

BE THE CHANGE

RUBENSTEIN PROPOSED MEDIA OUTREACH AND TIMELINE

OPENING ANNOUNCEMENT				
ACTION ITEMS	DETAILS	DATE/TIMELINE	STATUS	COMMENTS/NEXT STEPS
Associated Press announcement story	Story on national wire, featuring Presidential Forum and John McCain's participation	WEEK OF JULY 18	Ran on 7/20. Picked up by over 90 outlets.	
Announcement Press release	Release issued to targeted media including NY City/Politics beats, political blogs and national columnists, religious and service publications	WEEK of JULY 18	Release was sent 7/21.	

NYC Media	Rubenstein will do a special push with NY media on the Presidential forum	WEEK OF JULY 25		
Online	Echo Ditto to target bloggers and websites with announcement release	WEEK OF JULY 18 AND 25		
TIME Announcement	TIME magazine editor's note from Rick Stengel introducing the ServiceNation Summit and the Presidential Forum	JULY 17	Ran 7/17	None

OP-ED AND EDITORIAL BOARD PITCHES

ACTION ITEMS	DETAILS	DATE/TIMEFRAME	STATUS	COMMENTS/NEXT STEPS
Editorial Boards	Rubenstein reached out to NYC-based editorial boards.	WEEK OF JULY 25	Editorial Boards of the NY Post, Daily News, Chicago Tribune and others were pitched. Response was that it was too early. Will continue	Rubenstein will follow up closer to the event date.

Op-Eds	Work with key partners to identify Op-Ed placement opportunities in major media and local markets. Rubenstein to draft op-ed. BTC & Rubenstein to coordinate once confirmed and available participants have been identified.	WEEK OF AUGUST 4	<p>outreach to major newspapers</p> <p>A suggested list of pairings to author Op-Eds is below:</p> <ul style="list-style-type: none"> -Caroline Kennedy/Alma Powell -Bill Novelli/Marc Zuckerberg -Gov. Schwartenegger/Gov. Paterson -Glen Close/Usher -Tom Daschle/Denzel Washington -Pete Peterson/America Ferrera 	
Local Market Op-Eds	BTC to work with partners in local markets to begin outreach to local newspapers. Partners will be responsible for localizing the message with information about specific activities in their market.	WEEK OF AUGUST 4		Rubenstein has created a "Tool Kit" for our partners that includes a fact sheet, press release and talking points. Waiting for edits/approval from BTC.

FACEBOOK

ACTION ITEMS	DETAILS	DATE/TIMEFRAME	STATUS	COMMENTS/NEXT STEPS
Facebook Release	<p>Rubenstein to draft Facebook release on general participation for review by BTC and Facebook.</p> <p>Rubenstein to issue Facebook release to master BTC list (see outlets that received general announcement press release) as well as college publications, social media blogs, etc.</p>	<p>WEEK OF AUGUST 4</p> <p>WEEK OF AUGUST 11</p>	<p>Pending approval from BTC</p> <p>Release sent 8/14. Picked up by two outlets.</p>	
Online Outreach	Facebook and Echo Ditto to supplement outreach to the online/blogging community	Facebook and Echo Ditto to supplement outreach to the online/blogging community		

BOLDFACE NAMES

ACTION ITEMS	DETAILS	DATE/TIMEFRAME	STATUS	COMMENTS/NEXT STEPS
Alma Powell	Rubenstein to coordinate with Alma Powell's team to determine her availability for interview. We would like to pitch her as the subject of a TODAY Show interview and to People Magazine.	WEEK OF AUGUST 4	Conference call scheduled with Alma Powell's team August 5	
Usher Announcement	Rubenstein will coordinate with Usher's team to make an announcement to coincide with his, "I Can't But You Can" Campaign which will take place on Thursday, August 21 st in Detroit. We will coordinate a television interview as well as an	WEEK OF AUGUST 18	Have a conference call with Usher's Team on Monday, August 18 th to determine details of announcement	Once confirmed, Rubenstein will coordinate with Usher's team to announce his SN participation in tandem with his other announcement.

<p>Usher Release</p>	<p>item in the NY Post's Page Six about his participation .</p> <p>Rubenstein would then work with artist management and press team to issue a release on the participation/partnership to entertainment outlets including television, print, radio and online.</p>	<p>WEEK OF AUGUST 18</p>		
<p>Additional Talent and Participants</p>	<p>Depending on the commitments of additional celeb talent and other leaders, we would like to pitch a celebrity weekly such as US Weekly or People Magazine on the participants, highlighting the celebrity talent and demonstrating the scope of the program. We would need to offer one or more participants by telephone for interview.</p>	<p>WEEK OF AUGUST 11</p>	<p>Need confirmation on participants and availability for advance interviews.</p>	<p>Our "Dream Team":</p> <ul style="list-style-type: none"> -Bill Novelli -Mayor Bloomberg -Gov. Paterson -Mayor Booker -Rick Stengel -Alma Powell -Glenn Close -Tom Daschle -Silda Wall -Denzel Washington -Don Cheadle -America Ferrera -Caroline Kennedy -Pete Peterson -Usher

-Tobey Maguire
-Vartan Gregorian

CONVENTIONS

ACTION ITEMS	DETAILS	DATE/TIMEFRAME	STATUS	COMMENTS/NEXT STEPS
Convention Partnership Release	Rubenstein to coordinate with Democratic and Republican committees to determine the exact nature of the relationship and will draft press release.	WEEK OF AUGUST 18	Need details of participation and availability.	
Advisories and AFIs	Rubenstein to coordinate with BTC team and around Convention strategies and move stories as appropriate (dependent on confirmed talent and participation). For example, prepare advisories/AFIs for BTC presence at both conventions, offering	WEEK OF AUGUST 11	Need details of participation and availability.	

Online	BTC representatives for interview. Echo Ditto to create specific online content and other outreach efforts around both conventions.	WEEK OF AUGUST 11		
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DAY OF ACTION

ACTION ITEMS	DETAILS	DATE/TIMEFRAME	STATUS	COMMENTS/NEXT STEPS
Day of Action	Issue Day of Action press release. BTC to coordinate with partners on distribution	WEEK OF AUGUST 18		

ONGOING

ACTION ITEMS	DETAILS	DATE/TIMEFRAME	STATUS	COMMENTS/NEXT STEPS
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National Television	Rubenstein to begin pitching national television for September 10th or 11th interviews.	WEEK OF AUGUST 28		
Editorial Board Follow-Up	Rubenstein to re-pitch editorial boards that expressed interest in doing something closer to event date.	WEEK OF AUGUST 25		

SUMMIT AND PRESIDENTIAL FORUM

ACTION ITEMS	DETAILS	DATE/TIMEFRAME	STATUS	COMMENTS/NEXT STEPS
Credentialing	Rubenstein to send media advisory with application for credentials.	AUGUST 5	General credential advisory to go out August 5.	Rubenstein to collect RSVPs and maintain master credentialed press list.
Event Coverage	Rubenstein to coordinate with BTC and partners to pitch local, national and international press for event coverage.	WEEK OF SEPTEMBER 1	Once summit schedule is finalized, targeted outlets will be finalized depending on event content and will include local news desks, columnists, bloggers, entertainment, etc.	

Onsite Management	Rubenstein to manage press onsite for both Presidential Forum and Summit including press check-in, staffing press rooms and workspace and facilitate interviews	SEPTEMBER 11 AND 12		
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