

# TELLING AMY'S STORY

## Call to Action

### CENTRALIZED RESOURCE TEAM

Prepare/produce executive briefing materials →

Follow up and track executive engagements →

Prepare/produce local template materials →

Support local ambassadors; facilitate hand off of toolkit; be single point of contact

Provide monthly reporting; manage distribution of DVDs



### EMPLOYEE AMBASSADORS

Engage local DV partner; have them develop volunteer options for interested employees  
<http://telling.psu.edu/discuss/partners.html>

Engage EAP or HR representative

Identify local PBS station  
<http://www.pbs.org/stationfinder/index.html>

Determine if and when your PBS station is airing the documentary  
<http://telling.psu.edu/>

Plan your screening event and book speakers  
[www.verizonfoundation.org/employee/tas](http://www.verizonfoundation.org/employee/tas)

Obtain a copy of the documentary  
[http://domestic.violence.media.psu.edu/moreInfo\\_1024DVD.html](http://domestic.violence.media.psu.edu/moreInfo_1024DVD.html)

Integrate your HopeLine drive  
<http://aboutus.vzw.com/communityservice/hopeLineRecycling.html>

Use applicable employee communications tools to communicate about *Telling Amy's Story* and the employee event

Access free branded materials  
<http://telling.psu.edu/discuss/toolkit.html>

Develop clear, consistent call to action for employees; coordinate with DV and EAP  
[www.verizonfoundation.org/employee/tas](http://www.verizonfoundation.org/employee/tas)

### VERIZON FOUNDATION LEADERSHIP

Present to senior leadership and state presidents

### SUPPORT CONTACTS

Anna Marie Johnson Teague  
 DAWSON + MURRAY + TEAGUE Communications  
[amteague@dmtcommunications.com](mailto:amteague@dmtcommunications.com)

Melody Brown  
 Verizon Foundation  
[melody.a.brown@verizon.com](mailto:melody.a.brown@verizon.com)

### EXTERNAL AMBASSADORS

Engage local DV partner  
<http://telling.psu.edu/discuss/partners.html>

Identify local PBS station  
<http://www.pbs.org/stationfinder/index.html>

Determine if your PBS station is airing the documentary  
<http://telling.psu.edu/>

↳ If yes, determine if you will co-host a screening event

↳ If not, lobby them to do so  
[http://telling.psu.edu/assets/pdf/TellingAmysStory\\_Working\\_with\\_Public\\_Broadcasting.pdf](http://telling.psu.edu/assets/pdf/TellingAmysStory_Working_with_Public_Broadcasting.pdf)

Engage local law enforcement  
<http://telling.psu.edu/discuss/partners.html>

Obtain a copy of the documentary  
[http://domestic.violence.media.psu.edu/moreInfo\\_1024DVD.html](http://domestic.violence.media.psu.edu/moreInfo_1024DVD.html)

Plan your screening event

↳ Depending on your market, consider integrating employees (invite them to the screening event, host an employee-specific event, communicate to employees about the airing)

Integrate your HopeLine drive  
<http://aboutus.vzw.com/communityservice/hopeLineRecycling.html>

Access free branded materials  
<http://telling.psu.edu/discuss/toolkit.html>

Conduct media outreach

Use social media tools to spread the word  
<http://telling.psu.edu/share/index.html>

