

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