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Americorp Anniversary

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TO: Ann Lewis
Anne McGuire
Tom Freedman

FROM: Shirley Sagawa

RE: AmeriCorps Anniversary Committee

DATE: June 16, 1999

Here are copies of Peter Hart's AmeriCorps poll results and GSD&M's proposed media buy and initial thinking about message. Let me know if you have any comments.

One immediate question: should the media buy include a DC focus or a focus in seven local markets?

HART/TEETER

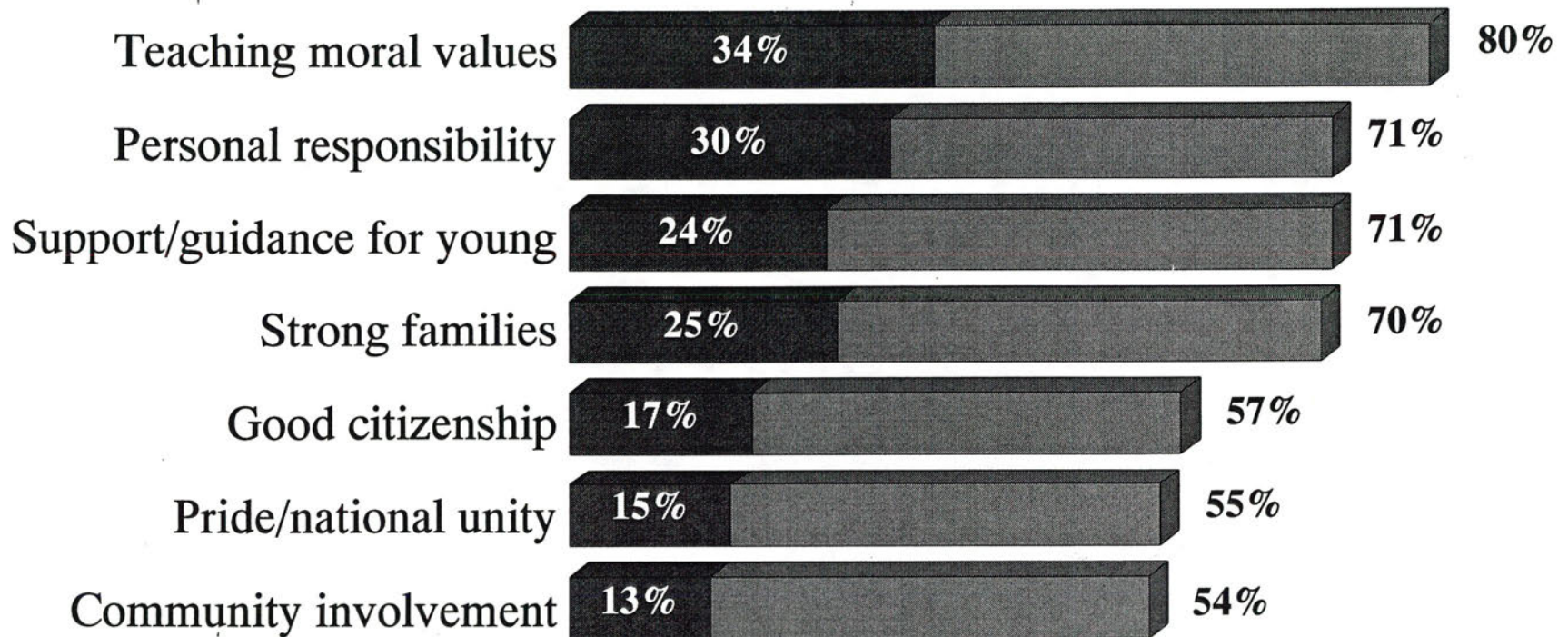


AmeriCorps Anniversary Celebration

Survey among 817 adults nationwide,
May 25-26, 1999

What's Wrong With America

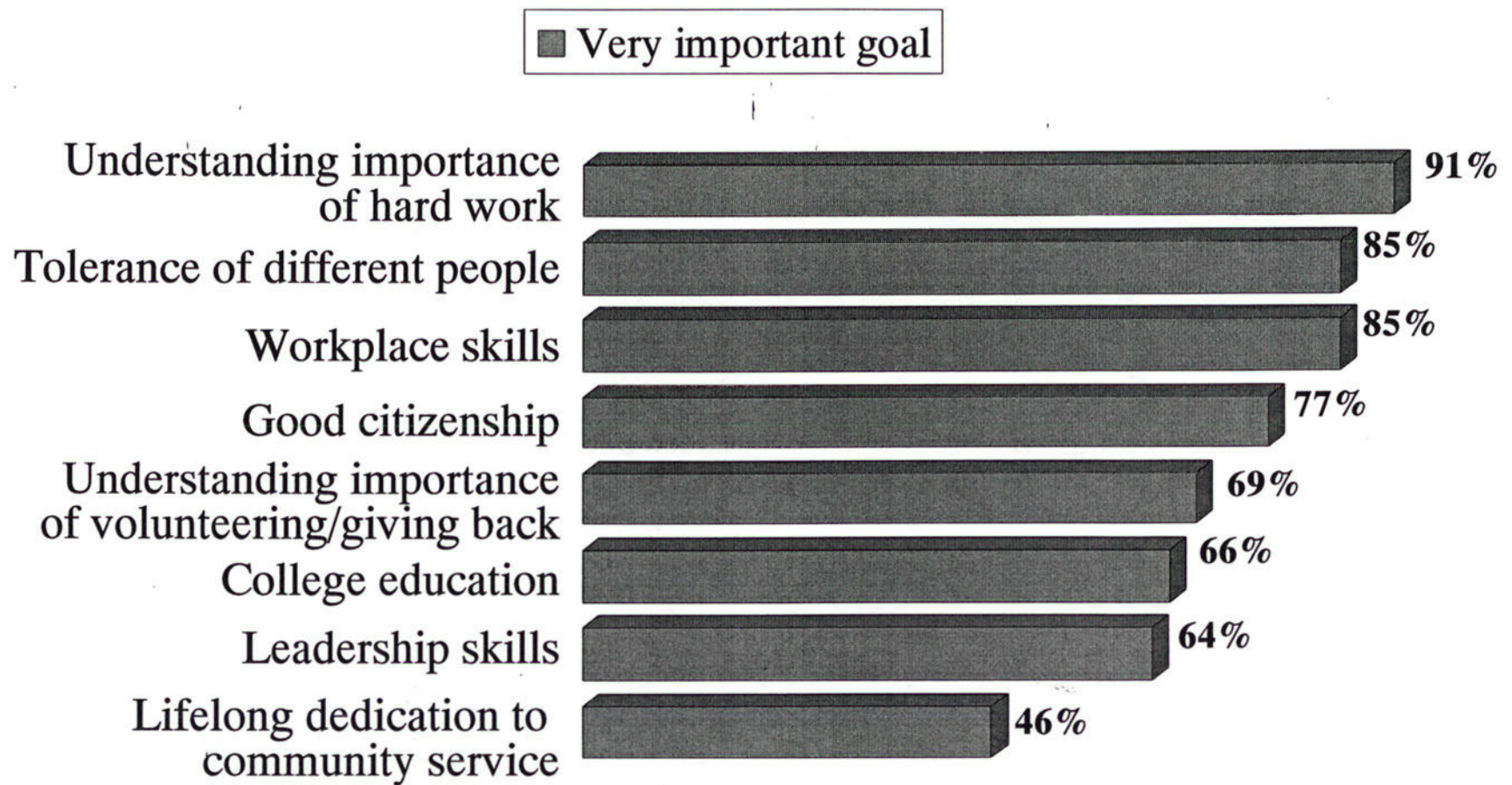
■ America is doing a poor job in this area ■ America is doing a not so good job



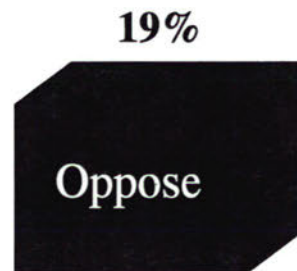
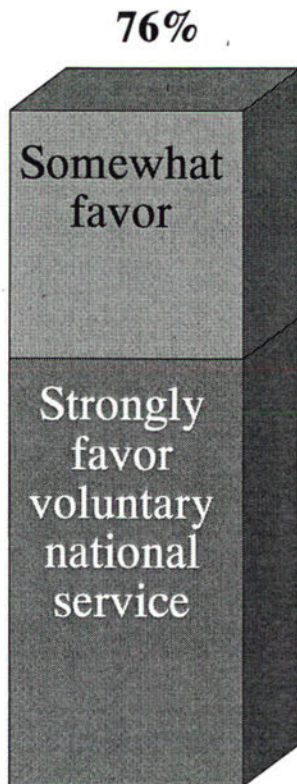
How Adults View Young Americans

- ▶ A 54% majority say these are tough or really bad times for youth in their community.
- ▶ More adults see youth as “confused,” “materialistic,” “disrespectful,” or “selfish.”
- ▶ Fewer adults see youth as “caring,” “tuned out,” “responsible,” or “hardworking.”
- ▶ Adults are virtually unanimous in saying we ask too little (86%) of young people.

Goals For Improving The Situation For Young People



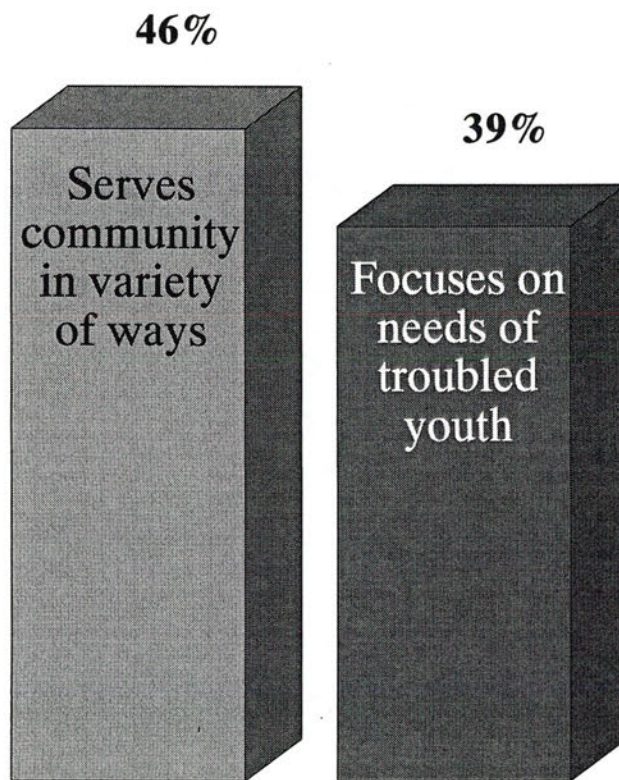
Voluntary National Service: An Idea Whose Time Has Come



	<u>Total favor</u>	<u>Strongly favor</u>	<u>Oppose</u>
Age 50/over	81%	62%	13%
Age 18 to 34	73%	37%	24%
Democrats	79%	48%	17%
Independents	73%	47%	20%
Republicans	77%	50%	19%

Who Should Be Served?

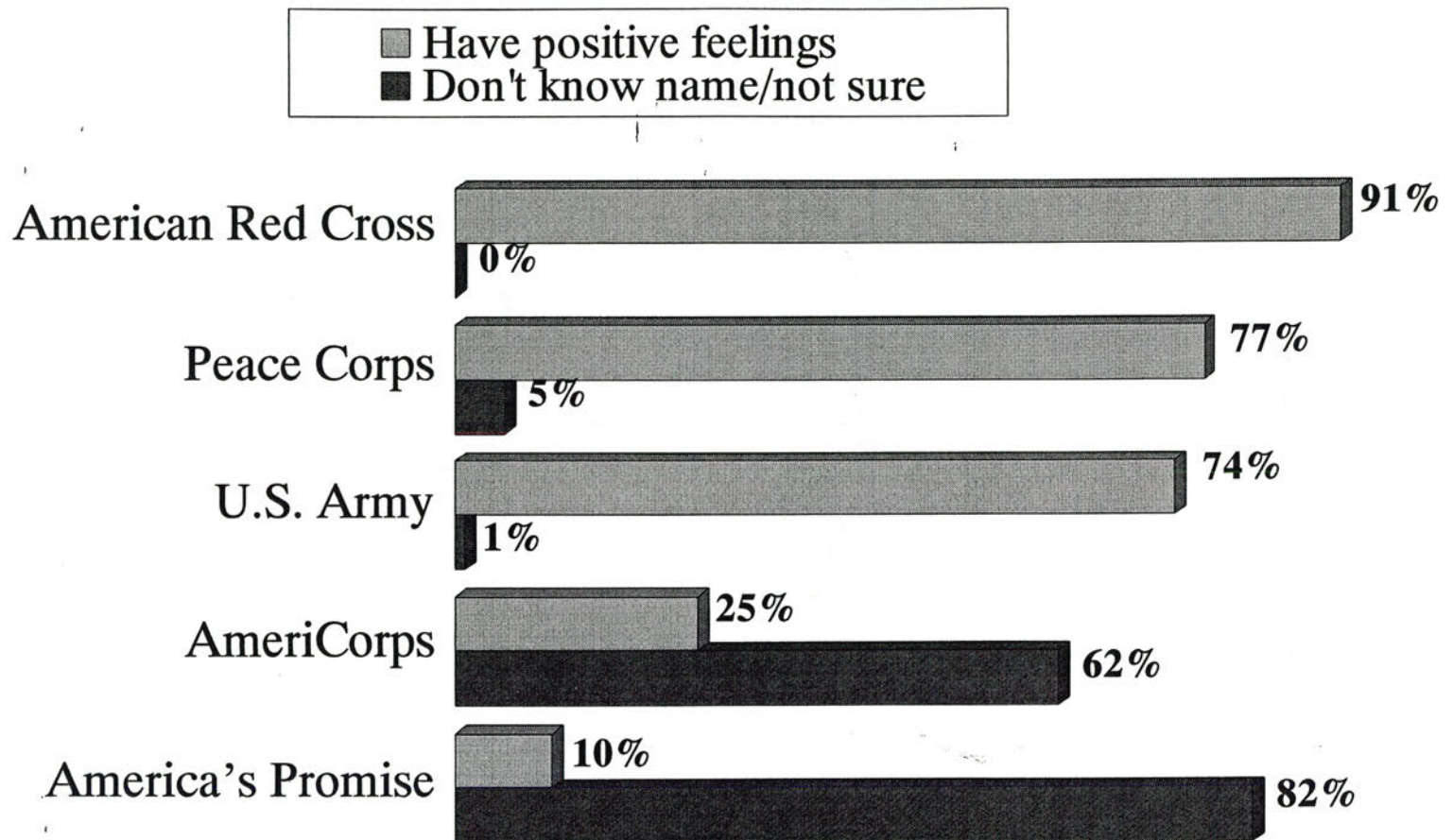
Preferred Type Of Organization



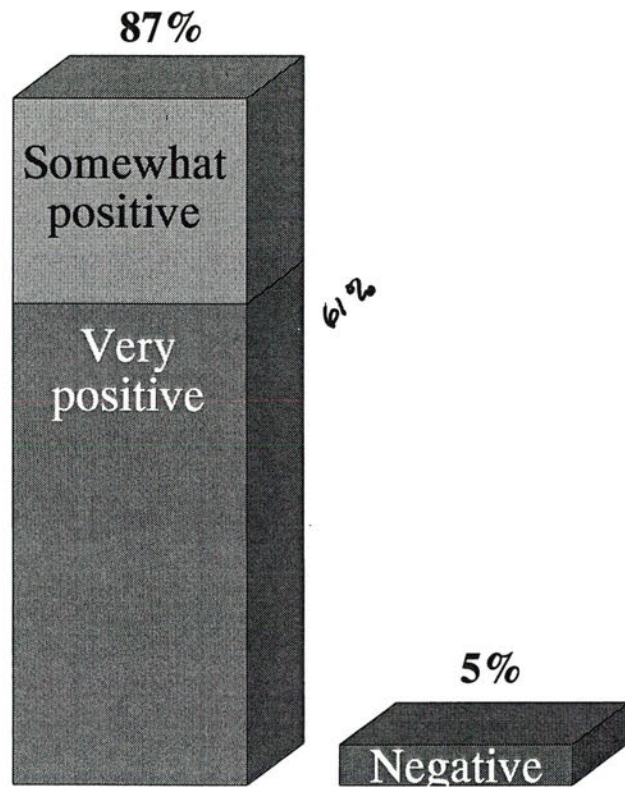
Two Camps

<u>Broader services</u>	<u>Youth services</u>
Age 65/over	Age 18 to 34
College-educated	Women under 50
Over \$75K	High school/less
GOPs	Blue collar
	Minorities
	Under \$25K

AmeriCorps Not Yet Household Name



Reactions To AmeriCorps Description



What Stands Out?

Comments cluster in four themes:

- ▶ Intangible benefits for participants 36%
- ▶ Good program 30%
- ▶ Financial benefits for participants 22%
- ▶ Benefits to community 10%

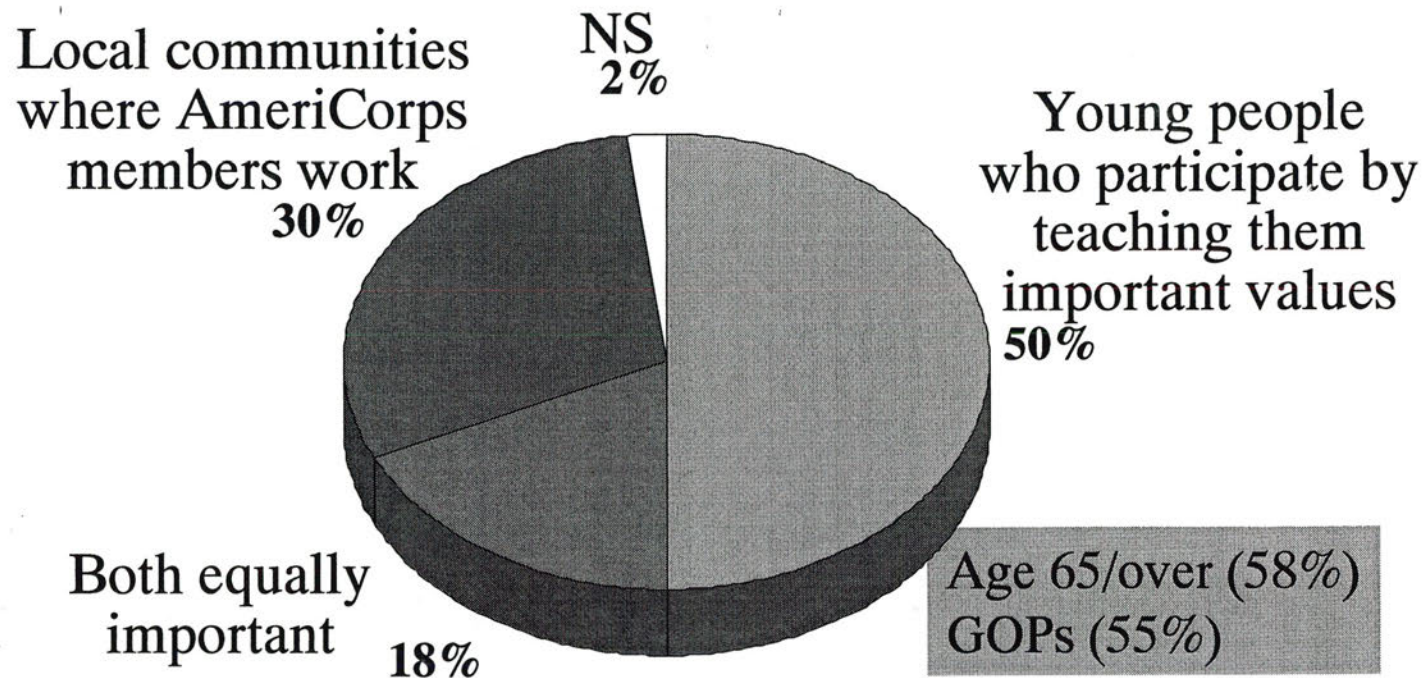
But first & foremost is help with college 21%

**Not liberal, not conservative, but values that all support. 3 out of 4*

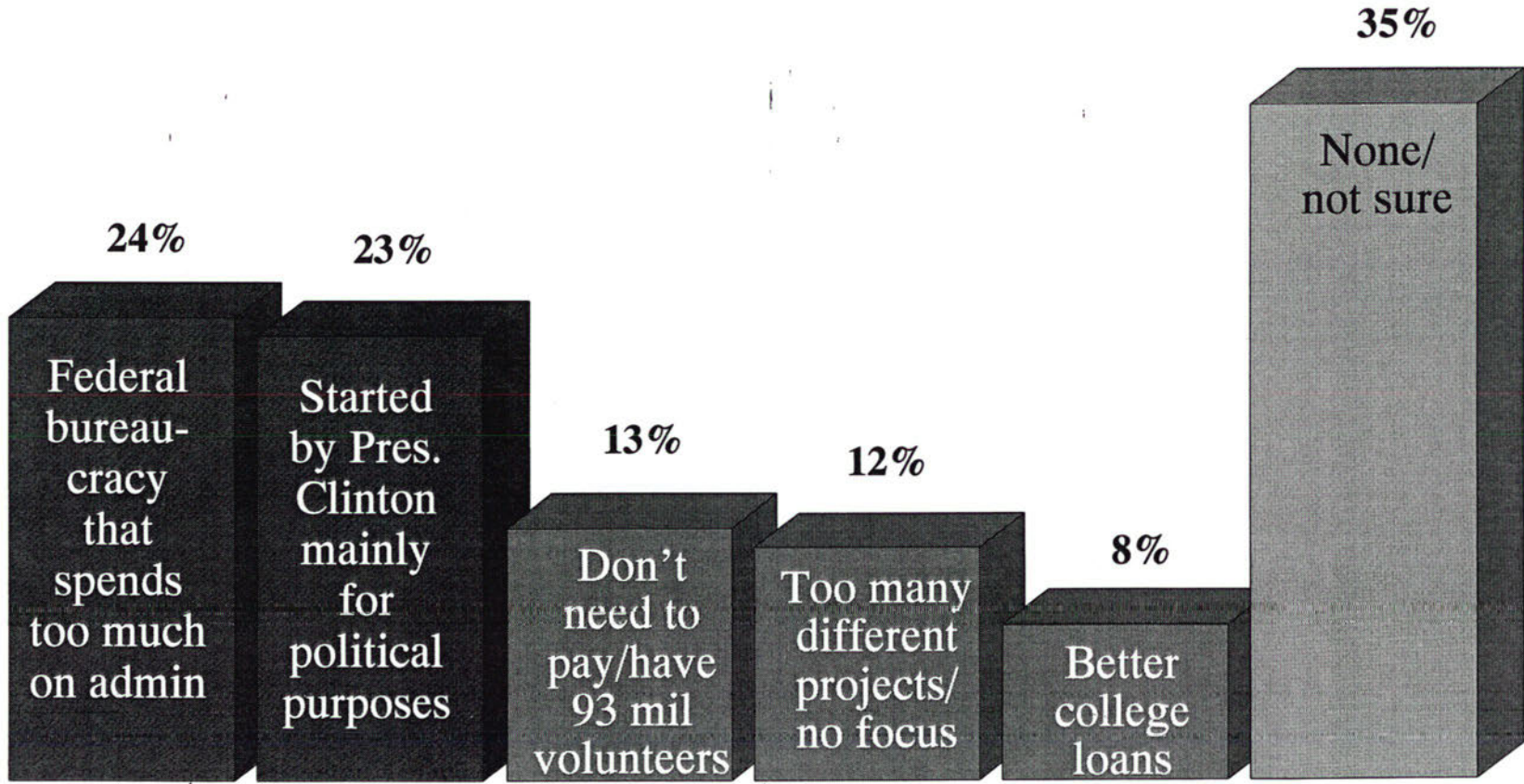
AmeriCorps Anniversary/HART-TEETER

AmeriCorps Is About Helping Young People

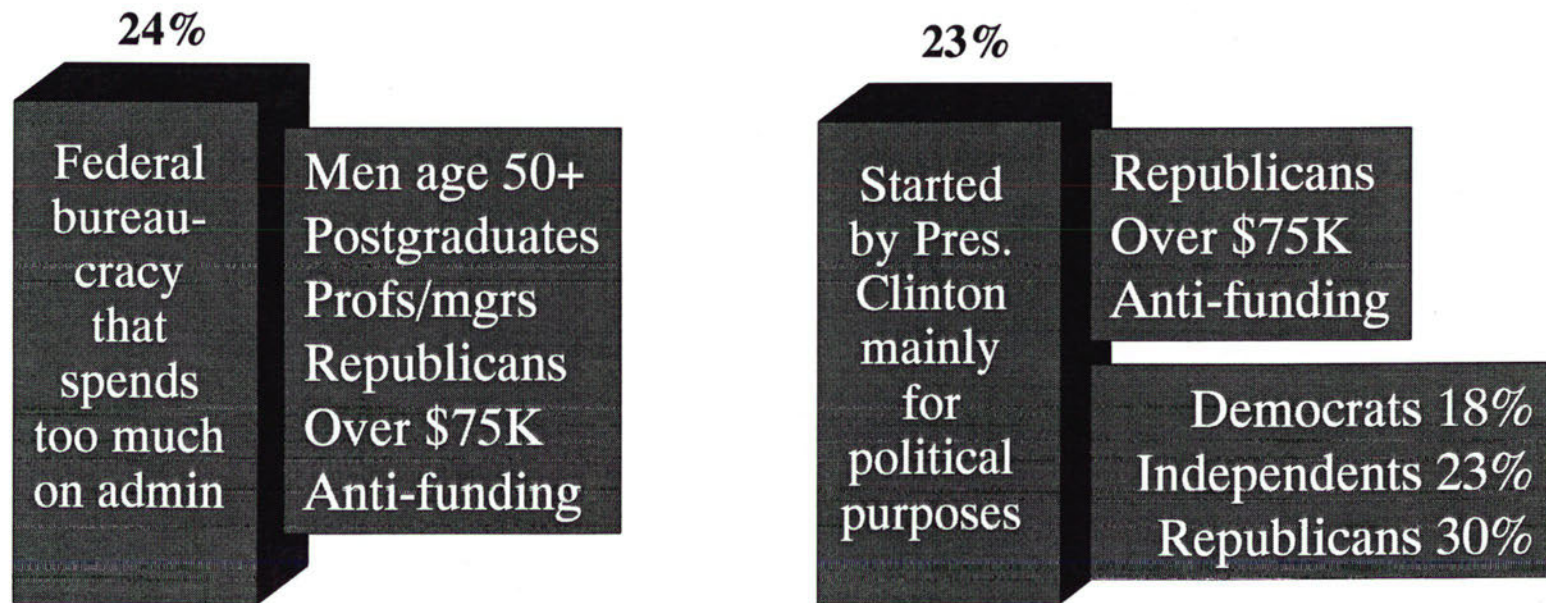
AmeriCorps' more important goal is to benefit:



Which Criticisms Hit Home

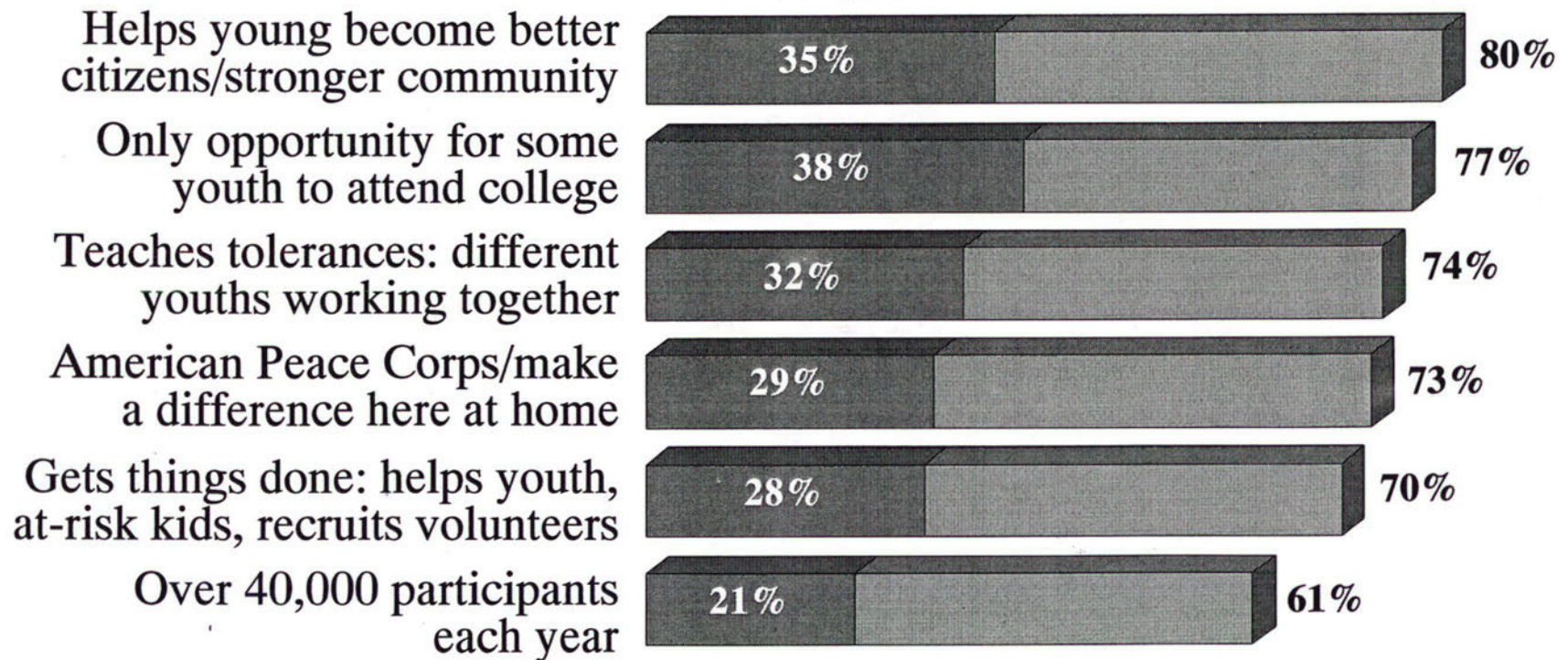


Which Criticisms Hit Home

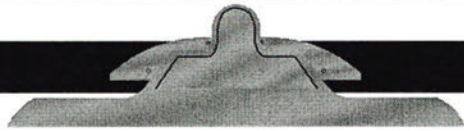


AmeriCorps' Most Valuable Contributions

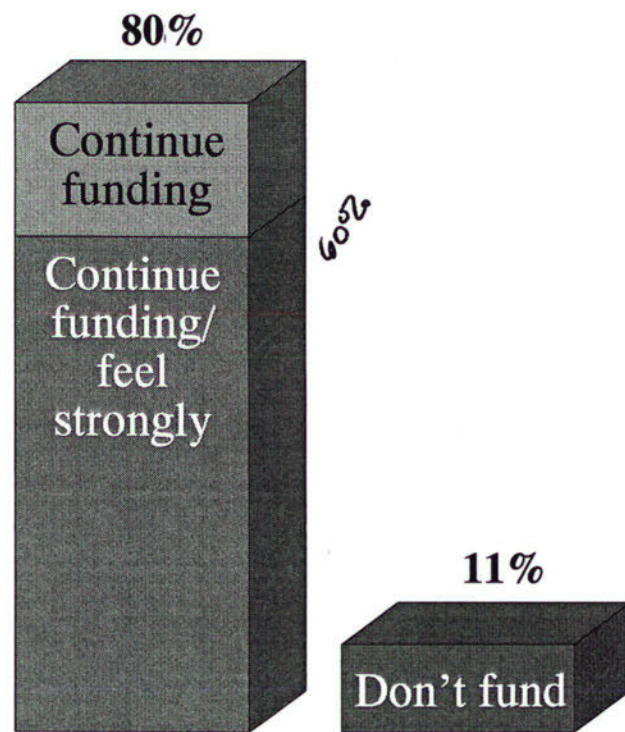
■ Extremely valuable contribution ■ Very valuable contribution



Which Values Does AmeriCorps Instill?

- 
- ✓ Self-discipline & hard work 33%
 - ✓ Tolerance & understanding 25%
 - ✓ Importance of volunteerism 20%
 - ✓ Useful skills in workplace 18%
 - ✓ Good citizenship 14%
 - ✓ Leadership skills 11%

Support For AmeriCorps Funding



	<u>Fund</u>	<u>Don't Fund</u>
Democrats	92%	3%
Independents	76%	10%
Republicans	69%	21%
Professionals/mgrs	76%	15%
White collars	82%	9%
Blue collars	82%	11%
Involved citizens	72%	18%

Who To Target

Primary Targets (19%)

Involved citizens: follow news closely, volunteer, attend community meeting, contact elected official

- Men
- Age 35 to 64
- Well-educated
- Professionals/managers
- Over \$50K income
- Parents
- Northeast residents

Dems (39%), Inds (25%), GOPs (36%)

Secondary Targets (31%)

Movable to AmeriCorps: neutral/DK initially, very positive & strongly support funding later

- Women
- Age 18 to 34
- Under \$25K income
- Parents
- South residents

Dems (44%), Inds (30%), GOPs (26%)

Conclusion

- ▶ The nation is troubled about its young people.
- ▶ Americans want to help and guide youth.
- ▶ Three-front attack:
 - Community
 - Opportunity
 - Responsibility

ONE CORE VALUE: INVESTMENT

1724 Connecticut Avenue, NW
Washington, DC 20009
(202) 234-5570

Interviews: 817 adults; including:
153 involved citizens
Dates: May 25-26, 1999

[109]	All Adults	Involved Citizens
Male	48	57
Female	52	43

FINAL

Study #5478b
AmeriCorps--Public
May 1999

Please note: all results are shown as percentages unless otherwise stated.

1. People have different ideas about what is right and wrong with America these days. I'm going to read several statements about our society, and I'd like you to rate how well America is doing in each area.

THIS TABLE HAS BEEN RANKED BY THE PERCENTAGE OF ALL ADULTS WHO SAY EXCELLENT OR GOOD

	Total Excellent/ Good	Total Not So Good/ Poor	Excellent	Good	Not So Good	Poor	Not Sure	
Being involved in the community								[145]
All adults	44	54	3	41	41	13	2	
Involved citizens.....	44	55	5	39	39	16	1	
Having a sense of pride and national unity								[141]
All adults	43	55	3	40	40	15	2	
Involved citizens.....	37	62	3	34	38	24	1	
Practicing good citizenship								[146]
All adults	41	57	2	39	40	17	2	
Involved citizens.....	31	68	1	30	45	23	1	
Having strong families								[140]
All adults	28	70	2	26	45	25	2	
Involved citizens.....	25	74	2	23	40	34	1	
Providing support and guidance for young people								[142]
All adults	27	71	1	26	47	24	2	
Involved citizens.....	22	77	1	21	50	27	1	
Promoting a strong sense of personal responsibility								[143]
All adults	27	71	1	26	41	30	2	
Involved citizens.....	22	76	-	22	37	39	2	
Teaching young people positive moral values								[144]
All adults	18	80	2	16	46	34	2	
Involved citizens.....	15	84	1	14	45	39	1	

2. Focusing specifically on youth, when you think about the way things are going for youth and young adults in your community these days, generally speaking, would you say that these are very good times, okay times, tough times, or really bad times?

	All Adults	Involved Citizens	
Very good times.....	7	7	[147]
Okay times.....	38	42	
Tough times.....	39	39	
Really bad times.....	15	12	
Not sure.....	1	-	

- 3a. Which TWO or THREE of the following phrases come closest to your own perceptions of the young people you know?

THIS TABLE HAS BEEN RANKED BY THE HIGHEST PERCENTAGE OF ALL ADULTS

	All Adults	Involved Citizens	
Materialistic.....	38	38	[148-149]
Confused.....	38	43	>
Disrespectful.....	34	29	
Selfish.....	24	26	
Caring.....	20	22	
Tuned out.....	16	16	
Responsible.....	15	22	
Hardworking.....	13	17	
All (VOL).....	3	1	
Other/none (VOL).....	-	-	
Not sure.....	1	-	

- 3b. Do you feel that, as a nation, we ask too much or ask too little of our young people when it comes to being good citizens?

	All Adults	Involved Citizens	
Ask too much.....	5	4	[150]
Ask too little.....	86	88	
Ask the right amount (VOL).....	5	4	
Ask nothing (VOL).....	1	2	
Not sure.....	3	2	

4. People have suggested different ways to help improve the situation for the nation's young people. I'm going to read a list of several goals, and for each one I read, I'd like you to tell me whether you think that it should be a very important, fairly important, only somewhat important, or not an important goal.

THIS TABLE HAS BEEN RANKED BY THE PERCENTAGE OF ALL ADULTS WHO SAY VERY IMPORTANT GOAL

	Very Important Goal	Fairly Important Goal	Only Somewhat Important Goal	Not An Important Goal	Not Sure	
Understanding the importance of hard work						[157]
All adults	91	7	2	-	-	
Involved citizens	89	8	2	-	1	
Learning to be tolerant of people from different backgrounds						[156]
All adults	85	10	4	1	-	
Involved citizens	85	9	4	1	1	
Developing skills for the workplace						[151]
All adults	85	9	4	1	1	
Involved citizens	87	9	2	1	1	
Promoting good citizenship						[155]
All adults	77	15	6	1	1	
Involved citizens	79	13	6	1	1	
Understanding the importance of volunteering and giving back						[153]
All adults	69	19	10	1	1	
Involved citizens	72	15	12	-	1	
Getting a college education						[158]
All adults	66	19	13	1	1	
Involved citizens	61	19	16	3	1	
Learning leadership skills						[152]
All adults	64	22	11	2	1	
Involved citizens	59	26	10	3	2	
Developing a lifelong dedication to community service						[154]
All adults	46	33	17	4	-	
Involved citizens	55	24	17	4	-	

5. Do you favor or oppose a system of VOLUNTARY national service in which young people--both men and women--would be given opportunities to serve America for one year after high school, either in the military forces or in community service work?

(IF "FAVOR/OPPOSE," ASK:) Is that strongly (favor/oppose) or somewhat (favor/oppose)?

	All Adults	Involved Citizens	
Strongly favor	48	55	[159]
Somewhat favor.....	28	23	
Somewhat oppose.....	10	7	
Strongly oppose.....	9	9	
Depends (VOL).....	3	3	
Not sure.....	2	3	

6. I'm going to read a description of two different types of public service organizations, and I'd like you to tell me which one is more appealing to you.

Organization A recruits young adults to serve their communities in a VARIETY of ways, such as building affordable housing, tutoring and mentoring young people, and assisting victims of disasters.

Organization B recruits young adults to focus INTENSIVELY on the needs of troubled children and youth in schools and after-school programs in their communities.

	All Adults	Involved Citizens	
A/serves communities in variety of ways	46	53	[160]
B/focuses intensively on needs of troubled youth.....	39	30	
Both (VOL)	13	16	
Neither (VOL).....	2	1	
Not sure	-	-	

7. I'm going to mention the names of several national organizations, and I'd like you to rate your feelings toward each one as either very positive, somewhat positive, neutral, somewhat negative, or very negative. If you are not familiar with a particular name, please just say so.

THIS TABLE HAS BEEN RANKED BY THE PERCENTAGE OF ALL ADULTS WHO SAY VERY OR SOMEWHAT POSITIVE

	Very Positive	Somewhat Positive	Neutral	Somewhat Negative	Very Negative	Don't Know Name/ Not Sure	
The American Red Cross							[162]
All adults	71	20	5	2	2	-	
Involved citizens	74	16	5	1	3	1	
The Peace Corps							[164]
All adults	45	32	14	3	1	5	
Involved citizens	47	29	13	4	1	6	
The U.S. Army							[163]
All adults	41	33	17	5	3	1	
Involved citizens	37	34	20	5	3	1	
AmeriCorps							[161]
All adults	12	13	10	2	1	62	
Involved citizens	19	19	14	3	2	43	
America's Promise							[165]
All adults	5	5	6	1	1	82	
Involved citizens	7	5	5	1	1	81	

- 8a. For the rest of this interview, I'd like to talk about just one of the organizations I mentioned--AmeriCorps. Since many people are not very familiar with AmeriCorps and what it does, I'd like to give you some more information about the organization.

AmeriCorps is a federal program that was founded five years ago to provide young people with the opportunity to serve their country by performing community service while earning money for college. More than forty thousand young people participate in AmeriCorps each year. Most AmeriCorps members are selected by and serve with local and national organizations such as Habitat for Humanity, the American Red Cross, Big Brothers/Big Sisters, and Boys' and Girls' Clubs. Most AmeriCorps members are from eighteen to twenty-four years old, come from a wide variety of backgrounds, and commit to a one-year term of full-time service. They work in local communities to recruit and train volunteers, tutor and mentor at-risk youth, build affordable housing, clean up rivers and streams, help seniors live independently, provide emergency and long-term assistance to victims of natural disasters, and meet other community needs. AmeriCorps pays its members a small stipend to cover living expenses during their term of service, and at the end of one year, participants receive four thousand eight hundred dollars to help finance college or to pay back student loans.

Based on this description, and keeping in mind the other things that you have heard about AmeriCorps, would you describe your impression of AmeriCorps as very positive, somewhat positive, neutral, somewhat negative, or very negative?

	All Adults	Involved Citizens	
Very positive	61	60	[166]
Somewhat positive	26	26	
Neutral	7	5	
Somewhat negative	3	6	
Very negative.....	2	2	
Not sure	1	1	

8b. Why do you feel that way about AmeriCorps?

(PROBE:) What are the main facts about AmeriCorps that are most impressive to you?

(PROBE:) Is there anything about AmeriCorps that you find unappealing or that raises questions in your mind? * [167-173]

	All Adults	Involved Citizens
Net Impressive Facts	82	84
Helps with college/allows them to get an education/ pay loans	21	23
Gives young people the opportunity to serve community, give back	13	18
Like description read, sounds good	9	4
Gives youth a sense of direction/leadership/pride/ chance for better life	8	8
Anything that helps young people is good, is needed	8	6
Net Unappealing Aspects	10	17
Can't get enough people to participate/should get older people too	2	3
Should pay more, don't offer enough money	1	3
Dislike that it's a government program, funded by the government	1	2
AmeriCorps is not doing its job, not working like it should	1	2
Too much government, too much interference, telling us what to do	1	1
Never heard of AmeriCorps before/more publicity/would like to know more	6	5
Don't know; no response	8	2

* Asked of one-half the respondents (FORM A).

9. Supporters of AmeriCorps feel that AmeriCorps benefits our nation in a variety of ways. I'm going to read you two statements describing ways that people have said AmeriCorps helps America, and I'd like you to tell me which ONE goal you think is more important.

STATEMENT A: Some people say that the most important goal for AmeriCorps is to benefit THE YOUNG PEOPLE WHO PARTICIPATE, by teaching them important values such as good citizenship, self-worth, a spirit of giving, leadership, and self-sacrifice. OR

STATEMENT B: Other people say that the most important goal for AmeriCorps is to benefit THE LOCAL COMMUNITIES where AmeriCorps members work, tutoring and mentoring young people, providing disaster relief, and building homes.

	All Adults	Involved Citizens	
Statement A--more important to benefit participants	50	52	[174]
Statement B--more important to benefit communities	30	28	
Both equally important (VOL)	18	18	
Neither are important (VOL)	1	2	
Not sure	1	-	

10. Now I'd like to read you several criticisms that some people have made about AmeriCorps. Which ONE or TWO of the following criticisms--if any--give you the biggest concerns about AmeriCorps?

THIS TABLE HAS BEEN RANKED BY THE HIGHEST PERCENTAGE OF ALL ADULTS

	All Adults	Involved Citizens	
AmeriCorps is a federal bureaucracy that spends too much money on administration.....	24	25	[175]
AmeriCorps was started by President Clinton mainly for political purposes	23	24	>
It's not necessary for AmeriCorps to pay young adults to perform community service, since ninety-three million Americans already volunteer for no pay.....	13	13	
AmeriCorps works on too many different types of projects and does not have a focused mission	12	9	
There are better ways to provide college loans than through this kind of paid volunteerism.....	8	8	
None.....	22	26	
All (VOL).....	3	3	
Not sure.....	13	11	

11. Now I'm going to read several statements describing AmeriCorps' strengths. For each one, please tell me whether you feel that it is an extremely valuable, very valuable, only somewhat valuable, or not a valuable contribution by AmeriCorps.

THIS TABLE HAS BEEN RANKED BY THE PERCENTAGE OF ALL ADULTS WHO SAY EXTREMELY OR VERY VALUABLE CONTRIBUTION

	Total Extremely/ Very Valuable Contribution	Extremely Valuable Contribution	Very Valuable Contribution	Only A Somewhat Valuable Contribution	Not A Valuable Contribution	Depends (VOL)	Not Sure	
The AmeriCorps experience helps young people grow up to become better citizens, leaders, and stronger members of the community								[180]
All adults	80	35	45	13	3	-	4	
Involved citizens	75	38	37	18	4	1	2	
AmeriCorps' education award gives the opportunity to attend college to many youth and young adults who could not afford to attend otherwise								[208]
All adults	77	38	39	15	4	1	3	
Involved citizens	71	38	33	19	8	-	2	

Q.11 (cont'd)

	Total Extremely/ Very Valuable Contribution	Extremely Valuable Contribution	Very Valuable Contribution	Only A Somewhat Valuable Contribution	Not A Valuable Contribution	Depends (VOL)	Not Sure	
AmeriCorps helps build a sense of national community by bringing together youth and young adults from different racial, economic, and cultural backgrounds to build tolerance and work toward a common goal								[176]
All adults	74	32	42	19	3	1	3	
Involved citizens	66	29	37	27	4	1	2	
AmeriCorps is like a Peace Corps for America, giving youth and young adults an opportunity to make a difference here at home								[179]
All adults	73	29	44	20	3	-	4	
Involved citizens	73	28	45	19	6	-	2	
AmeriCorps gets things done. AmeriCorps members have mentored more than two-point-two million children, provided programs for more than a million at-risk youth, and recruited more than one-point-eight million additional volunteers								[178]
All adults	70	28	42	22	3	1	4	
Involved citizens	68	28	40	23	4	-	5	
More than forty thousand young people participate in AmeriCorps each year								[177]
All adults	61	21	40	28	4	1	6	
Involved citizens	62	24	38	28	4	-	6	

12. There are many ways in which young people might benefit from a year of service in AmeriCorps. Based on what you know about the program, which one or two of the following qualities or values--if any--would you say AmeriCorps is best able to instill in the youth and young adults who participate in this program?

THIS TABLE HAS BEEN RANKED BY THE HIGHEST PERCENTAGE OF ALL ADULTS

	All Adults	Involved Citizens	
Self-discipline and hard work	33	32	[209-210]
Tolerance and understanding	25	27	>
The importance of volunteerism and giving back.....	20	27	
Skills that will be useful in the workplace	18	18	
Good citizenship.....	14	15	
Leadership skills.....	11	9	
None.....	2	3	
All (VOL).....	16	13	
Other (VOL).....	-	-	
Not sure.....	3	3	

13. Do you think the values that AmeriCorps tries to instill in its members are generally conservative values, generally liberal values, or are these values that all Americans would agree are important?

	All Adults	Involved Citizens	
Conservative values	6	5	[211]
Liberal values.....	10	11	
Values that all would agree are important	76	76	
Values not important to anyone (VOL).....	1	-	
Not sure	7	8	

14. Thinking about everything we have talked about, would you prefer that the federal government continue funding AmeriCorps, or would you prefer that the federal government NOT continue funding AmeriCorps?

(IF "CONTINUE/NOT CONTINUE," ASK:) And do you feel strongly about that or not?

	All Adults	Involved Citizens	
Prefer to continue funding--feel strongly	63	59	[212]
Prefer to continue funding--do not feel strongly	17	13	
Prefer not to continue funding--do not feel strongly	3	4	
Prefer not to continue funding--feel strongly	8	14	
Not sure.....	9	10	

These last few questions are for statistical purposes only.

F1. What is your age, please? **(IF REFUSED, ASK:)** Well, would you tell me which age group you belong to?

	All Adults	Involved Citizens	
18-24	10	7	[213-214]
25-29	8	4	
30-34	10	10	
35-39	10	13	
40-44	11	11	
45-49	9	14	
50-54	9	13	
55-59	7	8	
60-64	6	4	
65 and over	17	14	
Refused	3	2	

F2. Are you currently employed?

(IF CURRENTLY EMPLOYED, ASK:) What type of work do you do?

(IF NOT CURRENTLY EMPLOYED, ASK:) Are you a student, a homemaker, retired, or unemployed and looking for work?

	All Adults	Involved Citizens	
<u>Currently Employed</u>			
Professional/manager	25	35	[215-216]
White collar worker.....	18	23	
Blue collar worker.....	19	12	
Farmer/rancher	-	-	
<u>Not Currently Employed</u>			
Student.....	3	2	
Homemaker.....	7	3	
Retiree.....	22	18	
Unemployed.....	3	5	
Other	-	-	
Not sure.....	3	2	

F3. What is the last grade that you completed in school?

	All Adults	Involved Citizens	
Grade school.....	1	-	[223-224]
Some high school.....	8	1	
High school graduate	28	19	
Some college, no degree	18	19	
Vocational training/2-year college	12	11	
4-year college/bachelor's degree	20	25	
Some postgraduate work, no degree	3	7	
2-3 years postgraduate work/master's degree ...	7	16	
Doctoral/law degree	1	2	
Not sure/refused.....	2	-	

F4a. Have you ever contacted an elected official about an issue that is important to you, either by calling or by sending a letter, fax, or e-mail?

(IF "YES," ASK:) Was that within the past year, or was it longer ago than that?

	All Adults	Involved Citizens		
Yes, contacted an elected official--within past year	30	67	CONTINUE	[225]
Yes, contacted an elected official--more than a year ago	25	33		
No, have not contacted an elected official	43	-	Skip to Q.F5a	
Not sure.....	2	-		

(ASK ONLY OF RESPONDENTS WHO HAVE CONTACTED AN ELECTED OFFICIAL IN Q.F4a.)

F4b. Thinking about the last time that you contacted an elected official, did you contact him or her about a legislative issue or about an issue of personal importance?

	All Adults	Involved Citizens	
Legislative issue	54	55	[226]
Personal issue	29	27	
Both (VOL).....	15	14	
Neither (VOL)	1	2	
Not sure.....	1	2	

F5a. Please rate how closely you follow news and current events these days, using a scale from one to ten. On this scale, a "10" means that you follow news and current events very closely, and a "1" means that you do not follow news and current events at all. You may choose any number from one to ten.

	All Adults	Involved Citizens	
10, follow closely	28	50	[227-228]
9	11	20	
8	21	30	
7	12	-	
6	7	-	
5	10	-	
4	3	-	
3	3	-	
2	1	-	
1, do not follow at all	2	-	
Cannot rate	2	-	

F5b. Within the past year, have you performed any volunteer or community service work?

	All Adults	Involved Citizens	
Yes, have done volunteer/community service work.....	58	100	[229]
No, have not done volunteer/community service work	39	-	
Not sure	3	-	

F5c. Within the past year, have you attended a public meeting on town or school affairs?

	All Adults	Involved Citizens	
Yes, have attended public meeting	49	100	[230]
No, have not attended public meeting	48	-	
Not sure	3	-	

F6. Regardless of how you may be registered, how would you describe your overall point of view in terms of the political parties? Would you say that you are mostly Democratic, leaning Democratic, completely independent, leaning Republican, or mostly Republican?

	All Adults	Involved Citizens	
Mostly Democratic	26	27	[231]
Leaning Democratic	12	12	
Completely independent	21	19	
Leaning Republican	11	8	
Mostly Republican	21	29	
Not sure	9	5	

F7a. Do you have any children under age 18 currently living in your household?

	All Adults	Involved Citizens	
Yes, kids under 18 in household	33	43	CONTINUE [232]
No, no kids under 18 in household	65	57	Skip to Q.F8
Not sure	2	-	

(ASK ONLY OF RESPONDENTS WHO HAVE KIDS UNDER 18 IN Q.F7a.)

F7b. When your child or children are old enough to participate in AmeriCorps--that is, eighteen years old--would you encourage them to strongly consider participating in a program such as AmeriCorps, or not?

	All Adults	Involved Citizens	
Yes, would encourage	71	61	[233]
No, would not encourage	9	11	
Depends (VOL)	15	16	
Child has participated in AmeriCorps (VOL)	-	-	
Not sure	5	12	

F8. Do you happen to know anyone who has participated in AmeriCorps?

	All Adults	Involved Citizens	
Yes, know AmeriCorps participant	9	21	[234]
No, do not know AmeriCorps participant	88	79	
Not sure	3	-	

F9. For statistical purposes only, would you please tell me whether your total household income for last year was above \$50,000 or below \$50,000?

(IF "ABOVE \$50,000," ASK:) Would you say that your household income was above \$75,000 or below \$75,000?

(IF "BELOW \$50,000," ASK:) Would you say that your household income was above \$25,000 or below \$25,000?

	All Adults	Involved Citizens	
Above \$75,000	16	31	[235]
\$50,000-\$75,000	20	27	
\$25,000-\$50,000	34	24	
Below \$25,000.....	18	10	
Not sure/refused	12	8	

F10. Finally, are you from a Hispanic or Spanish-speaking background? (IF "NO," ASK:) What is your race--white, black, Asian, or something else?

	All Adults	Involved Citizens	
Hispanic.....	6	7	[236]
White	77	81	
Black.....	11	9	
Asian.....	1	1	
Other.....	2	1	
Not sure/refused	3	1	

AREA		
	All Adults	Involved Citizens
Northeast.....	23	28
South	33	29
Midwest	24	23
West	20	20

June 10, 1999

Mr. John Scardino
Scardino Associates
1317 F Street, NW
Suite 900
Washington, DC 20004

Dear John:

On behalf of the AmeriCorps team at GSD&M, I'm pleased to send you our recommended media plan at a \$4.0MM budget level.

Objective

- To create immediate awareness of AmeriCorps.
- Effectively communicate to our target audience(s).

Earned Media Placement

- September 1, 1999 to October 31, 1999
- Timing to support Fifth Anniversary Gala Event in late October, 1999.

Geography

- National effort with an emphasis in primary markets (ranked in order of priority).
 - Primary Markets
 - Washington, DC
 - Austin, Texas
 - Columbus, Ohio
 - Des Moines, Iowa
 - Kansas City, Kansas
 - Nashville, Tennessee
 - Philadelphia, Pennsylvania

Net Budget

- \$4.0MM

Target Audience

- Policy Makers and Community Influencers

Primary Media Outlets

- Target audiences are heavy consumers of news/information and political media programs. Examples of the key media vehicles are as follows:

Newspaper

Wall Street Journal
New York Times

National TV

PBS Newshour with Jim Lehrer
NBC Nightly News
ABC World News Tonight

National Cable TV

CNN Larry King Live
CNN Crossfire

Source: Erdos and Morgan Opinion Leader Study – 1998-1999

Media Strategy

Our goal is to create immediate impact and visibility in the marketplace. We want to generate awareness in the most targeted vehicles to maximize our effectiveness/efficiencies against our target audience. Two media options have been developed:

Option One – Impact Reach (Heavy up in Primary Markets)

Option Two – Congressional Impact (Heavy up in Washington, DC)

Media schedules for both options are attached. Additionally, we have included a list of cable networks/programs.

Media Recommendation

We recommend Option One – Impact Reach. This plan provides high visibility in very targeted media vehicles as well as expanding our reach with an effort in all of our seven primary media markets. Option Two offers a more concentrated impact reach strategy with additional support in a single market (Washington, DC).

John, we look forward to discussing this with you in detail at your earliest convenience. Please let us know if you have any questions or comments. As you know, all of the recommendations are subject to change depending upon availability of the selected programming.

Sincerely,



Susan Eberhart
Vice President, Group Media Director





CC: GSD&M/AmeriCorps Team



AMERICORPS

Media Recommendation

Option 1: Impact Reach Option

Target - A35-54	September				October					Net \$
	30*	6	13	20	27	4	11	18	25	
*Sept. 1 start										
PRINT - 1/4 page B/W										
The New York Times		1x	1x	1x	1x	1x	1x	1x	1x	
THE WALL STREET JOURNAL.		1x	1x	1x	1x	1x	1x	1x	1x	
NATIONAL TV - TRPs (:30)										
Sunday Morning Programs - TRPs - This Week with Cokie Roberts and Sam Donaldson - CBS Face the Nation	1	1	1	1	1	1	1	1	1	
Early Evening News - TRPs - CBS Evening News - NBC Nightly News - World News Tonight	12	12	12	12	12	12	12	12	12	
Targeted Cable - TRPs    	12	12	12	12	12	12	12	12	12	
LOCAL MARKET TV TRPs (:30) Daypart Mix: 70% Late News/30% Early Morning - Austin - Nashville - Columbus, OH - Philadelphia - Des Moines - Washington, DC - Kansas City	85	85	85	85	85	85	85	85	85	
PBS*- TRPs (length varies by market) - Wall Street Week - Washington Week in Review - News Hour with Jim Lehrer	2	2	2	2	2	2	2	2	2	
TOTAL NET DOLLARS										\$4.0MM

PBS UNIT LENGTHS BY MARKET

*Not available in Nashville - Long term sponsorships only

- Austin - :15 - Kansas City - :15
- Columbus, OH :10 - Philadelphia - :30
- Des Moines - :15 - Washington, DC - :15 audio read

AmeriCorps Cable Programming



- * World Today/Late Edition
- * Inside Politics
- * Crossfire
- * Evans, Novack, Hunt and Shields
- * CNN Worldview
- * Reliable Sources
- * Capital Game
- * Both Sides



- * Hardball
- * Brian Williams Combo
- * Tim Russert

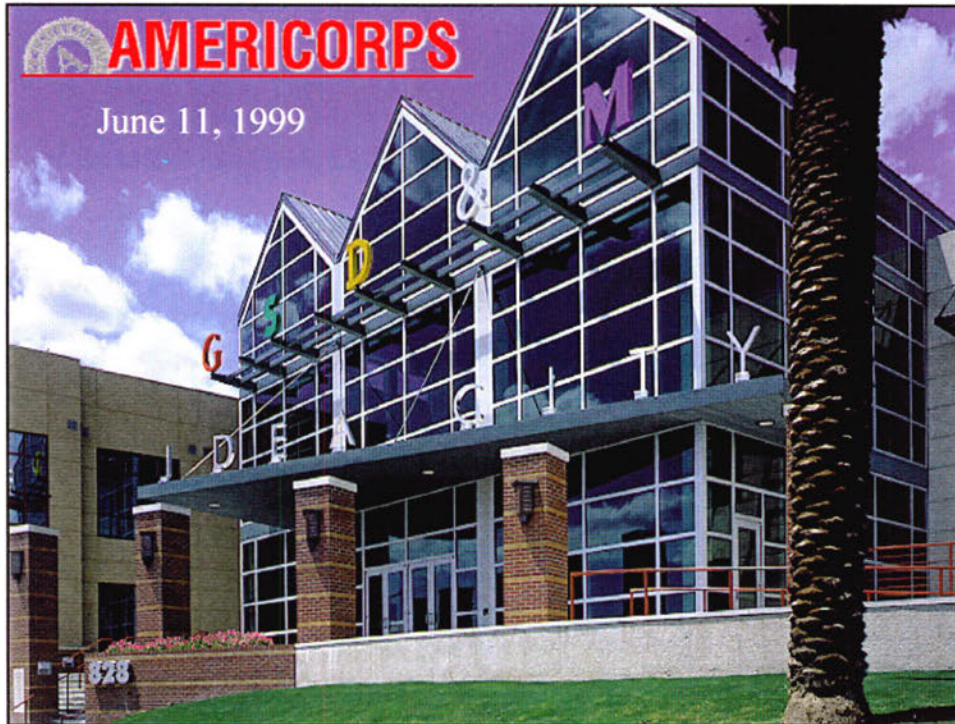


- * MSNBC News
- * Internight
- * Equal Time-McLaugh
- * Brian Willaims
- * Hockenberry



- * FOX News Now
- * Special Report with Brit Hume
- * FOX Report
- * FOX New Watch/Beyond the News
- * The Crier Report
- * The O'Reilly Factor
- * The Cavuto Business Report
- * Hannity & Colmes
- * FOX on Money

GSD&M



Values-Based Branding™

1. What business are we in?
2. Positioning Beyond Defeat
3. Uninvited Guest Creative
4. Impactful Message Delivery
5. Marketplace Measurement; Continuous Improvement



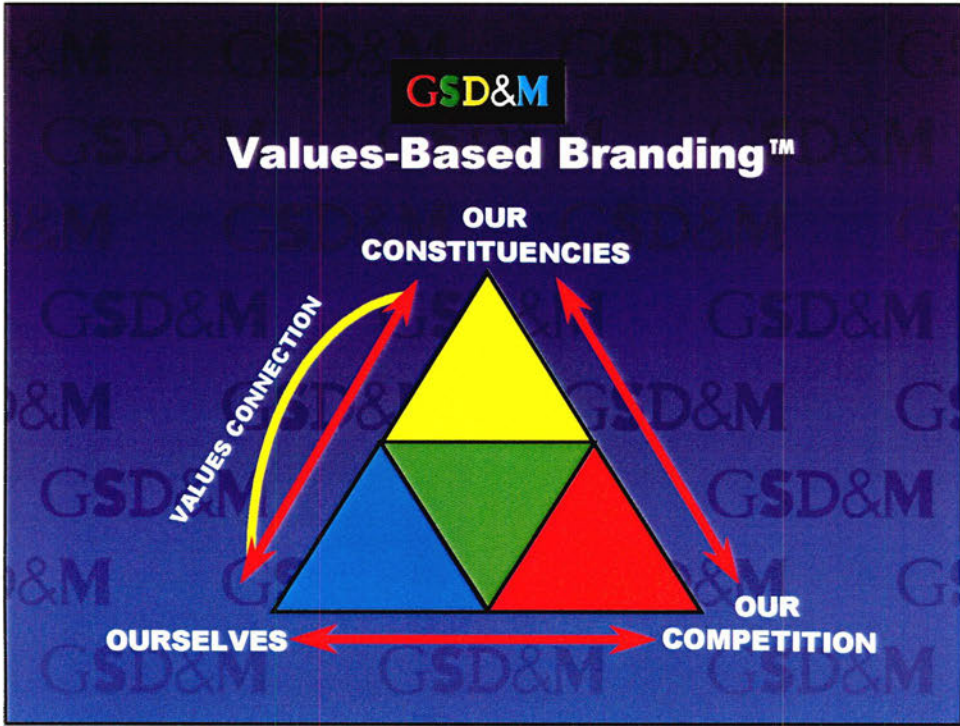
GSD&M Values-Based Branding™

Why values?

- Build on our strengths
- Endure
- Connect
- Unite
- Drive Decisions



What business is
AmeriCorps in?



Competition



- Internships
- Jobs
- Schools
- Military Service
- Charitable/Service Organization

Competition



- Lack of awareness
- Lack of distinction
 - “Sure, you do good - sure, I like you, but the same is true of all these organizations.”

Ourselves



- Inspired by the ideals of Peace Corps
- Mobilize volunteers through funding
- Must be granted existence every budgetary cycle

Ourselves



- Local and national
- Leading the change and behind the scenes
- Build up and pitch in
- Youth and, well, not youth

Ourselves



Core Values

- Contribution
- Enrichment
- Hope

Constituencies



- Purse strings
 - Legislators
 - Staff
 - Media
- Heart Strings
 - Involved citizens
 - Participants
 - Prospects

Constituencies



Barriers

- Not spending \$ the right way (24%)
- Started by Clinton for political reasons (23%)

Constituencies



The Good News

- When they know us, they like us (87%)

The Bad News

- They don't know us (62%)

The Other Bad News

- Liking us isn't enough

Constituencies



- Necessary, not just nice
- When you do good...
 - Everything is important
 - Everyone is better off
 - And others are already doing it

Constituencies



- It is not where we make a difference.
- It is not who we make different.

Constituencies



It is *how*
we make a difference.

Positioning Beyond Defeat



AmeriCorps is necessary
because it represents the
“right” way to serve.

Positioning Beyond Defeat



AmeriCorps -
making a difference
that lives on.

What Business is AmeriCorps in?



- When that is how you serve...
 - Foster hope for future generations
 - Give hope, not helplessness

What Business is AmeriCorps in?



AmeriCorps is in the
Hope business.

Values-Based Branding™



Value:
Hope

Positioning:
AmeriCorps - making a difference
that lives on.

