



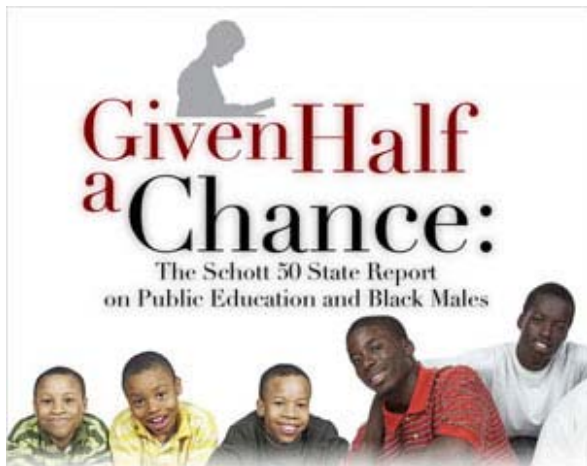


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Fall Edition: October 2, 2008

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Feature: The Schott Foundation for Public Education



Douglas Gould and Company (DGC) has worked for many years with the Schott Foundation for Public Education to advance their work for more equitable, high-quality public K-12 education for all students.

As a result of national and local outreach by DGC, the Schott Foundation received 100 media placements in two months and over 10 million impressions. Pick up in top circulation dailies included the *Chicago Tribune*, *Detroit Free Press*, *Atlanta Constitution Journal*, *New York Post* and the *Indianapolis Star*. National coverage included the *Chronicle of Higher Education*, *Philanthropy News Digest*, *Education Week*, and *Teacher Magazine*. Broadcast coverage included TV network affiliates in Chicago, Miami, Detroit Tampa, and Minneapolis and talk radio shows such as NPR Detroit, WBBM Radio Chicago, and the Bev Smith Show. Pulitzer

Prize winner Clarence Page also featured it in a nationally syndicated column.

We developed messaging and executed the launch of the 2008 study entitled "[Given Half a Chance: The 50 State Report on Public Education and Black Males](#)," which found that in the 2005/2006 academic school year, less than half of all black male students received diplomas with their cohort. Our strategy was to launch the release via a press conference at the UNITY Journalists of Color conference, which attracts over 10,000 African American, Hispanic, Asian and Native American journalists, in order to raise awareness of the urgent need to close this achievement gap.

The core messaging centered on the fact that more than 50 years after Brown v. Board of Education, the nation's urban public school system continues to be a pipeline to failure for most black male students. We leveraged that as a national story but also pitched regional and local data to generate very targeted local stories, highlighting that:

- New York City Schools only graduates 32% of black male students from high school on time
- Indianapolis has the lowest graduation rate for black male high school students – a scant 19%

graduate with their cohorts

- Detroit graduates only 20% of black males from high school

While the coverage served as a call to action for educators, administrators and policy makers, it also raised public awareness of this grave issue.

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Beyond the Click: Getting Started With Online Engagement for Offline Advocacy



The California Alliance for Arts Education (CAAE) believes that arts education (in dance, music, theatre, and visual arts), contributes to the development of a creative, caring, discerning, knowledgeable, self-disciplined, inquiring, and motivated individuals. To keep arts in public schools and advance equitable education reform, CAAE advocates for state-wide policies that ensure access to quality arts education for all.

Strategic and effective communication through an organization's Web site is important to supporting the creation of active and committed local advocacy networks to help further policy agendas. Organizations both large and small are harnessing the power of their Web site and other online tools to bring people together for a common cause.



CAAE, with a newly re-designed [Web site](#) and integrated online engagement tools such as e-mail, tell-a-friend and targeted letter-writing capability, is working with us in the development of a strategy to build strong networks of active advocates across California that can influence key influencers, policymakers and legislators.

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Notes from the Field: The World Monuments Fund: Re-branding an International Treasure

The World Monuments Fund (WMF) is the leading independent organization devoted to saving the world's most treasured places. For over 40 years, working in more than 90 countries, WMF skilled experts have applied proven and effective techniques to preserve important architectural and cultural heritage sites around the globe. Through partnerships with local communities, funders, and governments, WMF inspires an enduring commitment to stewardship for future generations.

Earlier this year, Douglas Gould and Company began work with WMF to help develop a new and comprehensive brand strategy, messaging platform and graphic identity. These essential tools are fundamental to effective communications and marketing. Our process included conducting extensive staff and key stakeholder interviews, a complete audit of existing communications materials (including their Web site), and hands-on work sessions with senior staff and board members. By integrating these elements and including WMF stakeholders in the process, we gained valuable insight; enabling us to identify target audiences and translate WMF's vision, assets, values and scope of work into meaningful communications products.



The result of this work includes a new logo, message platform, tagline and tactics and strategies to attract target audiences.

For more information on World Monuments Fund visit www.wmf.org.

For more information on other DGC branding projects, [click here](#).

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Notes from the Field: The DG Team Goes to Camp - Promotes Innovative Children's Kidney Dialysis Program at Frost Valley YMCA Camp

Frost Valley YMCA Camp provides traditional sleep away camp experiences to young people from all walks of life. In 1975, Frost Valley became (and remains) the only camp in the United States that offers on-site kidney dialysis for youth, while mainstreaming them into every day camp activities and bunk groups. Located in the heart of the Catskill Mountains, on 6,000 acres, surrounded by 250,000 acres of "forever wild" Forest Reserve, Frost Valley hosts thousands of youth, adults and families through their year round residential camping, environmental education, Elderhostel and corporate leadership programs, and their conference center.

Douglas Gould and Company has been working with Frost Valley to secure media attention to promote the Children's Kidney Program and its new home in the Guenther Family Wellness Center. This brand new facility provides a state of the art kidney dialysis unit, where campers can receive their life-sustaining therapy administered by Nephrology specialty nurses and doctors from tri-state area medical centers.



Working closely with the Frost Valley communications staff, our Douglas Gould and Company team developed a targeted media list which included both medical and camp trade publications, and consumer press throughout the tri-state area. Our creative team also crafted compelling story ideas; then hit the phones to pitch producers, editors and reporters. Response was excellent -- resulting in TV feature news stories, talk radio guest appearances, Web news video pick up and print stories highlighting campers, their parents, the physicians and nurses, funders and supporters.

Next up is the development of a localized media campaign to promote school and corporate groups that visit Frost Valley throughout the fall, winter and spring.

To learn more about Frost Valley and the Children's Kidney Program visit: http://www.frostvalley.org/for_parents/camp_programs/dialysis_center.php

Notes from the Field: Wounded Troops and Partners: Supporting Intimate Relationships Conference

The Center of Excellence for Sexual Health at Morehouse School of Medicine (CESH) held a pivotal conference in Washington, D.C. earlier this year. The conference was the first to embark on a national dialogue on how government leaders, U.S. agencies, healthcare providers, and communities can help wounded troops and their partners develop and maintain healthy intimate relationships.

Douglas Gould and Company worked closely with CESH on the conference and conducted media outreach. As a result, the conference received media coverage across the nation. For example, an Associated Press piece was picked up online in over 70 outlets; a McClatchy piece ran in seven outlets, including the Houston Chronicle, and the Miami Herald.

The conference drew attention to the often overlooked links between mental and physical disabilities – like post traumatic stress disorder (PTSD), traumatic brain injury, and serious burns – with failed intimate relationships that contribute to suicide, divorce and other problems among servicemen and women.

According to Dr. Mitchell Tepper, Assistant Project Director for the Center of Excellence for Sexual Health at Morehouse School of Medicine, upward to 80 percent of army suicides can be attributed to failed intimate relationships. Healthy intimate relationships contribute to recovery from physical and mental trauma, according to Dr. Tepper.

Some of the conference speakers were:

- Lee Woodruff, whose husband Bob Woodruff recovered from injuries similar to the ones acquired by members of the armed forces in Iraq and Afghanistan. In a heartfelt keynote address, Woodruff spoke of the importance of family and faith in healing.
- Robert "BJ" Jackson, a double-amputee of the Iraq war, who spoke alongside his wife Abby. They

candidly talked about the importance of sexual health and the often awkward process, filled with trial and error, of re-establishing intimate relationships with a spouse.

- Former Surgeon Generals Richard Carmona and David Satcher, who spoke about the importance of de-stigmatizing the need for mental health care, and parity for mental health care.

Click [here](#) to learn more about the conference and to view footage of the speakers.

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Resources & Staff News

Resources

"[Given Half a Chance: The 50 State Report on Public Education and Black Males](#)" finds that fifty years after Brown v. Board of Education, the nation's urban public school system continues to be a pipeline to failure for most Black male students. Visit the online report at - <http://blackboysreport.org/>

Recommended reading: *Nonprofit Career Guide: How To Land a Job That Makes a Difference*. This book, written by former DG colleague Shelly Cryer, provides up-to-date information on the size, scope, and job opportunities of the nonprofit sector, and concrete strategies for launching a meaningful career in it. More information can be found at <http://nonprofitcareerguide.org/>. The book is \$16.95 and available at www.amazon.com.

Staff News

- **Meet our new Graphic Designer!** We are excited to have [Chantal Escobar](#) join our team. Chantal has already brought her fresh design sense to many of our clients including developing a new logo for Arts for Academic Achievement in Minneapolis, a brochure for The Schott Foundation 50 State Report and a new Web site design for www.communitycollegecentral.org, the online location for the Ford Foundation's Bridges to Opportunity initiative, scheduled to launch in early 2009. [Click here to get to know Chantal](#).
- **Roslynn Pieters** has joined us as a full-time Media Coordinator. She began as an intern this spring and summer and we couldn't let her go! [Click here to learn more about Roslynn](#).
- In our last edition, we announced **Regina Barboza** as a new consultant to DGC. We are now honored to announce that she has joined us full-time as a Senior Associate. [Click here to see Regina's full bio](#).

Thank you DGC Interns!



From left to right: Ricky Rodriguez, Roslynn Pieters, Megan Nesbeth, Sarah Malin, Amanda Gould

This summer, we had an amazing group of interns. **Megan Nesbeth** and **Ricardo Rodriguez** are [Posse Foundation scholars](#). **Roslynn Pieters**, now a full time employee, recently received her M.S. degree in Communications from The College of New Rochelle. **Sarah Malin**,

who has interned with DGC for the last four years, is mid-way through her undergraduate degree at Northwestern and **Amanda Gould** has just entered a masters program in social work through Hunter College. Their sharp, fresh minds were a welcome addition to all our client projects.



This fall we welcomed another (fabulous) intern, **Stephanie Morillo**, who will be at DGC until the end of December. Stephanie is also a [Posse Foundation](#) scholar who will be leaving for Malaysia on a Fulbright grant in January 2009.

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DGC Welcomes Our New and Returning Clients

- Arcus Foundation
- Barrow Street Nursery School at Greenwich House, Inc.
- California Alliance for Arts Education
- California Community College System, supported by The William and Flora Hewlett and James Irvine Foundations
- Christian Community
- Coalition for Community Schools
- Coalition for International Criminal Court
- Frost Valley YMCA
- Georgetown University Center on Education and the Workforce, funded in-part by the Lumina Foundation
- The Guidance Center of Westchester
- Hewlett Leaders in Student Success
- Kentucky Community and Technical College System
- McGeorge School of Law
- National Scholarship Providers Association
- The Opportunity Agenda
- Orange County Department of Education (OCDE)

For a listing of all our clients [click here](#)

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