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SEPTEMBER 11TH  
NATIONAL DAY OF SERVICE  
AND REMEMBRANCE

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COMMUNITY  
SERVICE 

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**SEPTEMBER 11TH**

**NATIONAL DAY OF SERVICE**

**AND REMEMBRANCE**

# Utilizing Media to Enhance Project Impact Webinar

1-888-946-4715

Code: 1034673

# Speakers

- **Adriana Lopez**

*Project Manager, Call to Service*



- **Kate Enos**

*Deputy Press Secretary*



- **Samantha Warfield**

*Acting Press Secretary; Social Media Specialist*



# Housekeeping

- To ask a question, press \*1 on your telephone keypad. You will then be placed in the Q&A queue
- At any point, include comments or questions in the Chat Feature to your right 
- Presentation will be emailed to all participants and a recording of this webinar will be posted to [www.serve.gov.sept11.asp](http://www.serve.gov.sept11.asp)
- Follow-up questions about 9/11 Day can be sent to [sept11@cns.gov](mailto:sept11@cns.gov) . Press questions to [pressoffice@cns.gov](mailto:pressoffice@cns.gov).

# Agenda

- Overview
- Key National Messages
- Strategies for media outreach
- Blogging
- Using Social Media
- Q&A

# History

- Idea grew out of a desire of those family members who lost a loved one in the attacks to do something good with the day.
- In 2009, Congress designated September 11 a National Day of Service and Remembrance. CNCS was charged with supporting this effort.
- CNCS also supports 9/11 Day through grants to organizations that will engage a larger network in service activities around the day.

# Key Messages

- We can never forget the horror of what happened eleven years ago. That is why the 9/11 families who pushed for this designation ensure that it emphasizes both service and remembrance in the legislation that was.
- The added emphasis on service is aimed at rekindling the sense of compassion and unity that enveloped our nation in the weeks and months after the attacks and helped us through those dark days.

# Key Messages

- Hundreds of thousands of Americans choose to observe 9/11 through acts of service. These volunteers paint and refurbish homes, run food drives, spruce up schools, reclaim neighborhoods, and support and honor veterans and first responders. One of the hopes is that serving on 9/11 is a springboard for service year-round.

# Key Messages

- September 11 National Day of Service and Remembrance is an opportunity for Americans of all backgrounds to unite in a spirit of unity and compassion to honor our heroes.



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# Using Traditional Media

# Media Can Help To ...

- Increase visibility and awareness
- Educate stakeholders
- Establish organization as a leader
- Recruit volunteers
- Formulate stronger ties to the community

# Types of Media: Traditional

- Television
  - Public Affairs Shows
  - Community and local stations
  - Local news
- Radio
  - Community Service Programming
  - Public Service Announcements
  - Public Radio
- Print
  - Newspapers/Magazines
  - Blogs
  - Community Bulletin/Alternative Weeklies

# Terms to Know

- Media List
- Media Advisory
- Letter to the Editor
- Press Release
- Pitch

# Pitches That Work

- Personal connections
- Local notable or celebrity
- Dedicate service to a victim (911day.org)
- Veterans, Military Families, Disaster Preparedness

# To Gain Coverage

- Confirm project details
- Have a communications strategy
- Tap into interest about September 11
- Target outreach
- Consider the pitch
- Contact outlets
- Think forward

# Targeted Outreach

- Think about who you want to reach
  - General Assignment and Assignment Editors
  - Specialty reporters
    - Consider the issue (education, health, business)
  - Community reporters
    - Who is in charge of the community calendar?
  - Human Interest
    - Who covers the “good news” stories?
- Include phone number, direct lines, and email addresses.

# Begin Outreach

- Two Weeks Out
  - Draft media advisory
  - Assign individuals to do outreach
  - Gather photos of service activities to share with print publications
- One Week Out
  - Distribute advisory to contacts on list
  - Place advisory on website
  - Make follow-up calls to reporters
  - Write Press Release

# Preparing for the Day

- Compile press kits
  - Include press release, factsheet, copy of latest newsletter, business card and/or contact
- Identify on-the-ground press contact, then communicate to reporters
- Invite the media when
  - Service is happening
  - Late morning/early afternoon

# On the Big Day

- Send out press release
- Make final follow-up media calls
- At your event
  - Use directional signs
  - Media registration
  - Use nametags
  - Document with photos and video
  - Track impact
    - Number of volunteers, completed tasks

# Resources

- Key Messages
- Template Press Release
- Sample Blog Post
- Sample Social Media Messages

# Additional Tactics

- Letter to the Editor
- Community Calendar
- Op-Ed
- Recruitment Avenues

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# Communicating with Digital and Social Media

# Types of Media: Digital and Social

- Digital
  - Websites (Yours + Others)
  - Widgets
  - Banner Advertisements
- Social
  - Blogs
  - The Classics: Facebook, Twitter, YouTube, Flickr
  - The New Kids

# What Works

- Integrate with communications strategy
- Plan, plan, plan
- Link to official accounts and sites
- Reach out to influential and active community members
- Be consistent and current

# On the Web

- Place 9/11 Day logos prominently
- Keep key information – who, what, where, when – available on home page
- Link to official 9/11 day accounts and sites
- Keep the information current

# Social Media

- Use what you have
- Work in tandem with traditional media strategy
- Reference current hot topics
- Schedule content; make use of a dashboard
- Utilize social media as a research tool
- Hashtag it up! (#911Day)

# Blogs

- The force behind all social media
- Do well in search results; media attention
- Submissions and guest posts
- Think beyond just words

# #iWill

- MyGoodDeed launch
  - August 16, 2012
  - 9 AM – 11 AM EST
- Times Square event
- Join remotely
  - Use #911Day to share your own I will statement
- Dedicate your service

**I will**

JOIN THE  TRIBUTE MOVEMENT  
[911day.org](http://911day.org)



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# Q & A



# THANK YOU!

CONTACT US:

SAM & KATE: [PRESSOFFICE@CNS.GOV](mailto:PRESSOFFICE@CNS.GOV)

ADRIANA LOPEZ: [ALOPEZ@CNS.GOV](mailto:ALOPEZ@CNS.GOV)