Stories of Service
pbs.org/storiesofservice
Panelists

Ron Pierce, Sr. Director, PBS Stories of Service
Tim Eernisse, Development Director WGVU
Amy Labenski, Sr. Director Impact & Engagement WETA
Stories of Service
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• AGENDA
  • SMC Veteran page
  • WGVU engagement lessons
  • WETA The Vietnam War assets
  • Miscellaneous / Q&A
Timothy Eernisse
Director of Development and Marketing
LZ Michigan
Events

• Launch
• “We’ve Gotta Get Outta This Place” event
  • Something different, somewhere different
• What we do
  • Screenings of The Vietnam War
  • Critical dialogue
• Push the limits
  • The Wall That Heals
    – Field Trips, Wall of Faces, Escort
  • Tribute Tower

• LZ Michigan Festival and Ceremony
• Human Hug Project
• Continuing the conversation
  • Critical dialogue
  • Vietnam Class
• Vietnam Honor Flight
Marketing & Partnerships
• Leverage existing partnerships
• Work in different ways
• LZ Michigan Float
• More than Veterans
• Partnerships
  • VA VSO
  • University – Liberal Arts
  • Veteran Service Organizations
  • Unexpected partners

Lessons learned:
• Being willing to try something new
• Leverage local community events
• Make the event your own by leveraging the PBS Brand
• Be prepared for the unusual
• Leverage the resources at PBS, WETA, NETA, and around the system
• PBS Kids & Education
• Be passionate
• You don’t have to do it all
• Make it personal
Contact Information

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AMY LABENSKI
Sr. Director
Impact and Engagement, WETA
Even if your station does not have a grant, you will receive our full support and access to ALL resources.
The Round 2 RFP will highlight:

- Strong, durable partnerships
- Audience diversity
- New models of engagement
- Post-broadcast engagement

Timeline:

- RFP for additional Community Engagement grants will be sent the week of March 20th
- Proposals due by May 5th
- Support up to $10,000
- Awards announced after the PBS Annual Meeting in May
STATION ENGAGEMENT RESOURCES

THE VIETNAM WAR
A FILM BY KEN BURNS & LYNN NOVICK

https://source.pbs.org/
Teases, Trailer, Interstitial, Video
Key Art, Photos, Images, Promotional Graphics
Webinar Slides, Webinar Recordings
Paid Media Plan Summary
Corporate Development Assets

Key Art, Photos, Images, Promotional Graphics
Webinar Slides, Webinar Recordings
Fact Sheet, RFPs, Station Engagement Goals,
Funder Guidelines and Logos,
Partnership and Outreach Info, Partner Toolkit
Even if your station does not have a grant, you will receive our full support and access to ALL resources.
• Last 3 years, PBS has reached an average of over 30 million viewers and delivered 3.6 million streams of veteran content. (Nielsen/Google)
Ron Pierce  
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Tim Eernisse  
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Amy Labenski  
Sr. Director, Impact and Engagement, WETA  
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Ongoing Efforts

* Launch Veteran FB page.

* Highlight locally produced veteran content on PBS SOS website.

* Curate locally produced content.

* Facilitate collaboration amongst stations on engagement activities and content production. (Buddy Boot Camp)

* Q&A

• SAVE THE DATE, Next Webinar; Thursday, April 13, 3pm EST