



America  
Talks

national  
week of  
conversation



[Top 8 Assets](#)

# Social + Earned Media Launch Kit

*For America Talks + NWOC Partners*

## About This Document | What's inside

**Thank you for being an America Talks partner!** In this document, you'll find everything you need to give your organization's members and the general public the opportunity to find their point of entry to the bridging movement or take their bridging work to the next level through [America Talks](#) and the [National Week of Conversation](#).

**This toolkit is for the launch period. We will provide an updated campaign with weekly and daily themes for the final weeks before the event.**

**If you have an NWOC event, the more people that come to America Talks, the more will get exposed to your event.** We found that more than 50% of people who attended a recent Talks event were attending their first dialogue event EVER! It's a great way to activate people you've had on your list and recruit new people and social media followers.

**So that you can track the number of people you are mobilizing (for reports to your stakeholders, funders and press) we are providing you a custom registration link.** This way for any sign-ups you generate, you can get the data! Your custom url should be in the email you received from Graham Bodie with this link. Instructions for embedding a sign up on your website are linked below. If you have questions about either, please email [Graham@ListenFirstProject.org](mailto:Graham@ListenFirstProject.org).

### How to Make AT/NWOC Work for YOU

- Engage your prospects who care about these issues in AT+NWOC as a way to build relationships with these individuals (from whom you can solicit donations or otherwise engage in the future)
- Strengthen relationships and partnerships with other organizations
- Get national press attention

### Quick Links to each resource:

- [Press Advisory Template](#) for amplifying your involvement. Tip: tie to current news or something recently in your target publication.
- Instructions for Embedding the Sign-up on Your Site *will be linked here after registration opens*
- [Event Description](#)
- [Newsletter Blurb/Email Text](#)
- [Social Media Sample Content and Assets](#)



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- [Banner Sizes](#)

## Final Three Days Resources

[Top 8 Assets](#): These are the assets that have been driving the lowest cost per sign up in our Facebook ads.

- About that gridlock in Congress 🤔 anyone else think it's time every day Americans came together to take our power back? TODAY or on Saturday, you can join people of all backgrounds & beliefs who are ready to stop fighting & start solving problems. Sign up at <https://americatalks.us> #ListenFirst
- What's got ✅ thousands of Americans ✅ from all backgrounds and beliefs ✅ talking with one another on video ✅ solving problems? #AmericaTalks! It's happening TODAY! And on Saturday. Sign up now at <https://americatalks.us> #ListenFirst
- At [organization] we're all about [insert mission phrase]. That's why we're excited to be an #AmericaTalks partner. It's happening TODAY & Saturday! Sign up & join us for this important event. (Bonus: it's online so you can join from the comfort of your own home!) Sign up at <https://americatalks.us> #ListenFirst
- Where can you save the Republic from the comfort of your home while wearing your PJ bottoms? #AmericaTalks! Raise your voice in this online event TODAY or SATURDAY. (We won't judge if you wear your PJ Top too.) Sign up at <https://americatalks.us> #ListenFirst

## Last Chance To RSVP Email Copy

**Subject Line: Last Chance to Register for America Talks!**

**America Talks is this week!** Thousands of people have already signed up! [Complete registration here](#).

**Here's a little reminder of what it's all about. America Talks is a powerful event** that invites Americans of different backgrounds and beliefs to connect in small groups or one-on-one via video. We welcome you with a livestream before you go into your conversation room. It is on a platform called Kazm that is easy to use and feels like Zoom.

And there is a written guide in your conversation room to keep things enjoyable and productive. On the way out you can share input and feedback. This year we'll even be sharing participant feedback and input with members of Congress after the event!

**We need your voice!** So what do you say? Are you sick of how divided America can feel and ready to get down to healing divides and taking our power back with other problem-solvers?



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The two options to participate are:

- [Thursday, April 21 at 5 pm PT / 8 pm ET](#)
- [Saturday, April 23 at 10 am PT / 1 pm ET](#)

After you complete selecting your date and group size, you will be taken to Kazm to complete your registration. Don't forget to create your Kazm account and complete the final sign-up step on Kazm.

## Press Clips

[WSJ](#)

[ABC Article](#)

Jillian interview on King5 TV:

<https://www.king5.com/video/entertainment/television/programs/new-day-northwest/addressing-our-countrys-deep-divide-new-day-nw/281-fa87fa07-203a-4231-969a-af612816f8d7>

Steven Kull and James Fishkin USA TODAY Op-Ed:

<https://www.usatoday.com/story/opinion/2022/04/19/polarization-congress-common-ground/7366237001/>

Gannett and USA Today Announce America Talks

<https://www.gannett.com/pr/gannett-and-usa-today-announce-2022-america-talks-program/>

Pearce USA Today Op-Ed

<https://www.usatoday.com/story/opinion/columnist/2022/03/17/america-talks-listen-first-project/7037508001/>

Bruce B. David E, Kristin H, and Pearce G USA Today Op-Ed

<https://www.usatoday.com/story/opinion/2022/04/02/toxic-polarization-stop-poison/7230124001/>

Brandyn Keating & Jillian Youngblood USA Today Op-Ed

<https://www.usatoday.com/story/opinion/2022/04/23/media-and-politicians-divide-us-heres-how-americans-can-fight-back/7408515001/>

## Basics and Theme

In April 2022, thousands of Americans matched with those who have different backgrounds and beliefs from all corners of the country will converse face-to-face on video. Each conversation will provide a repairing stitch to America's frayed social fabric, as participants shift perspective from "us versus them" to "you and me."



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Millions more Americans will be inspired by these conversations, which will be amplified via news media, social media, an influencer campaign, and a live streaming event. America Talks will again serve as the headline event kicking off the annual National Week of Conversation (NWOC), which provides additional opportunities for Americans to connect across differences, turn down the heat and find a way forward together.

This year's livestream, marketing campaign and overall event theme will be "Faces of the Movement" with a possible overlay of the tradition of coming together around food that has existed across cultures and time later in the campaign. In the "Faces of the Movement" campaign, we'll showcase a handful of inspiring individuals who have a bridging story to tell. We'll carefully source unique narratives from everyday Americans conducting bridging work. And through those stories, we'll tell the story of YOUR work. Each "Face of the Movement" will passionately describe their "why" while creating relatable storylines.

**The tone of all event communications will be one of *invitation***

- Inviting ALL Americans to see themselves in the movement
- Creating a two-way conversation on social media and in earned media

## Event Description

[America Talks](#) (April 21 & 23) invites Americans of all backgrounds and beliefs to connect one-on-one or in small groups, face-to-face on video. America Talks is [powered by over 150 nonpartisan, bridge building organizations](#) and promoted by USA TODAY and other media partners. The 5th annual [National Week of Conversation](#) that follows (April 24-30), invites Americans to find their place in the bridging movement with events hosted by over 80 bridging organizations. These events provide Americans from every corner of the United States the opportunity to discover common interests, solve problems and raise their voices together. Join us to take a courageous step on this hopeful mission to defeat toxic polarization and heal America by transforming division and contempt into connection and understanding. #ListenFirst

## Newsletter Blurb / Email Text

We are excited to be an America Talks 2022 partner and want to invite YOU to participate! [America Talks](#) (April 21 & 23) invites Americans of all backgrounds and beliefs to connect one-on-one or in small groups, face-to-face on video (like zoom). The event begins with a

livestream that will welcome you and thousands of other Americans to the next phase of the bridging movement and will provide you all you need to know to have a successful conversation. This year, we'll even be sharing out ideas and results from the conversations with Members of Congress. Ready to raise your voice with other problem solvers? Sign up today: <[insert custom link](#)> p.s. Got a story about the bridging work you've been doing? YOU could be featured as a



*Face of the Movement. After you register, fill out the survey and check the box at the end to get all the deets!*

## America Talks & NWOC Logos: Brand Standards



### NWOC Colors

Red: #c1272d

Blue: #2e3192 (46, 49, 146)

Grey: #808080

### NWOC Font

Montserrat Bold

[Download Logo Here](#)



### AT Logo Colors

Dark: #3D536D

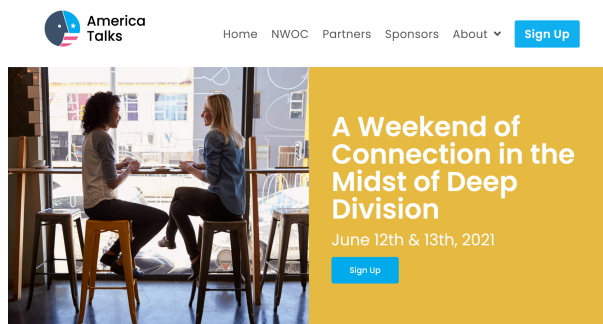
Blue: #00AEEF

Red: #EF598F

### AT Font

Poppins

[Download Logo Here](#)



### AT Website Colors

Yellow: #E7BB41

Purple: #7D66A3

Green: #6CC1A9

## Social Media Sample Content and Assets

Below, please find sample copy and assets for several different themes.

**Required Hashtag: #ListenFirst**



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As in prior years, **use and reach of our common #ListenFirst hashtag will be measured to determine the success of this collective campaign** (36.4 million people last year!), so it's extremely important that you include it in all of your posts promoting America Talks or National Week of Conversation. The common #ListenFirst hashtag will also connect all of our individual posts and allow partners to search for and reshare your content.

**Optional Additional Hashtag:** #AmericaTalks

In addition to #ListenFirst, you might also use #AmericaTalks to elevate awareness of the kickoff to National Week of Conversation.

For partners who are interested, feel free to change your Facebook and Twitter Banner to promote America Talks [here](#).

**Theme: Faces of the Movement**

[Instagram & Facebook Images](#) | [Twitter Images](#)

Copy:

- Did you know??? #AmericaTalks is coming! This April, thousands of Americans will be coming together across differences to raise their voices and solve problems. And YOU could be a face of the movement. Sign up now at <https://americatalks.us> #ListenFirst
- What's got  thousands of Americans  from all backgrounds and beliefs  talking with one another on video  solving problems? #AmericaTalks! And YOU could be a face of the movement. Sign up now at <https://americatalks.us> #ListenFirst
- At [\[organization\]](#) we're all about [\[insert mission phrase\]](#). That's why we're excited to be an #AmericaTalks partner. Sign up & join us for this important event. (Bonus: it's online so you can join from the comfort of your own home!) Sign up at <https://americatalks.us> #ListenFirst
- Are you bridging divides to solve problems in your community? Tell us how in the comments & sign up to join together with solutions-focused people of all backgrounds & beliefs at #AmericaTalks this April. Sign up at <https://americatalks.us> #ListenFirst
- Where can you save the Republic from the comfort of your home while wearing your PJ bottoms? #AmericaTalks! Raise your voice in this online event April 21 or 23. (We won't judge if you wear your PJ Top too.) Sign up at <https://americatalks.us> #ListenFirst

**Theme: Take Your Power Back**

[Instagram & Facebook Images](#) | [Twitter Images](#)



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Copy:

- About that gridlock in Congress 🤔 anyone else think it's time every day Americans came together to take our power back? In April, join people of all backgrounds & beliefs who are ready to stop fighting & start solving problems. Sign up at <https://americatalks.us> #ListenFirst
- Is the US as divided as the media says? Tell us your story of coming together with someone different to get something done & join #AmericaTalks on April 21 or 23 with American doers of different backgrounds & beliefs. Sign up at <https://americatalks.us> #ListenFirst
- Thousands of Americans will come together online on April 21st and April 23rd to join their voices together with people of different backgrounds and beliefs. Will you be one of them? Sign up at <https://americatalks.us> #ListenFirst #AmericaTalks #UnitedWeStand
- Did you know?? While Congress bickers, regular Americans are taking their power back. And YOU could be a face of the movement. Sign up at <https://americatalks.us> #ListenFirst #AmericaTalks

### Theme: Problem Solving

[Instagram & Facebook Images](#) | [Twitter Images](#)

Copy:

- Meet your fellow problem solvers at #AmericaTalks. Sign up at <https://americatalks.us> #ListenFirst
- When #AmericaTalks there's no problem we can't solve. Sign up at <https://americatalks.us> #ListenFirst
- When America Talks there's no problem we can't solve. #AmericaTalks April 21 & 23. *pssssttt: YOU could be the face of the movement.* Sign up at <https://americatalks.us> #ListenFirst
- Did you know??? While Congress bickers, regular Americans are coming together to solve problems. And YOU could be a face of the movement. Sign up at <https://americatalks.us> #ListenFirst #AmericaTalks
- Did you know??? While Congress bickers, regular Americans are stepping up to create solutions together. And YOU could be a face of the movement. Sign up at <https://americatalks.us> #ListenFirst #AmericaTalks

### Theme: Belonging/Had Enough of Feeling Divided



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[Instagram & Facebook Images](#) | [Twitter Images](#)

Copy:

- Sick of all the political fighting? Tell us how you have been impacted -- and then join us on April 21 or 23 for #AmericaTalks where Americans of all backgrounds and beliefs will come together to make a difference. Sign up at <https://americatalks.us> #ListenFirst
- You're not alone. Thousands of Americans of different backgrounds & beliefs will be coming together on April 21 & 23 for a one-to-one or small group conversation on video (like Zoom). Be a part of the movement & sign up at <https://americatalks.us> #ListenFirst #AmericaTalks
- Find your people. Raise your voice. Help make America work for ALL of us. Sign up at <https://americatalks.us> #ListenFirst #AmericaTalks





Thank you to our sponsors!



