9/11 Day of Service and Remembrance
A broadcaster’s guide to the 10-year anniversary of 9/11
A Day of Service and Remembrance

September 11, 2011 will mark the 10-year anniversary of the September 11, 2001 attacks that changed our nation forever. This year, in observance of that important day in our history, the National Association of Broadcasters is working with leading nonprofits and the 9/11 community to encourage all Americans to observe the 10-year anniversary of 9/11 by performing good deeds, supporting charitable causes and volunteering in the community. Together our goal is to organize the single largest day of charitable service in U.S. history in tribute to the 9/11 victims, survivors and those that rose in service in response to the attacks. We invite you and your station to join the National Association of Broadcasters and so many other groups in supporting this important and historic 9/11 Day Observance.

For more information, visit 911day.org or Facebook.com/911day.

Additional media assets such as videos, logos and other information are available at the following locations below. Please also contact Jessica Kelly at MyGoodDeed at Jessica.kelly@911day.org if you have questions, wish to schedule interviews or need more information.

Media Assets:

LOGOS:
http://911dayofservice.org/learning/911-day-logos-and-other-media

SELECT PSAS AND OTHER RESOURCES:
http://www.magicbulletmedia.com/MNR/911day/

FULL SUITE OF HD PSA ASSETS:
http://deutsch.wiredrive.com/r/p/?presentation=3af67a4c17638680cafaa722b52a5b78
About the September 11 National Day of Service and Remembrance

- The September 11 National Day of Service and Remembrance is a federally recognized observance under which individuals and groups voluntarily pledge to perform good deeds, support charities, or volunteer in the community in tribute to the 9/11 victims and survivors, and all those that rose in service in response to the attacks.

- Participants post their plans (“9/11 tributes”) at 911day.org and facebook.com/911day. More than one million people have posted Tributes on the 9/11 Day Observance website since 2002, from all 50 states and 165 countries.

- The observance was launched in 2002 by David Paine and Jay Winuk, in response to the loss of Jay’s brother Glenn Winuk, a partner at the law firm Holland & Knight, and a volunteer firefighter and EMT who died in the line of duty during the 9/11 attacks at the World Trade Center. David and Jay later formed the nonprofit MyGoodDeed, which successfully lead efforts to formally establish and permanently designate September 11 as a National Day of Service and Remembrance under bipartisan federal law, which was passed by Congress in 2009 and reaffirmed by President Proclamation on September 11, 2009.

- Today, MyGoodDeed leads and organizes with many prominent partners the annual 9/11 Day Observance, which inspires millions of people to pay tribute each 9/11 through charitable service.

- Observing September 11 as a National Day of Service and Remembrance carries the overwhelming support of the 9/11 community, including the relatives of 9/11 victims, first responders, rescue and recovery workers, survivors of the attacks, and volunteers.

- The long term goal of the 9/11 Day Observance is to permanently establish a positive and forward looking way for all Americans to annually remember and pay tribute to the 9/11 victims, survivors and all those that rose in service in response to the attacks, including members of our military and their families.

Pay Tribute Through Service

- Sept. 11 is a powerful motivator for engagement.

- Independent research commissioned in 2010 by MyGoodDeed found that more than 60 percent of all Americans will engage in charitable service in observance of 9/11 if given opportunities to do so.

- That figure jumps to 84 percent among people between the ages of 18 and 35.

- Among those ready to participate, more than half described themselves as new to volunteering.
I Will... Inspire My Community to Take Action

Broadcasters can play an important role to helping inspire millions of people to pay tribute through good deeds and charitable service of their own choosing, and to post their 9/11 Tributes at 911day.org or Facebook.com/911day. Please include the official public service messages for the observance in your regular rotation, giving them preferred positioning when available, and encourage your viewers, listeners and colleagues to join the 9/11 Tribute movement by pledging to perform good deeds in observance of the 10-year anniversary of 9/11, and every 9/11 thereafter.

- Visit http://911day.org or http://facebook.com/911day
- Post your “I Will” Tribute for 9/11. For example, “I will bring lunch to my local fire department.”
- Upload a video or photo (optional)
- Encourage your friends and family to post a tribute

Participating is completely free. It does not require that individuals make any type of donation.

I will... inspire my community to take action!
Programming Ideas

On the Air

- **Make it personal.** Share stories of those in your community who have personally been affected by 9/11. Interview 9/11 family members or invite listeners to share their own 9/11 (“where were you?”) stories. Have each of them share how they are going to mark the 10-year anniversary of 9/11 by helping others in need. Ask them what it means to them to have people across the country performing charitable service and good deeds on 9/11 as a way to pay tribute and remember the 10-year anniversary.

- **Highlight local projects.** Highlight local programs and nonprofits in your area that are planning volunteer activities on or around 9/11. In many cities across the nation, local affiliates of the HandsOn Network, United Way, and other nonprofits are planning volunteer service and tribute projects. Showcase individuals who were inspired by 9/11 and are creating their own service project or are volunteering for the first time.

- **Consider interviewing teachers.** MyGoodDeed has distributed special instructional materials about the 9/11 Day Observance to more than 1,000,000 teachers nationwide (see http://Scholastic.com/911day). If needed we can help you identify teachers that are planning charitable service programs with students. Contact us at info@911day.org.

- **Encourage people to get involved.** In every case, please direct individuals and groups to the official website for the 9/11 Day Observance, which is http://911day.org to post tributes, explore volunteer opportunities, or support charitable causes of interest.

- **Lead by example.** Create your own “I will” tribute statement or PSA consisting of your broadcasters and employees, and encourage your on-air talent and staff to post and share their individual tributes.

- **Participate in the social media and Internet efforts.** Showcase 9/11 Day on your station’s home page, link to 911day.org, profile 9/11 service projects on your Facebook page and have talent Tweet about it, stream webcasts of 9/11 events. Also download for your own website the special 9/11 Tribute widget at 911day.org (available Aug 27). Lastly, visit Facebook.com/911day and “like” the page. Also follow the 9/11 Day Observance at Twitter.com/911day, and when tweeting please use the hashtag #IWill. Important updates and news will be posted there leading up to September 11.

- **Say it often.** Use on-air opportunities, big and small, to encourage individuals to observe the 10-year anniversary of 9/11 with service and remembrance. Run news stories, create talk show chatter, air PSAs or record PSAs featuring local talent or community leaders and make on air mentions on how to find local volunteer opportunities.

- **Conduct “person on the street” interviews.** Ask people to complete this statement: “In observance of 9/11, I will remember by ...”

In Your Community

- **Reach out to local groups.** Partner with local organizations to hold or sponsor service projects. Have your on air talent and station staff both cover and participate in service projects.

- **Organize town hall meetings.** Invite community leaders, prominent officials, and if available 9/11 families and survivors, first responders, or military personnel to share inspirational stories.

- **Encourage business leaders to get involved.** Have your station lead the effort to get large and small employers to observe 9/11 through service activities.

- **Support military community.** Develop service activities that both engage and benefit military personnel and their families, at home and abroad.
About the I Will PSA Campaign

The nonprofit organizers of the 9/11 Day Observance have released a wonderful, new “I Will” PSA campaign to support the upcoming 10-year anniversary of the 9/11 attacks. This terrific campaign encourages all Americans to “join the 9/11 Tribute movement” and observe the day by taking time to help others in need. The PSA asks “What will you do this Sept. 11?” to pay tribute to the 9/11 victims, survivors, and those that have risen in service in response to the attacks.

The powerful, uplifting campaign, theme “I Will (pay tribute),” prominently features relatives of 9/11 victims and survivors of the attacks, along with celebrities and others encouraging people everywhere to engage in good deeds. The campaign includes eight TV and video PSAs, ranging from 90 seconds to 15 seconds; 15 individual “I Will” celebrity tributes that will be featured on the 911day.org; radio spots; print and 10 digital banner PSAs.

It also includes a free Facebook “I Will” Tribute application that you can place on your own Facebook Fan Page. The goal is to create a remarkable, forward-looking nationwide observance that will carry on for decades to come and forever pay tribute to the 9/11 victims and survivors, and the many that rose in service in response to the attacks.

How To Create Your Tribute for 9/11

Please spend a moment to think about answers to the following questions and when you are ready, pick up whatever device you have—HD camera, hand held video camera, flip phone, webcam or cell phone—and capture your tribute.

1. What do you remember about 9/11? (For example: how people all across the country rose to the occasion in response to the events of the day.)
   Begin answer with “On 9/11 (pause) I remember ________ (describe where you were, and what you recall).”

2. How will you pay tribute by doing something that benefits and enriches someone else’s life?
   Begin answer with, “In observance of 9/11 this year I will remember by ________ (describe your activity).” After “I will” tribute: state your name and your home town, where you grew up or live today – your choice. You can make as many tributes statements as you want, please just start each sentence with, “I will.”
   *Example: “I will volunteer at my local boys and girls club (pause) my name is Emma Johnson and I’m from St. Paul, Minnesota.”

3. Finally, as a way to forward the momentum of the campaign, please read the following line verbatim to get others to upload their tributes as well:
   “What will you do this September 11?”
Contact For More Information

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info@911day.org

Resources
911day.org
Facebook.com/911day
Twitter.com/911day