

# Stories of Service

[pbs.org/storiesofservice](https://pbs.org/storiesofservice)

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# Panelists

Ron Pierce, Sr. Director, PBS Stories of Service

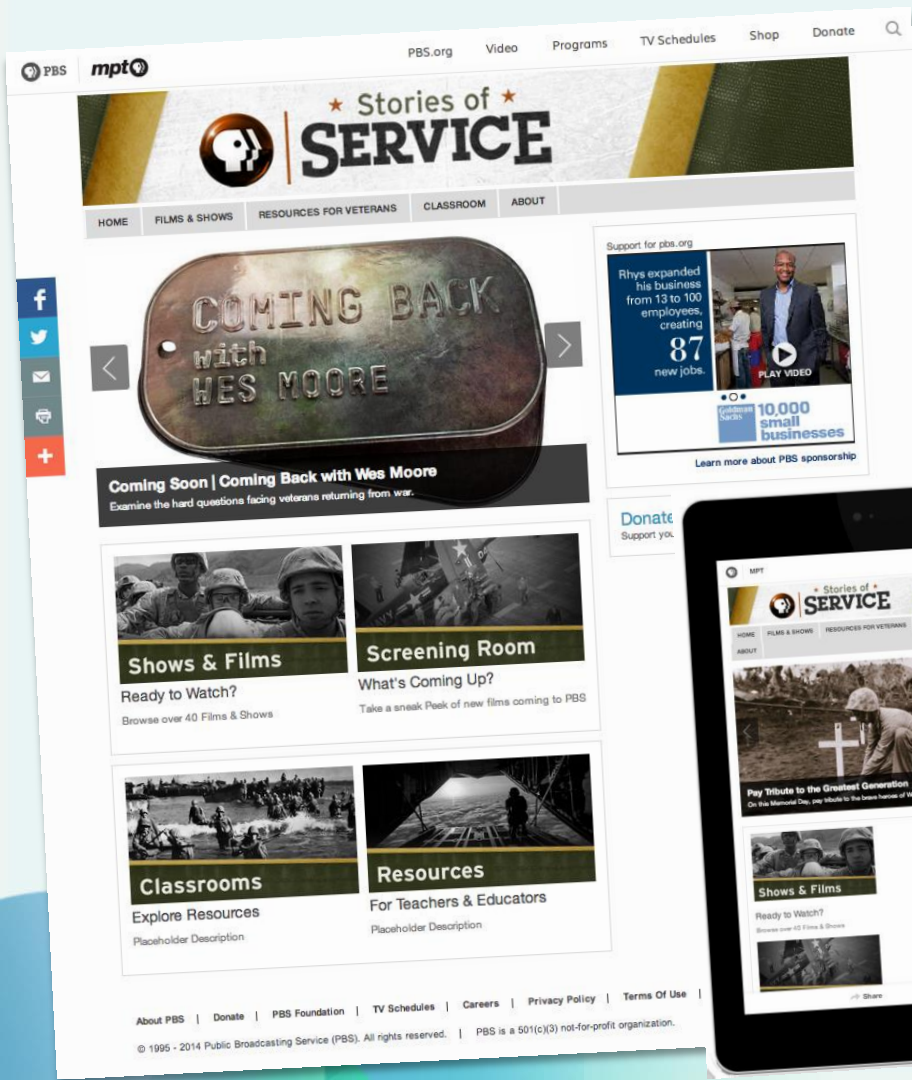
Tim Eernisse, Development Director WGVU

Amy Labenski, Sr. Director Impact & Engagement WETA

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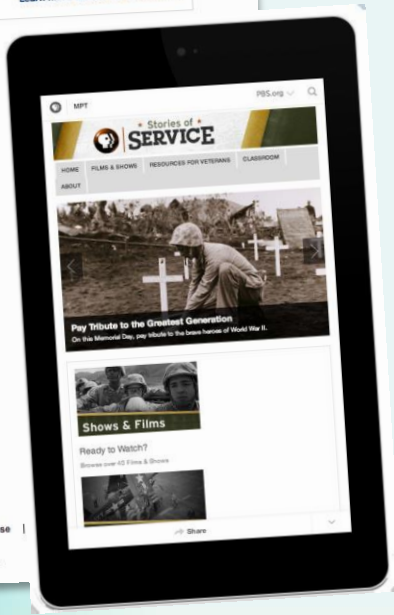


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## • AGENDA

- SMC Veteran page
- WGVU engagement lessons
- WETA The Vietnam War assets
- Miscellaneous / Q&A



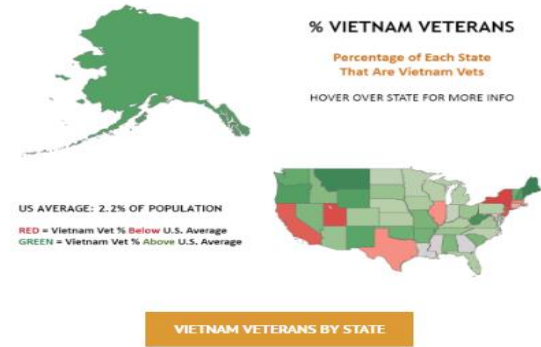
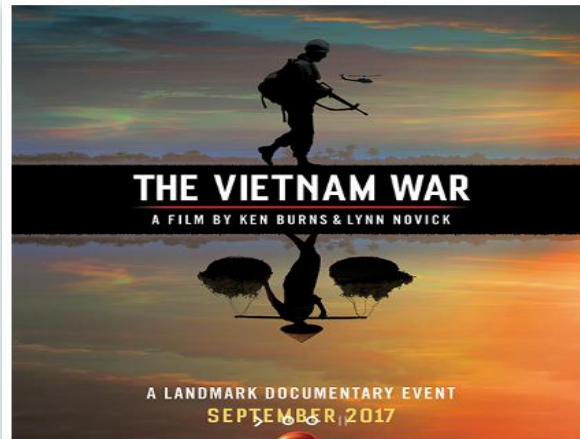
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Learn From Others

Veterans Initiatives







#### UPCOMING WEBINARS & EVENTS

 **Monthly Webinar** - PBS Stories of Service



#### CASE STUDIES & LINKS

-  **Notes** from the Veterans & Military Families Engagement Action Summit
-  **Visit** the National Center for Veterans Analysis and Statistics
-  **Check Out** the Census Reporter
-  **Visit** the Stories of Services website

<https://stationmanagementcenter.org/learn-from-others/veterans-initiatives/>

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# 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

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**REMEMBER!**

**THE VIETNAM WAR**

A FILM BY KEN BURNS & LYNN NOVICK

**Even if your station does not have a grant, you will receive our full support and access to ALL resources.**

# STATION ENGAGEMENT GRANTS

## THE VIETNAM WAR

A FILM BY KEN BURNS & LYNN NOVICK

### The Round 2 RFP will highlight:

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

# ROUND 2

### Timeline:

- RFP for additional Community Engagement grants will be sent the **week of March 20<sup>th</sup>**
- Proposals **due by May 5<sup>th</sup>**
- 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



**WETA Dropbox**

<https://bit.ly/VietnamDropbox>

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

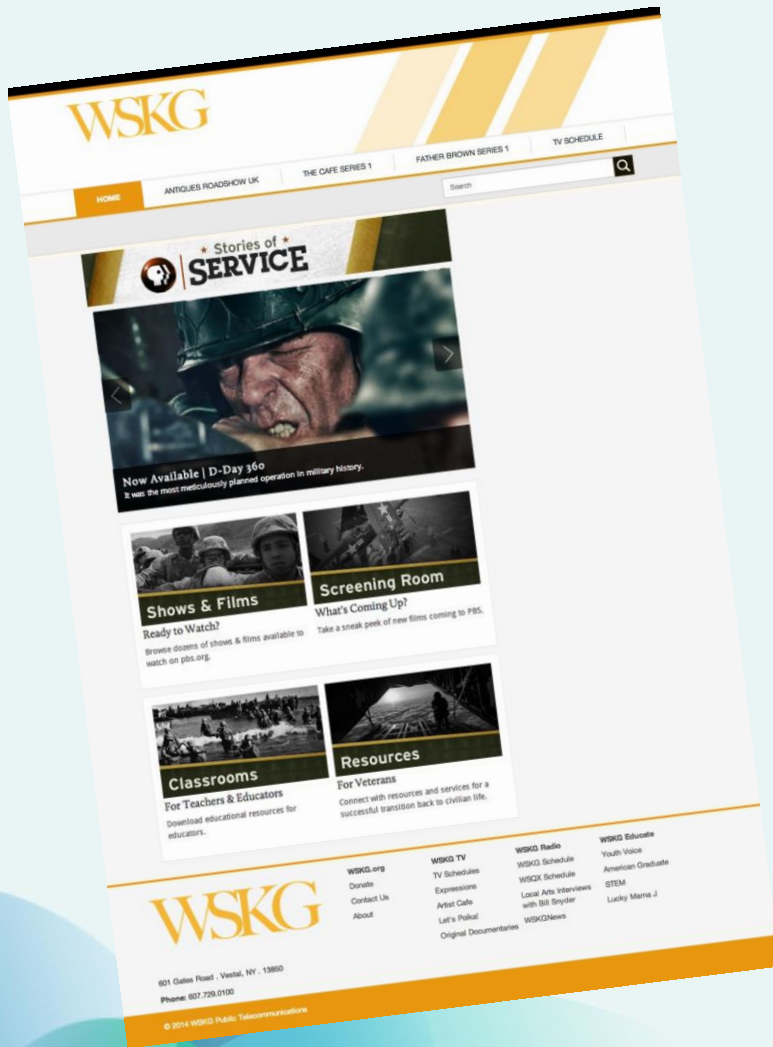


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- Last 3 years, PBS has reached an average of over 30 million viewers and delivered 3.6 million streams of veteran content. (Nielsen/Google)

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**Ron Pierce**  
**Sr. Director, PBS Stories of Service**  
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**Amy Labenski**  
**Sr. Director, Impact and Engagement, WETA**  
**[alabenski@weta.org](mailto:alabenski@weta.org)**

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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**

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