>

>>

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

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

>> To: Yosi Sergant

>> Sent: Wed Jul 29 19:01:18 2009

>> Subject: Re: follow up

>>

>> Hi Yosi,

>>

>> I think that this is great. I am more than happy to help arrange
>> this call. When did you have in mind for the call to take place?

>>

>> Also, are there other influencers around the country that you think
>> should be included?

>>

>> Thanks,

>> [REDACTED]

>>

>>

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

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

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

>> Sent: Wednesday, July 29, 2009 5:30 PM

>> Subject: FW: follow up

>> 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:yosi@arts.gov>>
>>

>>
>> From: Abernathy, Nell L.
>> Sent: Wednesday, July 29, 2009 3:39 PM
>> To: Yosi Sergeant
>> Subject: follow up
>>

>> Hey Yosi,
>>

>> Thanks for chatting yesterday - I'm attaching a few docs and
>> running through what I think are my next steps. Feed back is welcome.
>>

>> Art event coordination
>>

>> 1) invite and draft agenda for call is attached - let me know
>> what you think. I can send out - someone else can - once we decide
>> when it will happen, who will be on and who will help lead.
>>

>> 2) Which brings me to... When do you think we should do it? What
>> is a reasonable time frame for getting together a list and recruiting
>> some of your friends to lead? Is Aug 6 too soon?
>>

>> 3) I think we should make the ask for 9/11 (or the week of
>> 9/4-9/11). Seems like a good push. Thoughts?
>>

>> Nellie
>>

>> Nellie Abernathy
>>

>> United We Serve
>>

>> Corporation for National and Community Service
>>

>> 202-606-6766
>>

>> Nabernathy@cns.gov
>>

>>

>>

>>

>>

>>

>>

>>

Yosi Sergeant

From: [REDACTED]
Sent: Monday, August 03, 2009 8:23 PM
To: Yosi Sergeant
Subject: Re: follow up

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

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

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

> yup
>
> 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
>
>

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

> From: [REDACTED] [mailto:[REDACTED]]
> Sent: Monday, August 03, 2009 6:04 PM
> To: Yosi Sergeant
> Subject: Re: follow up
>

> Can I call you later? After 8?

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

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

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

> To: [REDACTED] <[REDACTED]>

> Subject: RE: follow up
>
>

> Got time now?
>

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

> [REDACTED] cell
> yosi@arts.gov
>
>
> -----Original Message-----
> From: [REDACTED] [mailto:[REDACTED]]
> Sent: Sunday, August 02, 2009 3:08 PM
> To: Yosi Sergant
> Subject: Re: follow up
>
> Hey Yosi,
>
> You wanna hop on the phone tomorrow to go through this? If we are
> trying to get a conference call together for Thurs., we probably
> should solidify the list by tomorrow night.
>
> Let me know if you are around tomorrow.
>
> Thanks!
> [REDACTED]
>
> ----- Original Message -----
> From: "Yosi Sergant" <yosi@arts.gov>
> To: "[REDACTED]" <[REDACTED]>
> Sent: Thursday, July 30, 2009 2:18 PM
> Subject: RE: follow up
>
>
>>I would say let's start making a list of 'tastemakers' and 'producers'
>>you think should be on this call. Folks from the arts community that
>>are 'unaffiliated'...
>>
>> Yosi Sergant
>> Director
>> Office of Communications
>> National Endowment for the Arts
>> 1100 Pennsylvania Avenue NW, Room 614 Washington DC 20506
>> 202-682-5570 office
>> [REDACTED] cell
>> yosi@arts.gov
>>
>>
>> -----Original Message-----
>> From: [REDACTED] [mailto:[REDACTED]]
>> Sent: Thursday, July 30, 2009 1:53 PM
>> To: Yosi Sergant
>> Subject: Re: follow up
>>
>> August 6th would be perfect. I can work on the text of the letter.
>> Let me know how you want to proceed?
>>
>> I have to think of someone from the South...let me think and get back
>> to you.
>>
>> [REDACTED]
>>
>> ----- Original Message -----

Yosi Sergant

From: Yosi Sergant
Sent: Tuesday, August 04, 2009 6:28 PM
To: 'NAbernathy@cns.gov'; [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] [mailto:[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] at the [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!

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] [mailto:[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] <mailto:[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 Sergeant

Director

Office of Communications

National Endowment for the Arts

1100 Pennsylvania Avenue NW, Room 614

Washington DC 20506

202-682-5570 office

[REDACTED] cell

yosi@arts.gov

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

Yosi? Are we good for 2:30?

[REDACTED]

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

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

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

Hi Nell -- great to meet you!

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

Thanks!

[REDACTED]

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

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

To: [REDACTED] <mailto:[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] [mailto:[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] at [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

Yosi Sergeant

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

Of course

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

From: Yosi Sergeant <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] <[REDACTED]>
To: Yosi Sergeant; 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 Sergeant
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] (NY), [REDACTED] (Portland), [REDACTED] (Artist, Los Angeles), [REDACTED] (Philly)

Yosi Sergeant

Director

Office of Communications

National Endowment for the Arts

1100 Pennsylvania Avenue NW, Room 614

Washington DC 20506

202-682-5570 office

[REDACTED] cell

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

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

Hi Nellie and Yosi,

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

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

I can do 3:30...

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

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

Director

Office of Communications

National Endowment for the Arts

1100 Pennsylvania Avenue NW, Room 614

Washington DC 20506

202-682-5570 office

[REDACTED] cell

yosi@arts.gov

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

Yosi? Are we good for 2:30?

[REDACTED]

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

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

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

To: Yosi Sergeant

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] at [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

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

III. Examples of success

a. Example from caller

b. NEA wrap-up

IV. Q and A

Yosi Sergant

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

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

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

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

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

Is [REDACTED] doing a project?

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] editor/publisher, [REDACTED] and [REDACTED]'s [REDACTED]? I've been in talks with both about similar stuff but if you think not appropriate I'll continue with them on a separate track.

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

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

From: Yosi Sergeant [mailto:yosi@arts.gov]
Sent: Tuesday, August 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] <[REDACTED]>
To: Yosi Sergeant; 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 Sergeant
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] ([REDACTED] NY), [REDACTED] ([REDACTED] Portland), [REDACTED] (Artist, Los Angeles), [REDACTED] ([REDACTED] Philly)

Yosi Sergeant

Director

Office of Communications

National Endowment for the Arts

1100 Pennsylvania Avenue NW, Room 614

Washington DC 20506

202-682-5570 office

[REDACTED] cell

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

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

Hi Nellie and Yosi,

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

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

I can do 3:30...

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

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

Director

Office of Communications

National Endowment for the Arts

1100 Pennsylvania Avenue NW, Room 614

Washington DC 20506

202-682-5570 office

[REDACTED] cell

yosi@arts.gov

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

██████████ cell

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

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

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

Please join us!

Date August 6th, 2009

Time _____

Call in number _____

Passcode _____

PLEASE RSVP to [REDACTED] at [REDACTED]

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

Yosi Sergeant

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

Hey Yosi,

How would like me to invite other hosts?

[REDACTED]

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

From: Yosi Sergeant
To: [REDACTED]; Abernathy, Nell L.
Sent: Tuesday, August 04, 2009 7:53 PM
Subject: RE: Email invitation

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

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

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

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

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

Hi Nellie and Yosi,

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

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!

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] [mailto:[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] [mailto:[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] [mailto:[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] [mailto:[REDACTED]]
Sent: Tuesday, August 04, 2009 8:12 AM
To: Yosi Sergeant
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] at [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

Yosi Sergeant

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

This is what I was talking about

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

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] at [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

Yosi Sergant

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

100%. I'm in.

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

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

Want to be a host for this?

Yosi

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

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] at [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

Yosi Sergeant

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

Count me in homie!

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

Want to be a host for this?

Yosi

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

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

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] at [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

Yosi Sergeant

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

Good morning Yosi!

Do you want me to reach out to [REDACTED] and [REDACTED]

[REDACTED]

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

From: Yosi Sergeant
To: [REDACTED]; Abernathy, Nell L.
Sent: Tuesday, August 04, 2009 7:53 PM
Subject: RE: Email invitation

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

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

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

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

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

Hi Nellie and Yosi,

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

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!

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] [mailto:[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] [mailto:[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] [mailto:[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] tell

yosi@arts.gov

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

Yosi Sergant

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

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

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

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

United We Serve

SERVE.GOV

From: Yosi Sergant [mailto:yosi@arts.gov]
Sent: Thursday, August 06, 2009 3:09 PM
To: Abernathy, Nell L.; [REDACTED]
Subject: RE: New Invitation

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

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

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

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

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

United We Serve

SERVE.GOV

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

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

Thanks
[REDACTED]

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

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

This is great. When's it going out?

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

United We Serve

SERVE.GOV

From: [REDACTED] [mailto:[REDACTED]]
Sent: Wednesday, August 05, 2009 3:37 PM
To: Yosi Sergeant; Abernathy, Nell L.
Subject: New Invitation

Hello Yosi & Nellie,

Here is the new invitation!

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

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

Thanks!
[REDACTED]

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] at [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

Yosi Sergeant

From: [REDACTED]
Sent: Thursday, August 06, 2009 3:10 PM
To: Yosi Sergeant; Abernathy, Nell L.
Subject: Re: New Invitation
Attachments: image001.gif

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

[REDACTED]

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

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

From: Abernathy, Nell L. [mailto:NAbernathy@cns.gov]
Sent: Thursday, August 06, 2009 3:07 PM
To: [REDACTED]; Yosi Sergeant
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] [mailto:[\[REDACTED\]](mailto:[REDACTED])]
Sent: Thursday, August 06, 2009 1:49 PM
To: Abernathy, Nell L.; Yosi Sergeant
Subject: Re: New Invitation

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

Thanks
[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] [mailto:[REDACTED]]
Sent: Wednesday, August 05, 2009 3:37 PM
To: Yosi Sergant; Abernathy, Nell L.
Subject: New Invitation

Hello Yosi & Nellie,

Here is the new invitation!

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

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

Thanks!
[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] at [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

Yosi Sergant

From: [REDACTED]
Sent: Thursday, August 06, 2009 5:14 PM
To: [REDACTED]; [REDACTED]; [REDACTED]; [REDACTED]
Cc: Yosi Sergant; Abernathy, Nell L.; [REDACTED]
Subject: United We Serve Conference Call // Invitation
Attachments: Stories for United We Serve.doc; united we serve flyer.pdf

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

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

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

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

Please join us!

Date: Monday, August 10, 2009
Time: 2PM EST / 11AM PST
Call In: 888-324-6998
Passcode: 50912

PLEASE RSVP to [REDACTED] at [REDACTED]

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

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

AGENDA

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

Yosi Sergeant

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

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

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

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

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

Please join us!

Date: Monday, August 10, 2009
Time: 2PM EST / 11AM PST
Call In: 888-324-6998
Passcode: 50912

PLEASE RSVP to [REDACTED] at [REDACTED]

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

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

AGENDA

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

Yosi Sergant

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

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

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

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

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

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

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

Please join us!

Date: Monday, August 10, 2009
Time: 2PM EST / 11AM PST
Call In: 888-324-6998
Passcode: 50912

PLEASE RSVP to [REDACTED] at [REDACTED]

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

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

AGENDA

I. Intro -

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

II. Specific asks

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

III. Examples of success

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

IV. Q and A

United We Serve

SERVE.GOV

"Economic recovery is as much about what you're doing in your communities as what we're doing in Washington – and it's going to take all of us, working together. I'm calling on all Americans to make volunteering and community service part of your daily life and the life of this nation."

President Barack Obama

The President and First Lady launched United We Serve in partnership with the Corporation for National and Community Service. United We Serve is a nationwide initiative, beginning this summer, to create a sustained, collaborative, and focused effort to meet community needs and make service a way of life for all Americans. The online home of United We Serve is **Serve.gov**.

Confident that ordinary people can achieve extraordinary things when given the proper tools, President Obama has called on Americans to both expand the impact of existing organizations by engaging new volunteers in their work and encourage volunteers to develop their own "do-it-yourself" projects.

PURPOSE

United We Serve will take traditional calls to service further by:

- Putting volunteers on a path to sustained service.
- Asking volunteers to become volunteer organizers by identifying unmet needs in their community, developing their own service projects, and engaging others who are interested in the same issue area.
- Providing easy-to-use tools on **Serve.gov** for volunteers to set outcome-oriented goals and track their community impact.
- Calling upon Americans to form new community partnerships and join together across historical barriers of religion, race, and ethnicity.

FOCUS

United We Serve will empower Americans to participate this summer by:

- Promoting clean energy, energy efficiency, and public land restoration.
- Supporting education and literacy for all Americans.
- Increasing health care access, public health awareness, and prevention.
- Providing community renewal to areas hardest hit by the economic crisis.
- Ensuring our communities are safe from disasters and our veterans and military families are supported.

The summer initiative will culminate on September 11, 2009, a National Day of Service and Remembrance, but United We Serve is ongoing. The National Day of Service and Remembrance will recognize the summer's accomplishments, honor those who died on September 11, 2001 by serving in their memory, and encourage Americans to make an ongoing commitment to service.



If you want to volunteer, here's how you can search for volunteer opportunities.

1. Visit **Serve.gov**.
2. Enter some of the keywords of the kind of volunteer activity that interests you, as well as your city, state, or ZIP code.
3. Click "Find Opportunities Now."
4. You will be directed to the website of All for Good and it will list opportunities in your area that match your interests, along with a map of their location.
5. To ensure you have a quality experience, browse the different opportunities that show up. Visit organizations' websites and call to make a connection. Tell them you are a United We Serve volunteer answering the President's call to service, and look forward to helping them expand their community impact.
6. Tell us your Story of Service. We might feature it on **Serve.gov** this summer.

Register Your Project

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

Register Now

Find a Volunteer Opportunity

What interests you?

Keywords

Where would you like to volunteer?

Location

City, State, ZIP

Find Opportunities Now

POWERED BY
All for Good

If you are an organization and want to recruit volunteers, here's how you can post your volunteer opportunities.

1. Visit **Serve.gov**.
2. Click "Register Now."
3. You will be directed to create an account.
4. This account registers you/your organization with **Serve.gov** so that you can post your volunteer opportunities and they will be searchable by visitors to the site. You can also track volunteer sign ups.
5. Make sure your posting includes all the key words that would come to mind when someone is searching for your volunteer opportunity (i.e., if you organize a park trail clean up, include the words "nature," "park," "trail," "environment," etc).
6. Please let us know about your service experience by clicking on "Share Your Story." We will feature stories on **Serve.gov** throughout the summer.

If you don't see a local volunteer opportunity that interests you, **Serve.gov** offers some toolkits to help you organize your own service projects.

America is made stronger when citizens come together with their friends, family, and neighbors to improve their local communities. We encourage you to visit our Toolkits section to get started.

Cooperation for
**NATIONAL &
COMMUNITY
SERVICE** ★★ ★

United We Serve

SERVE.GOV

Share Your Story of Service

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

A compelling service story:

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

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

Quick Questions – be sure to include the following information:

Who is the point of contact for the project? _____

Phone: _____

Email: _____

Who are the members of the service group? _____

Where is the service project?

Organization: _____ City/State: _____

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

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

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

Tips for telling a good story. A good story:

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

Please submit your story to Phil Martin, Outreach Coordinator, United We Serve: pmartin@cns.gov.
Please include in your submission the answers to the "quick questions" section above.

Thank You.

Yosi Sergeant

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

Owns [REDACTED] in Los Angeles

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

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

From: [REDACTED] [mailto:[REDACTED]]
Sent: Thursday, August 06, 2009 6:27 PM
To: Yosi Sergeant
Subject: Re: United We Serve Conference Call // Invitation

Would love too. I will RSVP.

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

> This Monday, there is a conference call for arts oriented marketers &
> producers to discuss the President's United We Serve initiative that I
> thought you might like to participate in.
>
>
> Yosi Sergeant
> Director
> Office of Communications
> National Endowment for the Arts
> 1100 Pennsylvania Avenue NW, Room 614
> Washington DC 20506
> 202-682-5570 office
> [REDACTED] cell
> yosi@arts.gov<<mailto:serganty@arts.endow.gov>>
>
> A call has come in to our generation. A call from the top. A call from
> a house that is White. A call that we must answer. And to answer it,
> we need you.
> Please join [REDACTED], [REDACTED], [REDACTED], [REDACTED]
> [REDACTED], [REDACTED], [REDACTED], [REDACTED] and [REDACTED] as
> we heed the President's call to action this summer -- United We Serve.
> United We Serve is President Obama's call to service challenging all
> Americans to engage in sustained, meaningful community service. With
> the knowledge that ordinary people can achieve extraordinary things
> when given the proper tools, President Obama is asking us to come
> together<<http://www.serve.gov/remarks.asp>> to help lay a new

> foundation for growth, focusing on core areas of the recovery agenda
> - health care, energy and environment, safety and security, education,
> community renewal.
> Now is the time for us to answer this call. It is time for us as a
> group of artists, producers, promoters, organizers, influencers,
> marketers, tastemakers, leaders or just plain, cool people to join
> together and work together to promote a more civically engaged America
> and celebrate how the arts can be used for a positive change! No one
> knows our communities better than we do. No one can inspire as much as
> we can. We have a unique role to play in making service accessible and
> fun for those who are not accustomed to volunteering. We know that
> engaging all Americans in service means we must expand the idea of
> service. Already, you are helping us to re-frame the image of
> volunteerism.
> The United We Serve team, in collaboration with the White House Office
> of Public Engagement and The National Endowment for the Arts is
> hosting a conference call outlining steps our community can take to
> spread the message of service and highlight the service work artists
> already perform in communities nationwide.
> Please join us!

>
> Date: Monday, August 10, 2009
>
> Time: 2PM EST / 11AM PST
>
> Call In: 888-324-6998
>
> Passcode: 50912
>
>
> PLEASE RSVP to [REDACTED] at
> [REDACTED] <mailto:[REDACTED]>
> >

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

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

> II. Specific asks
>
> a. Weekly conference call with UWS in lead up to 9/11
>
> b. Media event on or around 9/11
>
> c. Employ your media connections
>
> d. Blog posts before 9/11 on Serve.gov<<http://serve.gov/>>
>
> e. Next step - follow up with Nellie, think about event, jump on
> call next week to share
>
> III. Examples of success
>
> a. Example from caller
>
> b. NEA wrap-up
>
> IV. Q and A
>
>
>
>
> <winmail.dat>

Yosi Sergant

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

Thanx, Yosi.

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

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

That is so incredibly awesome!

Are you based in DC now?

You deserve great things.

Happy B again, Mr. Leo~

[REDACTED]

[REDACTED]

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

Thanks [REDACTED]

This call is for the people who can come up with a good idea and get it done. Little and big. They are putting together a network of the 'producers & promoters' out there like you and me... to turn on to activate on arts issues. Forward to 3 or 4 of your top thinkers in other markets?

...and thank you for the birthday wishes.

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

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

Sent: Thursday, August 06, 2009 6:33 PM

To: Yosi Sergant

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

Wow, thanx, Yosi!

I actually sent you an early Happy B'day message last night... but didn't have this address for you so I'll go find it (tho it was only like one line).

Actually, HAPPY early BIRTHDAY!

Ha~

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

This Monday, there is a conference call for arts oriented marketers & producers to discuss the President's *United We Serve* initiative that I thought you might like to participate in.

Yosi Sergant

Director**Office of Communications**

National Endowment for the Arts

1100 Pennsylvania Avenue NW, Room 614

Washington DC 20506

202-682-5570 office

_____ cell

yosi@arts.gov

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.

United We Serve is President Obama's call to service challenging all Americans to answer the call. **United We Serve** is President Obama's call to service challenging all Americans to answer the call.

United We Serve is President Obama's call to service challenging all Americans to engage in sustained, meaningful community service. With the knowledge that ordinary people can achieve extraordinary things when given the proper tools, President Obama is asking us to come together to help lay a new foundation for growth, focusing on core areas of the recovery agenda – health care, energy and environment, safety and security, education, community renewal. Now is the time for us to answer this call. It is time for us as a group of artists, producers, promoters, organizers, influencers, marketers, tastemakers, leaders or just plain, cool people to join together and work together to promote a more civically engaged America and celebrate how the arts can be used for a positive change! No one knows our communities better than we do. No one can inspire as much as we can. We have a unique role to play in making service

accessible and fun for those who are not accustomed to volunteering. We know that engaging all Americans in service means we must expand the idea of service. Already, you are helping us to re-frame the image of volunteerism. The *United We Serve* team, in collaboration with the *White House Office of Public Engagement* and *The National Endowment for the Arts* is hosting a conference call outlining steps our community can take to spread the message of service and highlight the service work artists already perform in communities nationwide.

Please join us!

Date: Monday, August 10, 2009

Time: 2PM EST / 11AM PST

Call In: 888-324-6998

Passcode: 50912

PLEASE RSVP to [REDACTED] at [REDACTED]

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>

Yosi Sergant

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

RSVP'ed

[REDACTED]

* Sent from my Sprint® BlackBerry

email: [REDACTED]

mobile: [REDACTED]

website: [REDACTED]

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

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

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

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

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

Now is the time for us to answer this call. It is time for us as a group of artists, producers, promoters, organizers, influencers, marketers, tastemakers, leaders or just plain, cool people to join together and work together to promote a more civically engaged America and celebrate how the arts can be used for a positive change! No one knows our communities better than we do. No one can inspire as much as we can. We have a unique role to play in making service

accessible and fun for those who are not accustomed to volunteering. We know that engaging all Americans in service means we must expand the idea of service. Already, you are helping us to re-frame the image of volunteerism.

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

Please join us!

Date: Monday, August 10, 2009
Time: 2PM EST / 11AM PST
Call In: 888-324-6998
Passcode: 50912

PLEASE RSVP to [REDACTED] at [REDACTED]

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

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

AGENDA

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

Yosi Sergant

From: [REDACTED]
Sent: Thursday, August 06, 2009 9:08 PM
To: Yosi Sergeant
Subject: Re: United We Serve Conference Call // Invitation

Ugh! I will be driving from London to Wales.
Keep me posted. Dying to participate.

CoFounder

w <http://www.>

Follow us at

<http://twitter.com/...>
...all the kids are doing it...

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

This Monday, there is a conference call for arts oriented marketers & producers to discuss the President's United We Serve initiative that I thought you might like to participate in.

Yosi Sergant
Director
Office of Communications
National Endowment for the Arts
1100 Pennsylvania Avenue NW, Room 614
Washington DC 20506
202-682-5570 office
[REDACTED] cell
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] and [REDACTED] as we heed the President's call to action this summer -- United We Serve. United We Serve is President Obama's call to service challenging all Americans to engage in sustained,

meaningful community service. With the knowledge that ordinary people can achieve extraordinary things when given the proper tools, President Obama is asking us to come together<<http://www.serve.gov/remarks.asp>> to help lay a new foundation for growth, focusing on core areas of the recovery agenda - health care, energy and environment, safety and security, education, community renewal. Now is the time for us to answer this call. It is time for us as a group of artists, producers, promoters, organizers, influencers, marketers, tastemakers, leaders or just plain, cool people to join together and work together to promote a more civically engaged America and celebrate how the arts can be used for a positive change! No one knows our communities better than we do. No one can inspire as much as we can. We have a unique role to play in making service accessible and fun for those who are not accustomed to volunteering. We know that engaging all Americans in service means we must expand the idea of service. Already, you are helping us to re-frame the image of volunteerism.

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

Date: Monday, August 10, 2009

Time: 2PM EST / 11AM PST

Call In: 888-324-6998

Passcode: 50912

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

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

AGENDA

I. Intro -

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

II. Specific asks

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

c. Employ your media connections

d. Blog posts before 9/11 on Serve.gov<<http://serve.gov/>>

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

III. Examples of success

a. Example from caller

b. NEA wrap-up

IV. Q and A

<winmail.dat>

Yosi Sergant

From: [REDACTED]
Sent: Thursday, August 06, 2009 9:36 PM
To: Yosi Sergant
Subject: Re: United We Serve Conference Call // Invitation

Yosi,

Still interested.....on a plane from ny to la at that time..

[REDACTED]
On Thu, Aug 6, 2009 7:21 pm, Yosi Sergant wrote:

> This Monday, there is a conference call for arts oriented marketers &
> producers to discuss the President's United We Serve initiative that I
> thought you might like to participate in.

>

> Yosi Sergant

>

> Director

>

> Office of Communications

>

> National Endowment for the Arts

>

> 1100 Pennsylvania Avenue NW, Room 614

> Washington DC 20506

> 202-682-5570 office

> [REDACTED] cell

> yosi@arts.gov

>

> -----

>

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

>

> Please join [REDACTED], [REDACTED], [REDACTED], [REDACTED]

> [REDACTED], [REDACTED], [REDACTED], [REDACTED] and [REDACTED] as

> we heed the President's call to action this summer -- United We Serve.

>

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

>

> Now is the time for us to answer this call. It is time for us as a
> group of artists, producers, promoters, organizers, influencers,
> marketers, tastemakers, leaders or just plain, cool people to join
> together and work together to promote a more civically engaged America
> and celebrate how the arts can be used for a positive change! No one
> knows our communities better than we do. No one can inspire as much as

- > we can. We have a unique role to play in making service accessible and
- > fun for those who are not accustomed to volunteering. We know that
- > engaging all Americans in service means we must expand the idea of
- > service. Already, you are helping us to re-frame the image of
- > volunteerism.
- >
- > The United We Serve team, in collaboration with the White House Office
- > of Public Engagement and The National Endowment for the Arts is
- > hosting a conference call outlining steps our community can take to
- > spread the message of service and highlight the service work artists
- > already perform in communities nationwide.
- >
- > Please join us!
- >
- > Date: Monday, August 10, 2009
- >
- > Time: 2PM EST / 11AM PST
- >
- > Call In: 888-324-6998
- >
- > Passcode: 50912
- >
- > PLEASE RSVP to [REDACTED] at [REDACTED]
- >
- > On the call we will hear from the United We Serve about the initiative
- > and their plans for 9/11, a new National Day of Service and
- > Remembrance, hear from the National Endowment for the Arts about the
- > role artists play in shaping our communities and this initiative and
- > brainstorm. Further, we will hear from others who have successful
- > models of engagement and recruit stories of how arts service can be
- > fun, engaging and youthful. United We Serve initially runs from June
- > 22 through September 11, but it will grow into a sustained,
- > collaborative and focused effort to promote service as a way of life
- > for all Americans.
- >
- > We hope that you will join us on Monday. Attached you will find a
- > flyer about United We Serve, information about posting stories and an
- > agenda.
- >
- > AGENDA
- >
- > I. Intro -
- >
- > a. Who's on the call
- >
- > b. What UWS is
- >
- > c. Why the arts community has a unique role to play
- >
- > II. Specific asks
- >
- > a. Weekly conference call with UWS in lead up to 9/11
- >
- > b. Media event on or around 9/11
- >
- > c. Employ your media connections
- >

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

Yosi Sergant

From: [REDACTED]
Sent: Thursday, August 06, 2009 10:17 PM
To: Yosi Sergant
Subject: Re: United We Serve Conference Call // Invitation

Ok most definitely. What's your best number

Sent from my Verizon Wireless BlackBerry

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

From: Yosi Sergant <yosi@arts.gov>

Date: Thu, 6 Aug 2009 18:56:46

To: '[REDACTED]' <[REDACTED]>

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

Oh. We can put this together.

This call is step one. Gathering together the producers and people movers... The folks who activate... All on one call.

Let's speak tomorrow.

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

From: [REDACTED] <[REDACTED]>

To: Yosi Sergant

Sent: Thu Aug 06 21:46:00 2009

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

How can I get down Yosi? I'm working with [REDACTED] doing brand consulting and event production for [REDACTED]

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

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

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

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

Please join us!

Date: Monday, August 10, 2009

Time: 2PM EST / 11AM PST

Call In: 888-324-6998

Passcode: 50912

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

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

AGENDA

I. Intro -

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

II. Specific asks

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

III. Examples of success

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

IV. Q and A

Yosi Sergant

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

Awesome!

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

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

--

All The Best,

[REDACTED]
[REDACTED]
ph* [REDACTED]
fx* [REDACTED]
cell* [REDACTED]

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

From: Yosi Sergant
Date: Fri, 7 Aug 2009 10:52:21 -0400
To: [REDACTED]
Subject: RE: United We Serve Conference Call // INVITATION
Great & Thank you...

So glad you will join us. This call is step one at gathering the troops... the 'get it done' squad...

Talk to you then.

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

From: [REDACTED] ([REDACTED]) [mailto:[REDACTED]]
Sent: Friday, August 07, 2009 10:50 AM
To: Yosi Sergant
Subject: Fw: United We Serve Conference Call // INVITATION

Yosi-

I'll be on! Congrats on the awesome new gig!

--

All The Best,

[REDACTED]
[REDACTED]
ph* [REDACTED]

fx* [REDACTED]

cell* [REDACTED]

[REDACTED]
http:// [REDACTED]

From: [REDACTED]

Date: Fri, 07 Aug 2009 09:10:19 -0400

To: [REDACTED] >

Subject: United We Serve Conference Call // INVITATION

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

Xoxoxo

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

This Monday, there is a conference call for arts oriented marketers & producers to discuss the President's United We Serve initiative that I thought you might like to participate in. This is a call intended to get the real movers moving. Invite some of your favorite folks.

Yosi Sergant

Director

Office of Communications

National Endowment for the Arts

1100 Pennsylvania Avenue NW, Room 614

Washington DC 20506

202-682-5570 office

[REDACTED] cell

yosi@arts.gov

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

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

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

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

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

Please join us!

Date: Monday, August 10, 2009

Time: 2PM EST / 11AM PST

Call In: 888-324-6998

Passcode: 50912

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

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

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

AGENDA

I. Intro -

- a. Who's on the call
- b. What UWS is

- c. Why the arts community has a unique role to play

II. Specific asks

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

III. Examples of success

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

IV. Q and A

Yosi Sergeant

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

Hi Yosi,
Happy to join, let us know

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

On Aug 7, 2009, at 8:30 AM, [REDACTED] wrote:

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

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

Yosi Sergeant

Director

Office of Communications

National Endowment for the Arts

1100 Pennsylvania Avenue NW, Room 614

Washington DC 20506

202-682-5570 office

[REDACTED] cell

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

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

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

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

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

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

Please join us!

Date: Monday, August 10, 2009

Time: 2PM EST / 11AM PST

Call In: 888-324-6998

Passcode: 50912

PLEASE RSVP to [REDACTED] at [REDACTED]

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

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

AGENDA

I. Intro -

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

II. Specific asks

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

- c. Employ your media connections
- d. Blog posts before 9/11 on Serve.gov <<http://serve.gov/>>
- e. Next step - follow up with Nellie, think about event, jump on call next week to share

III. Examples of success

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

IV. Q and A

--
[REDACTED]
W: [REDACTED]
C: [REDACTED]

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

Yosi Sergeant

From: [REDACTED]
Sent: Friday, August 07, 2009 2:07 PM
To: Abernathy, Nell L.; Yosi Sergeant
Subject: Re: United We Serve Conference Call // Invitation
Attachments: image001.gif

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.
To: [REDACTED]; Yosi Sergeant
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

United We Serve

SERVE.GOV

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

That would be great.

We would love to include him.

[REDACTED]

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

From: Abernathy, Nell L.
To: [REDACTED]; Yosi Sergeant
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

SRVE-000

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

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

Subject: United We Serve Conference Call // Invitation

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,

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

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

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

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

Please join us!

Date: Monday, August 10, 2009

Time: 2PM EST / 11AM PST

Call In: 888-324-6998
Passcode: 50912

PLEASE RSVP to [REDACTED] at [REDACTED]

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

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

AGENDA

I. Intro -

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

II. Specific asks

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

III. Examples of success

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

IV. Q and A

Yosi Sergant

From: [REDACTED]
Sent: 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] - artist
[REDACTED] - artist
[REDACTED] - artist
[REDACTED] - artist
[REDACTED] - dealer
[REDACTED] - advisor
[REDACTED] - gallerist

All best,
[REDACTED]

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

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

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

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

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

Please join us!

Date: Monday, August 10, 2009
Time: 2PM EST / 11AM PST
Call In: 888-324-6998
Passcode: 50912

PLEASE RSVP to [REDACTED] at [REDACTED]

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>

Yosi Sergeant

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

Hi Yosi,

[REDACTED] would like to participate. Please send us the conference call information.

Thanks.

[REDACTED]

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

> This Monday, there is a conference call for arts oriented marketers &
> producers to discuss the President's United We Serve initiative that I
> thought you might like to participate in.
>
>
> Yosi Sergeant
> Director
> Office of Communications
> National Endowment for the Arts
> 1100 Pennsylvania Avenue NW, Room 614
> Washington DC 20506
> 202-682-5570 office
> [REDACTED] cell
> yosi@arts.gov<<mailto:serganty@arts.endow.gov>>
>
> A call has come in to our generation. A call from the top. A call from
> a house that is White. A call that we must answer. And to answer it,
> we need you.
> Please join [REDACTED], [REDACTED], [REDACTED], [REDACTED],
> [REDACTED], [REDACTED], [REDACTED] and [REDACTED] as
> we heed the President's call to action this summer -- United We Serve.
> United We Serve is President Obama's call to service challenging all
> Americans to engage in sustained, meaningful community service. With
> the knowledge that ordinary people can achieve extraordinary things
> when given the proper tools, President Obama is asking us to come
> together<<http://www.serve.gov/remarks.asp>> to help lay a new
> foundation for growth, focusing on core areas of the recovery agenda
> - health care, energy and environment, safety and security, education,
> community renewal.
> Now is the time for us to answer this call. It is time for us as a
> group of artists, producers, promoters, organizers, influencers,
> marketers, tastemakers, leaders or just plain, cool people to join
> together and work together to promote a more civically engaged America
> and celebrate how the arts can be used for a positive change! No one
> knows our communities better than we do. No one can inspire as much as
> we can. We have a unique role to play in making service accessible and

> fun for those who are not accustomed to volunteering. We know that
> engaging all Americans in service means we must expand the idea of
> service. Already, you are helping us to re-frame the image of
> volunteerism.
> The United We Serve team, in collaboration with the White House Office
> of Public Engagement and The National Endowment for the Arts is
> hosting a conference call outlining steps our community can take to
> spread the message of service and highlight the service work artists
> already perform in communities nationwide.
> Please join us!

>
> Date: Monday, August 10, 2009
>
> Time: 2PM EST / 11AM PST
>
> Call In: 888-324-6998
>
> Passcode: 50912
>
>
> PLEASE RSVP to [REDACTED] at
> [REDACTED] <mailto:[REDACTED]>
>
> On the call we will hear from the United We Serve about the initiative
> and their plans for 9/11, a new National Day of Service and
> Remembrance, hear from the National Endowment for the Arts about the
> role artists play in shaping our communities and this initiative and
> brainstorm. Further, we will hear from others who have successful
> models of engagement and recruit stories of how arts service can be
> fun, engaging and youthful. United We Serve initially runs from June
> 22 through September 11, but it will grow into a sustained,
> collaborative and focused effort to promote service as a way of life
> for all Americans.
> We hope that you will join us on Monday. Attached you will find a
> flyer about United We Serve, information about posting stories and an
> agenda.

>
> AGENDA
>
> I. Intro -
>
> a. Who's on the call
>
> b. What UWS is
>
> c. Why the arts community has a unique role to play
>
> II. Specific asks
>
> a. Weekly conference call with UWS in lead up to 9/11
>
> b. Media event on or around 9/11
>
> c. Employ your media connections
>
> d. Blog posts before 9/11 on Serve.gov<<http://serve.gov/>>

> e. Next step - follow up with Nellie, think about event, jump on
> call next week to share
>
> III. Examples of success
>
> a. Example from caller
>
> b. NEA wrap-up
>
> IV. Q and A
>
>
>
>
> <winmail.dat>

p
f

Yosi Sergeant

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

I'll be on it – happy to download you afterwards [REDACTED]

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

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

From: Yosi Sergeant [mailto:yosi@arts.gov]
Sent: Thursday, August 06, 2009 2:25 PM
To: [REDACTED]
Subject: United We Serve Conference Call // Invitation

[REDACTED] & [REDACTED]

This is a call for arts oriented marketers and producers to discuss *United We Serve*.

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

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

Now is the time for us to answer this call. It is time for us as a group of artists, promoters, organizers, influencers, marketers, tastemakers, leaders or just plain, cool people to join together and work together to promote a more civically engaged America and celebrate how the arts can be used for a positive change! No one knows our communities better than we do. No one can inspire as much as we can. We have a unique role to play in making service accessible and fun

for those who are not accustomed to volunteering. We know that engaging all Americans in service means we must expand the idea of service. Already, you are helping us to re-frame the image of volunteerism.

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

Please join us!

Date: Monday, August 10, 2009
Time: 2PM EST / 11AM PST
Call In: 888-324-6998
Passcode: 50912

PLEASE RSVP to [REDACTED] at [REDACTED]

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

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

AGENDA

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

Yosi Sergeant

From: [REDACTED]
Sent: Friday, August 07, 2009 7:22 PM
To: Yosi Sergeant
Subject: RE: United We Serve Conference Call // Invitation

Havnt heard from you in so long, heard that you moved to DC, and great to hear you are doing well.

What are you going at the National Endowment for the Arts?

[REDACTED]
[REDACTED]
[REDACTED]

[REDACTED] c
[REDACTED] w
[REDACTED] f
[REDACTED]

From: Yosi Sergeant [mailto:yosi@arts.gov]
Sent: Thursday, August 06, 2009 3:24 PM
To: Yosi Sergeant
Subject: United We Serve Conference Call // Invitation

This Monday, there is a conference call for arts oriented marketers & producers to discuss the President's *United We Serve* initiative that I thought you might like to participate in.

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

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

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

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

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

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

Please join us!

Date: Monday, August 10, 2009

Time: 2PM EST / 11AM PST

Call In: 888-324-6998

Passcode: 50912

PLEASE RSVP to [REDACTED], at [REDACTED]

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

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

AGENDA

I. Intro -

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

II. Specific asks

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

III. Examples of success

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

IV. Q and A

Yosi Sergant

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

Hi [REDACTED] -

Just wanted to RSVP for tomorrow's call.

Thanks for the invite Yosi.

[REDACTED]

--

[REDACTED]
e: [REDACTED] | m: [REDACTED]

Facebook, LinkedIn, Twitter... You know the drill.

Sent via BlackBerry

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

From: Yosi Sergant <yosi@arts.gov>

Date: Sun, 9 Aug 2009 12:04:22

To: '[REDACTED]' <[REDACTED]>

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

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

From: Yosi Sergant

To: Yosi Sergant

Sent: Thu Aug 06 18:23:41 2009

Subject: United We Serve Conference Call // Invitation

This Monday, there is a conference call for arts oriented marketers & producers to discuss the President's United We Serve initiative that I thought you might like to participate in.

Yosi Sergant

Director

Office of Communications

National Endowment for the Arts

1100 Pennsylvania Avenue NW, Room 614

Washington DC 20506

202-682-5570 office

[REDACTED] cell

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

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

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

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

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

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

Please join us!

Date: Monday, August 10, 2009

Time: 2PM EST / 11AM PST

Call In: 888-324-6998

Passcode: 50912

PLEASE RSVP to [REDACTED] at [REDACTED] <mailto:[REDACTED]>

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

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

AGENDA

I. Intro -

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

II. Specific asks

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

III. Examples of success

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

IV. Q and A

Yosi Sergeant

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

I didn't make an ask! In chatting with [REDACTED] 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 Sergeant [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 Sergeant
Director
Office of Communications
National Endowment for the Arts
1100 Pennsylvania Avenue NW, Room 614
Washington DC 20506
202-682-5570 office
[REDACTED] cell
yosi@arts.gov

From: Abernathy, Nell L. [mailto:NAbernathy@cns.gov]
Sent: Monday, August 10, 2009 10:20 AM
To: [REDACTED]; Yosi Sergeant
Subject: call today

Hey – will you let me know what parts (if any) you want me to address on today's call? I want to be prepared! Looking forward to it.

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

United We Serve

SERVE.GOV

Yosi Sergeant

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

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

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

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

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

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

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

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

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

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

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

[REDACTED] (b)(2)

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

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

I'd ask you to come on and give the exact spiel you gave on Saturday. Walk them through the WH Arts Policy. They won't know it. Then I will take them into United We Serve and the NEA.

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

From: Modi, Kalpen S. [mailto:[REDACTED]] (b)(2)
Sent: Monday, August 10, 2009 10:26 AM
To: Yosi Sergeant
Subject: RE: can you make the call today at 2?

I'm trying to get a sense of who the organizer(s) are so I can ask if it's kosher for me to hop on. I don't know what I'd really contribute. Any thoughts?

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

From: Yosi Sergeant [mailto:yosi@arts.gov]
Sent: Monday, August 10, 2009 10:23 AM
To: Modi, Kalpen S.
Subject: can you make the call today at 2?

I think it would be way helpful.

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

Yosi Sergant

From: [REDACTED]
Sent: Monday, August 10, 2009 1:00 PM
To: Yosi Sergant
Subject: Re: list
Attachments: United We Serve List.xlsx

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

From: Yosi Sergant
To: [REDACTED]
Sent: Monday, August 10, 2009 12:16 PM
Subject: list

Can you send me the list of rsmps?

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

Yosi Sergeant

From: [REDACTED]
Sent: Monday, August 10, 2009 1:06 PM
To: Yosi Sergeant; Abernathy, Nell L.
Subject: Re: call today
Attachments: image001.gif; United We Serve List.xlsx

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

From: Yosi Sergeant
To: [REDACTED]; Abernathy, Nell L.
Sent: Monday, August 10, 2009 10:33 AM
Subject: RE: call today

Works for me.

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

From: [REDACTED] [mailto:[REDACTED]]
Sent: Monday, August 10, 2009 10:24 AM
To: Abernathy, Nell L.; Yosi Sergeant
Subject: Re: call today

I think it might be good to hop on the phone before the call just so we can quickly go over the call. How does 1PM work for everyone?

[REDACTED]

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

From: Abernathy, Nell L.
To: [REDACTED]; Yosi Sergeant
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

From: Modi, Kalpen S. [REDACTED]
Sent: Monday, August 10, 2009 1:30 PM
To: Yosi Sergant
Subject: RE: you in?

(b)(2)

Kalpen Modi
Associate Director
White House Office of Public Engagement

[REDACTED] (b)(2)

Here is about $\frac{3}{4}$ of who is on the call....

[illegible]

(b)(6)

[REDACTED]

Film Marketing

[REDACTED]

Actress/Director

Marketing

[REDACTED]

Magazine
Marketing // Magazine

[REDACTED]

Event Producer
Actress

[REDACTED]

(b)(6)

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

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

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

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

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

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

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

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

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

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

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

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

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

Yosi Sergeant

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

I'll call

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

United We Serve

SERVE.GOV

From: Yosi Sergeant [mailto:yosi@arts.gov]
Sent: Monday, August 10, 2009 1:36 PM
To: Abernathy, Nell L.
Subject: RE: call today

Kal cant do it. We need to ask buffy. Nell can you call?! Im emailing.

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

From: Abernathy, Nell L. [mailto:NAbernathy@cns.gov]
Sent: Monday, August 10, 2009 1:33 PM
To: [REDACTED] Yosi Sergeant
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] [mailto:[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] [mailto:[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?

[REDACTED]

----- 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

Yosi Sergeant

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

Called office and cell – no answer. I think email is best bet with her... you sent?

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

United We Serve

SERVE.GOV

From: Yosi Sergeant [mailto:yosi@arts.gov]
Sent: Monday, August 10, 2009 1:36 PM
To: Abernathy, Nell L.
Subject: RE: call today

Kal cant do it. We need to ask buffy. Nell can you call?! Im emailing.

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

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

[REDACTED]

----- 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

Yosi Sergeant

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

Buffy is going to be on

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

United We Serve

SERVE.GOV

From: Yosi Sergeant [mailto:yosi@arts.gov]
Sent: Monday, August 10, 2009 1:36 PM
To: Abernathy, Nell L.
Subject: RE: call today

Kal cant do it. We need to ask buffy. Nell can you call?! Im emailing.

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

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

[REDACTED]

----- 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

Yosi Sergeant

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

Im on.

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

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

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

United We Serve

SERVE.GOV

Yosi Sergeant

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

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

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

United We Serve

SERVE.GOV

From: Yosi Sergeant [mailto:yosi@arts.gov]
Sent: Monday, August 10, 2009 2:04 PM
To: [REDACTED] Abernathy, Nell L.
Subject: great group!

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

Yosi Sergeant

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

was that fine?

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

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

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

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

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

I'm on the call!

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

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

Buffy-

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

Yosi Sergeant

Director

Office of Communications

National Endowment for the Arts

1100 Pennsylvania Avenue NW, Room 614

Washington DC 20506

202-682-5570 office

[REDACTED] cell (b)(6)

yosi@arts.gov

Yosi Sergeant

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

Thanks buffy!

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

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

I'm on the call!

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

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

Buffy-

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

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

Yosi Sergeant

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

Hi Yosi,

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

Thanks again,
[REDACTED]

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

On Aug 10, 2009, at 10:06 AM, Yosi Sergeant wrote:

Last minute invite...

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

From: Yosi Sergeant
Sent: Monday, August 10, 2009 11:38 AM
To: Yosi Sergeant
Subject: Reminder TODAY - United We Serve Conference Call - 2:00 pm EST / 11:00 am PST

Reminder

Today-- Monday August 10th, 2009 at 2:00 pm EST / 11:00 am PST -- join the White House and National Endowment for the Arts for a conference call with to discuss the President's United We Serve initiative.

Yosi Sergant

Director

Office of Communications

National Endowment for the Arts

1100 Pennsylvania Avenue NW, Room 614

Washington DC 20506

202-682-5570 office

██████████ cell

yosi@arts.gov

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, 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 ██████████ at ██████████

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

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

AGENDA

I. Intro -

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

II. Specific asks

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

III. Examples of success

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

IV. Q and A

Yosi Sergeant

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

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

Yosi 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

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

From: [REDACTED] [mailto:[REDACTED]]
Sent: Monday, August 10, 2009 3:14 PM
To: Yosi Sergeant
Subject: Re: Reminder TODAY - United We Serve Conference Call - 2:00 pm EST / 11:00 am PST

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

Till then,

[REDACTED]
Yosi Sergeant wrote:

> Hi bud. It was a conference call.
>
> Unfortunately, we do not fund individual projects/artists. Wish I could help!
>
> Yosi Sergeant
> Director
> Office of Communications
> National Endowment for the Arts
> 1100 Pennsylvania Avenue NW, Room 614
> Washington DC 20506
> 202-682-5570 office
> [REDACTED] cell
> yosi@arts.gov
>
>

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

> From: [REDACTED] [mailto:[REDACTED]]
> Sent: Monday, August 10, 2009 2:44 PM
> To: Yosi Sergeant
> Subject: Re: Reminder TODAY - United We Serve Conference Call - 2:00
> pm EST / 11:00 am PST
>

> Y:
>
> Bit confused, is this an event?
>
> BTW, are there any good steps I could take to work with you and
>
> the National Endowment of the Arts towards funding for our Mural Project in Miami this
December.
>
> If I am barking up the wrong tree, please disregard the email.
>
> Hope you are well.
>
> [REDACTED]
>
> Yosi Sergant wrote:
>
>> Last minute invite...
>>
>> *Yosi Sergant*
>>
>> *Director *
>>
>> *Office of Communications *
>>
>> *National Endowment for the Arts*
>>
>> 1100 Pennsylvania Avenue NW, Room 614
>>
>> Washington DC 20506
>>
>> 202-682-5570 office
>>
>> [REDACTED] cell
>>
>> _yosi@arts.gov <mailto:serganty@arts.endow.gov>_
>>
>> *From:* Yosi Sergant
>> *Sent:* Monday, August 10, 2009 11:38 AM
>> *To:* Yosi Sergant
>> *Subject:* Reminder TODAY - United We Serve Conference Call - 2:00 pm
>> EST / 11:00 am PST
>>
>> Reminder
>>
>> Today- Monday August 10th , 2009 at 2:00 pm EST / 11:00 am PST -
>> join the White House and National Endowment for the Arts for a
>> conference call with to discuss the President's United We Serve initiative.
>>
>> *Yosi Sergant*
>>
>> *Director *
>>
>> *Office of Communications *
>>
>> *National Endowment for the Arts*
>>

>> 1100 Pennsylvania Avenue NW, Room 614
>>
>> Washington DC 20506
>>
>> 202-682-5570 office
>>
>> [REDACTED] cell
>>
>> _yosi@arts.gov <mailto:serganty@arts.endow.gov>_
>>
>> _____
>>
>> A call has come in to our generation. A call from the top. A call
>> from a house that is White. A call that we must answer. And to answer
>> it, we need you.
>>
>> Please join* [REDACTED], [REDACTED], [REDACTED],
>> [REDACTED], [REDACTED], [REDACTED], [REDACTED] and [REDACTED]
>> [REDACTED] *as we heed the President's call to action this summer --*
>> United We Serve.*
>>
>> United We Serve is President Obama's call to service challenging all
>> Americans to engage in sustained, meaningful community service. With
>> the knowledge that ordinary people can achieve extraordinary things
>> when given the proper tools, President Obama is asking us to come
>> together <<http://www.serve.gov/remarks.asp>> to help lay a new
>> foundation for growth, focusing on core areas of the recovery agenda
>> - health care, energy and environment, safety and security,
>> education, community renewal.
>>
>> Now is the time for us to answer this call. It is time for us as a
>> group of artists, producers, promoters, organizers, influencers,
>> marketers, tastemakers, leaders or just plain, cool people to join
>> together and work together to promote a more civically engaged
>> America and celebrate how the arts can be used for a positive change!
>> No one knows our communities better than we do. No one can inspire as
>> much as we can. We have a unique role to play in making service
>> accessible and fun for those who are not accustomed to volunteering.
>> We know that engaging all Americans in service means we must expand
>> the idea of service. Already, you are helping us to re-frame the
>> image of volunteerism.
>>
>> The United We Serve team, in collaboration with the White House
>> Office of Public Engagement and The National Endowment for the Arts
>> is hosting a conference call outlining steps our community can take
>> to spread the message of service and highlight the service work
>> artists already perform in communities nationwide.
>>
>> Please join us!
>>
>> * *
>>
>> *Date: Monday, August 10, 2009*
>>
>> *Time: 2PM EST / 11AM PST*
>>
>> *Call In: 888-324-6998*

>>
>> *Passcode: 50912*
>>
>> PLEASE RSVP to [REDACTED] at [REDACTED]
>> <mailto:[REDACTED]>.
>>
>> On the call we will hear from the United We Serve about the
>> initiative and their plans for 9/11, a new National Day of Service
>> and Remembrance, hear from the National Endowment for the Arts about
>> the role artists play in shaping our communities and this initiative
>> and brainstorm. Further, we will hear from others who have successful
>> models of engagement and recruit stories of how arts service can be
>> fun, engaging and youthful. United We Serve initially runs from June
>> 22 through September 11, but it will grow into a sustained,
>> collaborative and focused effort to promote service as a way of life
>> for all Americans.
>>
>> We hope that you will join us on Monday. Attached you will find a
>> flyer about United We Serve, information about posting stories and an
>> agenda.
>>
>> AGENDA
>>
>> I. Intro -
>>
>> a. Who's on the call
>>
>> b. What UWS is
>>
>> c. Why the arts community has a unique role to play
>>
>> II. Specific asks
>>
>> a. Weekly conference call with UWS in lead up to 9/11
>>
>> b. Media event on or around 9/11
>>
>> c. Employ your media connections
>>
>> d. Blog posts before 9/11 on Serve.gov <<http://serve.gov/>>
>>
>> e. Next step - follow up with Nellie, think about event, jump on call
>> next week to share
>>
>> III. Examples of success
>>
>> a. Example from caller
>>
>> b. NEA wrap-up
>>
>> IV. Q and A
>>
>>
>
> --
>
> [REDACTED] / [REDACTED] | T * [REDACTED] | C * [REDACTED]

> [REDACTED] | [REDACTED] * [REDACTED]
>
>
>
>
>

--

[REDACTED] / [REDACTED] | T • [REDACTED] | C • [REDACTED] [REDACTED] | [REDACTED]
[REDACTED] • [REDACTED]

Yosi Sergant

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

Nice job today [REDACTED]

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

thanks,

[REDACTED]
On Aug 8, 2009, at 4:31 PM, [REDACTED] wrote:

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

Talk to you then!

Thanks
[REDACTED]

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

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

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

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

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

Hello All,

sorry for the late notice.

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

Best wishes,
[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] and [REDACTED] as we heed the President's call to action this summer – United We Serve.

United We Serve is President Obama's call to service challenging all Americans to engage in sustained, meaningful community service. With the knowledge that ordinary people can achieve extraordinary things when given the proper tools, President Obama is asking us to come together to help lay a new foundation for growth, focusing on core areas of the recovery agenda – health care, energy and environment, safety and security, education, community renewal. Now is the time for us to answer this call. It is time for us as a group of artists, promoters, organizers, influencers, marketers, tastemakers, leaders or just plain, cool people to join together and work together to promote a more civically engaged America and celebrate how the arts can be used for a positive change! No one knows our communities better than we do. No one can inspire as much as we can. We have a unique role to play in making service accessible and fun for those who are not accustomed to volunteering. We know that engaging all Americans in service means we must expand the idea of service. Already, you are helping us to re-frame the image of volunteerism.

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

Please join us!

Date: Monday, August 10, 2009

Time: 2PM EST / 11AM PST

Call In: 888-324-6998

Passcode: 50912

PLEASE RSVP to [REDACTED] at [REDACTED]

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

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

AGENDA

I. Intro -

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

II. Specific asks

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

III. Examples of success

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

IV. Q and A

<< Stories for United We Serve.doc >>

<< united we serve flyer.pdf >>

—
Be Yourself @ mail.com

Choose From 200+ Email Addresses

Get a **Free** Account at www.mail.com!

Yosi Sergeant

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

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

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

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

Last minute invite...

Yosi Sergeant

Director

Office of Communications

National Endowment for the Arts

1100 Pennsylvania Avenue NW, Room 614

Washington DC 20506

202-682-5570 office

[REDACTED] cell

yosi@arts.gov

From: Yosi Sergeant
Sent: Monday, August 10, 2009 11:38 AM
To: Yosi Sergeant
Subject: Reminder TODAY - United We Serve Conference Call - 2:00 pm EST / 11:00 am PST

Reminder

Today— Monday August 10th, 2009 at 2:00 pm EST / 11:00 am PST — join the White House and National Endowment for the Arts for a conference call with to discuss the President's United We Serve initiative.

Yosi Sergeant

Director

Office of Communications

National Endowment for the Arts

1100 Pennsylvania Avenue NW, Room 614

Washington DC 20506

202-682-5570 office

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

United We Serve is President Obama's call to service challenging all Americans to engage in sustained, meaningful community service. With the knowledge that ordinary people can achieve extraordinary things

when given the proper tools, President Obama is asking us to come together to help lay a new foundation for growth, focusing on core areas of the recovery agenda – health care, energy and environment, safety and security, education, community renewal.

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

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

Please join us!

Date: Monday, August 10, 2009

Time: 2PM EST / 11AM PST

Call In: 888-324-6998

Passcode: 50912

PLEASE RSVP to [REDACTED] at [REDACTED]

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

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

AGENDA

I. Intro -

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

II. Specific asks

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

III. Examples of success

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

IV. Q and A

Yosi Sergeant

From: [REDACTED]
Sent: Wednesday, August 12, 2009 3:33 PM
To: ;
Cc: Yosi Sergeant; Abernathy, Nell L.
Subject: United We Serve // Actions Items // Contact List // Next Steps...
Attachments: United We Serve Email List.xlsx

Hello United We Serve Familia!

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

Here are the folks from the administration who joined us:

Yosi Sergeant, Director of Communications, National Endowment For The Arts yosi@arts.gov

Nellie Abernathy, Outreach Director, United We Serve Nabernathy@cns.gov

Buffy Wicks, White House Office Of Public Engagement

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

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.