

ServeOhio Communication Training

‘Telling your Story’
AmeriCorps State Program Director
Training
July 24, 2012

Media Guide Training Objectives

1. About ServeOhio
2. Public Relations
3. Media Guide and Tips
4. Talking to Reporters
5. Site Visits PR Opportunities
6. PR Checklist and Resources

About ServeOhio

Ohio's Governor-appointed commission on service and volunteerism

1. Administers AmeriCorps funding
2. Organizes local service initiatives around National Days of Service
3. Champions and convenes volunteers and volunteer professionals.



About ServeOhio

- Funding
 - State GRF
 - The Corporation for National and Community Service
 - Leverage federal, state, and private dollars to operate and fund AmeriCorps State programs.
- Staff of 6
- 16 Commissioners
 - Bill Russell, Chair as of July 1, 2012

Funding Relationship



ServeOhio AmeriCorps Portfolio

- 21 current programs
 - 6 Competitive
 - 15 Formula
- Over 600 members
- 2010 – 2011 member highlights:
 - Provided a total of nearly 818,000 hours of service.
 - Leveraged nearly 28,000 volunteers.
 - Served nearly 47,000 disadvantaged youth and children.

Why Public Relations?

Public Relations *noun*: The professional maintenance of a favorable public image by an organization.

- Raise Visibility
- Build Credibility
- Attract and Retain Resources
 - Keep service local!
- Engage Important Constituents
- Change Communities!

Why Is This Important?

Public Relations
Legislative Support
+Community Support

Keeping Service Local!

Telling Your Story – Elevator Speech

- Who You Are
- What You Do
- Why It Matters

Elevator Speech Elements

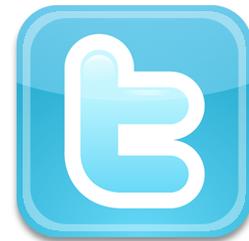
- The 3 “B”s:
 1. Be Brief
 2. Be Brilliant
 3. Be Gone

Media Outlets

- Newspapers
- Television
- Radio
- Social Media
- Newsletters and Publications
- Internet/Websites

Low-Cost Storytelling

- Blogs
- Flip videos/YouTube
- Flyers/Brochures
- Newsletters
- Personal Contact with the Media
- Press releases
- Public service announcements
- ServeOhio website
- Social Media



Logos

- ServeOhio
- AmeriCorps
- Guidelines

Non-AmeriCorps staff should always ask ServeOhio permission to use ServeOhio logos.





Acknowledging Stakeholders and Sponsors in News Releases and Publications

- ✓ AmeriCorps
- ✓ “ServeOhio, Ohio’s commission on service and volunteerism...”
 - ✓ All following mentions: “ServeOhio.”
- ✓ Local Supporters as Recognized by the Host Sites

Talking to Reporters

The Working Hard program runs through the end of the school year.

Smith said she hopes to have another Working Hard AmeriCorps fellow next year.

The program, she said, was funded through a grant from AEP.

*“The AmeriCorps program, she said, was funded by **ServeOhio, Ohio’s commission on service and volunteerism and a grant from AEP.**”*



Talking to Reporters

AmeriCorps Week

This Saturday marks the beginning of AmeriCorps Week, when members and alumni celebrate the substantial impact of AmeriCorps members on their communities and their own lives. AmeriCorps is a national service program, administered by the Corporation for National and Community Service, which simultaneously benefits the national service members, the people they help, and the larger community and nation. Across the country, more than 80,000 members like me are working to better our local communities.

[REDACTED]

also benefited from invaluable in-depth training and hands-on work experience, a rare opportunity for young professionals like me.

In 2011, AmeriCorps members nationwide served over 3.5 million children and young adults, mobilized 3.4 million volunteers, and leveraged hundreds of millions of dollars in cash and in-kind donations. I urge you to get involved in service, or in support of service, by visiting americorps.gov. Your hard work today can change our tomorrow.

Exp.

“AmeriCorps is a national service program supported by CNCS... AmeriCorps state programs are administered by ServeOhio...”

Talking to Reporters

SMITH, Ohio – Every day, AmeriCorps members make a difference in the lives of thousands of Smith County residents. Next week, AmeriCorps members are inviting community members in Smithville and Smith City to see first-hand exactly what AmeriCorps members do to make our communities better.

During AmeriCorps Week, March 10-18, the two AmeriCorps programs in Smith County want community members to work alongside AmeriCorps members to lend their time and talents to bettering our communities and to consider becoming an AmeriCorps member.

Also during AmeriCorps Week, community members are invited to learn about the local programs and how to serve during an AmeriCorps recruitment fair...

*Exp. “Both AmeriCorps State programs are funded by **ServeOhio, Ohio’s commission on service and volunteerism.** **AmeriCorps is a service program of the Corporation for National and Community Service...**”*

OR

*“Both AmeriCorps State programs are supported in part by grants from **ServeOhio, the state’s commission on service and volunteerism, as well as other public and private resources.**”*



In the News

it Page



SERVE OHIO
Ohio Commission on Service and Volunteerism

[Member Login](#) | [Contact Us](#)

PROGRAMS
GRANTS/FUNDING
TRAINING
CALENDAR
ABOUT US

Programs

- AmeriCorps
- AmeriCorps VISTA
- Media
- National Days of Service
- Senior Corps
- Volunteer

Media

Visit us on YouTube!

Like us on Facebook!

Follow us on Twitter!

In the news:

Toledo Public Schools and United Way of Greater Toledo AmeriCorps members teaming up to serve as graduation coaches – Fox Toledo News – October 20, 2011

Homeless vet finds help to start new life - Dayton Daily News – AMVETS AmeriCorps – January 23, 2012

Mid-Ohio Foodbank opens pantry at Grove City site – Columbus Dispatch – January 27, 2012

Group works toward total elimination of garbage – The Athens News – AmeriCorps – January 29, 2012

Grave undertaking – Columbus Dispatch – Ohio History Service Corps – February 20, 2012

OU Baker Center opens its doors to Trimble 'girl power' - The Athens News – AmeriCorps member with Athens County Children Services – February 26, 2012

Local AmeriCorps members having collection drive – Zanesville Times Recorder – AmeriCorps Ohio College Guides – February 28, 2012

Training in Americorps helps Red Cross teach kids about safety – Bucyrus Telegraph Forum – American Red Cross of Greater Columbus – March 1, 2012

Bexley High School student leads social-justice efforts – ThisWeek Community Newspaper – AmeriCorps VISTA – March 20, 2012

Newsletters and Emails



Save the Date: Homeport AmeriCorps Service Trip to Cleveland's University Settlement, May 17-19



SERVE OHIO
Ohio Commission on Service and Volunteerism

Shared by Pamela Palmer AmeriCorps Parent Engagement and Volunteerism Coordinator:



Organization Websites

AmeriCorps – Ohio Stream Restore Corps

[Home](#) \ [Get Involved](#) \ AmeriCorps - Ohio Stream Restore Corps

Currently recruiting for 2012-2013 positions. To submit an application go to www.americorps.gov beginning in mid-March, click on Join AmeriCorps, select Environment as your area of interest and Ohio as the state and follow the onscreen directions.

Positions available for 2012-13 include: Watershed Restoration, Environmental Education, Trail Maintenance and Zero Waste Initiatives.

About the Program

Building on our 15 year experience with the Corporation for National and Community Service and AmeriCorps*VISTA, Rural Action launched its inaugural AmeriCorps program focusing on watershed restoration in Appalachia Ohio in 2009. Rural Action watershed groups partnered with three other existing watershed groups to form a regional program designed to increase the impact of watershed restoration efforts in the Appalachian counties of Ohio. **Under the administration of the Ohio Commission on Service and Volunteerism**, AmeriCorps members throughout Ohio meet critical needs in education, public safety, health and the environment. Through their direct service and the volunteers they mobilize, AmeriCorps members help build the capacity of local communities to help themselves.

To better reflect the scope of the programming, the project was renamed Ohio Stream Restore Corps in 2011-12. Three new sectors of work were added to better serve the

Organization Websites



CITY YEAR CLEVELAND
give a year. change the world.

[Home](#) | [City Year Locations](#) | [Alumni](#) | [Contact](#)

City Year Cleveland | The Leader Building | 526 Superior Avenue | Suite 408 | Cleveland, OH 44114 | 216.373.3400

Google™ Custom Search

Search

Our Partners

City Year Cleveland builds strong bonds with the corporations, schools, and individuals to make a difference in the communities and neighborhoods of Cleveland. There are many ways local and national businesses and organizations can partner with City Year Cleveland.



[Learn More About Our Partners](#)

[Our Supporters](#)

[Our Service Partners](#)

[Our Team Sponsors](#)

Our e-Newsletter

Read our latest Newsletter!

[Sign Up](#)

[Join the Corps](#)

APPLY NOW

I'm a returning user

Stay Connected



Facebook



Blog



Twitter



eNews



Flickr

Site Visits = Great PR Opportunity!



*Partnerships Make a Difference
Buckeye Middle School
January 2012*



Did You Know?

Volunteers, community leaders and others who reap the benefits of your program are among your most valuable resources.



Key Stakeholders to Invite

✓ **Local**

- ✓ School principals, teachers and PTO members
- ✓ City Council
- ✓ Institutions of Higher Learning
- ✓ Elected Officials
- ✓ Business partners and supporters

✓ **County**

- ✓ Board of Education
- ✓ County Commissioners

✓ **State**

- ✓ Legislators
- ✓ ServeOhio
- ✓ ServeOhio Commissioners
- ✓ Governor Kasich and First Lady Karen

Host Site Contact with Media

- Share all PR efforts with your Host Site Supervisor
 - Host site trainings
 - Get a list of local supporters
 - Allow site supervisors to have input
 - Provide copies of PR materials to your site

At the Site

- AmeriCorps Logos, Signage and Clothing * *(required)*
- Introduction of Stakeholders
- Testimonials
- Presentation
- Information Packet with Statistics *(Elected official-specific, where possible)*
- Photo Opportunities
- Action and Visuals
- “AmeriCorps Member for a Day”
- Sponsor Logos on Printed Materials



Your PR Checklist

- ✓ Acquire Resources and Logos
- ✓ Compile Contact Lists
 - ✓ ServeOhio Commissioners and Staff
 - ✓ County Contacts
 - ✓ Business Contacts
 - ✓ Legislators
 - ✓ Board of Education
 - ✓ Local Media
- ✓ Compile Information Packets
- ✓ Spokespeople – 1 or 2 spokespeople to communicate message

Your PR Checklist

- ✓ Submit Stories and Events on Community Calendars
 - ✓ ServeOhio
 - ✓ Local newspapers
 - ✓ Church or synagogue newsletters



Web Resources

- ServeOhio Guide and Provisions: www.serveohio.gov
- ServeOhio Commissioners:
www.serveohio.org/about-us/commissioners/
- Ohio AmeriCorps Impact:
<http://www.serveohio.org/programs/americorps/>
- Ohio State Legislature: www.legislature.state.oh.us/
- Ohio Members of Congress:
<http://www.govtrack.us/congress/members/OH/>
- CNCS Media Guide
http://www.nationalservice.gov/pdf/Media_Guide.pdf

Questions?

Nadine L. Wise

Professional Development and Inclusion Officer

614-995-5269

nadine.wise@serveohio.gov

www.serveohio.org