



Community Options, Inc.
2009 Media Outlet Report
www.comop.org



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Overview of Media Outlet Report

The Media Outlet Report is designed to show the success Community Options has had in 2009 throughout various media outlets across the United States. Media Outlets represented in this report shall include print and online newspapers, magazines, television, radio, award programs and special recognitions.

This year, Community Options generated **57** newsworthy press releases throughout the United States, **13** television news and talk show segments on major networks and **3** talk radio shows.

More importantly, Community Options has been able to revolutionize the brand of the organization through various social media outlets such as Facebook, Twitter, Email Marketing Campaigns and our organizational blog.

It would suffice to say that the organization has gained steady momentum as it relates to pitching various outlets, generating interests and delivering on all expectations of the respective media outlet.

Community Options has reached a caliber of press attention that is representative of the output of our organization and holds our mission in the highest regard.



Our expanding media efforts over the 2010-2011 year will prove to be even more sophisticated and will remain organic in how they come to fruition.

Television

CNBC - New York Stock Exchange Bell Opening

COI Board of Directors Ringing Opening Bell at the NYSE

New Jersey News Channel (NJN)

Interview with Robert Stack, President and CEO about COI

Channel 9 New York - Real Talk

Interview with Robert Stack about Community Options

Channel 6 ABC - New Jersey and Philadelphia

Overview and Interview with Employees at the Princeton Daily Plan It

Channel 3 ABC- Corpus Christi

Opening of COI's first group home and moving people from the Corpus Christi State School

Channel 2 CBS - New York

Interview with employees about Vaseful and Neighborhood Happenings

Channel 3 NBC – Syracuse

Interview with RVP and ED about town council protesting a group home

PCN Profiles Show – Pennsylvania

Sit down with Robert Stack about his beginnings and Community Options

Channel 10 Action News – Corpus Christi

Following up after transition from Corpus Christi State School

Meet the Leaders – Cablevision –NJ/NY/CT

Interview with Robert Stack about COI

PBS Nightly Business Report

Interview with Manhattan employees about working during the recession

Channel 10 –KFDA – Amarillo

Local Park Adoption

Channel 5 –WBGH – Binghamton

Suiting up for Success with local Mayor

Talk Radio

Views and Voices Radio Show – WWFM

Interview with Robert Stack about COI

In Sight Radio Show –WFDU 89.1 FM

Interview with Robert Stack about COI

Contours Radio Show – 91.9 FM

Interview with Robert Stack about COI

Magazines

New Jersey Business Journal

Inclusion Issue – October 2009

Interview with Robert Stack about the Daily Plan It Incubator Model

Teen Trend Magazine

October 2009 Monthly Issue

Spotlight about School to Employment Program

New Mexico Business Journal

October 2009 Monthly Issue

Spotlight on People with Disabilities Owning their own Businesses

Commerce Magazine

December 2009 Corporate Philanthropy Issue

Cover and Editorial with Robert Stack

Awards and Recognitions

Nashville Business Journal

Hollie Campbell – Forty under Forty Award – 2009

New Jersey Business Journal

Jessica Guberman – Forty under Forty Award – 2009

New Jersey Business Journal

Robert Stack – Nonprofit Innovation Award – Leadership Excellence - 2009

Print Editorials

Home News Tribune

January 2009

"End Warehousing of Developmentally Disabled," by Robert Stack

The Washington Times

March 2009

"Help the Disabled and Save Money," by Robert Stack

Corpus Christi Caller Times

March 2009

"Small homes Best," by Robert Stack

The Asbury Park Press

May 2009

"State must shut Developmental centers," by Robert Stack

The Houston Chronicle

June 2009

"Shameful Relics," by Robert Stack

St. Louis-Post Dispatch

June 2009

"Institutional Bias," by Robert Stack

The Des Moines Register

July 2009

"Lots of Options Exist Besides Institutions," by Robert Stack

The Austin Statesman

July 2009

"Institutions not right for people," by Robert Stack

The Pittsburgh Post-Gazette

August 2009

"Life on the Outside"

Omaha World Herald

October 2009

"Don't Institutionalize Disabled," by Robert Stack

Newspaper Print

Herald Citizen

Cookeville – February 2009

“Community Options Reaches Milestone”

Wayne Today

Northern New Jersey – February 2009

“Community Options celebrates 20 Years”

New Jersey Council on Developmental Disabilities

March 2009

“Interview with Robert Stack”

The Star Ledger

New Jersey – May 2009

“Alancourt named head Florist at Vaseful Shop”

Courier Post

New Jersey – May 2009

“Warehousing of People with Disabilities is a Moral Offense”

Dallas Morning News

Dallas – June 2009

“Advocates pleased with disability services gains in legislature”

The Daily Record

Northern NJ – June 2009

“Entrepreneurs Reach one year Milestone”

The Daily Record

Northern NJ – June 2009

“Morristown Dealer donates electric cars”

Atlantic Highlands Herald

New Jersey – June 2009

“People with Disabilities in Institutions”

The Star Ledger

New Jersey – July 2009

“Dealership donates 12 cars to nonprofit organization”

Daniel Vance Column

National – July 2009

“Wackett really enjoys working”

The Southampton Press

Long Island – August 2009

“In third year, surf camp providing opportunities for children with autism”

The Daily Targum

Rutgers University – September 2009

“Program helps disabled STEP into Workforce”

Times of Trenton

New Jersey – October 2009

“Groundbreaking”

Press Connects

Binghamton – October 2009

“Suifing up for Success”

The Star Ledger

New Jersey – October 2009

“Just Add Water and Employment Opportunities”

Georgia Council on Developmental Disabilities

Georgia – October 2009

“Deinstitutionalization”

The Wall Street Journal

International – November 2009

“Businesses Mount Efforts to Retain Valued Employees”

Suburban Trends

Northern New Jersey – December 2009

“A Journey Begins in Bloomingdale”

US1

Princeton – December 2009

“Gov-Elect Chris Christie Transition Team Advice”

Special Recognition

Robert Stack, President and CEO along with COI Board of Director's rang the opening bell at the New York Stock Exchange to commemorate the 20th Year Anniversary of the organization.

Footage of the opening bell ringing was seen on CNN, CNBC, MSNBC, and all local news networks across the country.



Upcoming Keynote for National Conference in 2010 at the W in Dallas

Mrs. Judy Woodruff

Broadcast journalist Judy Woodruff has covered politics and other news for more than three decades at CNN, NBC and PBS. Most recently, she signed on as a senior correspondent for the NewsHour with Jim Lehrer.

For 12 years, Woodruff served as anchor and senior correspondent for CNN, anchoring the weekday political program, "Inside Politics." Woodruff also played a central role in the network's political coverage and other major news stories. In addition, she anchors a monthly program for Bloomberg Television, "Conversations with Judy Woodruff." Through fall 2006, Judy was a visiting professor at Duke University's Terry Sanford Institute of Public Policy, teaching a weekly seminar course on media and politics.

In the fall of 2005, she was a visiting fellow at Harvard University's Joan Shorenstein Center on the Press, Politics and Public Policy, where she led a study group for students on contemporary issues in journalism.

At NBC News, Woodruff served as White House correspondent from 1977 to 1982. For one year after that she served as NBC's Today Show chief Washington correspondent. She wrote the book, *This is Judy Woodruff at the White House*, published in 1982 by Addison-Wesley. Woodruff is a founding co-chair of the International Women's Media Foundation, an organization dedicated to promoting and encouraging women in communication industries worldwide.

She serves on the boards of trustee of the Freedom Forum, the Newseum, and Global Rights: Partners for Justice. She also serves as a member of The Knight Foundation Commission on Intercollegiate Athletics and the board of the National Museum of American History. Woodruff is a graduate of Duke University, where she is a trustee emerita.

