

**Frequently Asked Questions
Using the AmeriCorps: Choose AmeriCorps
Public Service Announcement as Match
August 2023**

AmeriCorps grantees may take advantage of the opportunity to perform local outreach to television stations to secure airtime for the *Choose AmeriCorps* public service announcement. The FAQs below provides guidance on claiming this PSA airtime as match.

1. What costs are allowable?

Allowable costs must be reasonable and necessary to meet the goals and objectives of the grant. If the costs or value of the airtime is reasonable, necessary, and properly documented, you can value it as match. You must include a budget line item for airtime to promote AmeriCorps and recruit members.

2. What supporting documentation should I keep to claim the costs and justify the value of the airtime?

If you pay for the airtime directly, your supporting documentation should include a contract for the service, an invoice from the media outlet when completed, and general ledger entries showing the bills were paid.

You'll need to also include the Nielson tracking code provided with the creative files to ensure your PSA placements are accounted for in our system.

If your outlet does not use Nielson tracking, you can submit reports from the outlets to logos@cns.gov and our Office of Communications and Marketing will manually add your data to the dashboard.

3. What documentation do I need if the production costs are donated and the media outlet runs the PSA?

If you request that local media outlets air the PSAs, you should maintain the following:

- A copy of the request you made to the outlet, asking that they run the PSA
- A list of all outlets you asked to run the PSA
- A copy of your state's portion of the monthly PSA report from the AmeriCorps.ForsMarsh.com dashboard.
- Column "J" on the monthly report tracks the estimated value of your placements.
 - If you need an account, reach out to logos@cns.gov

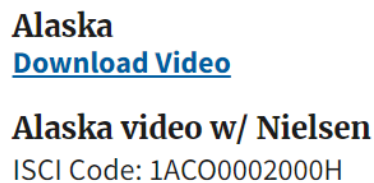


4. If AmeriCorps requests that the PSA is aired on stations in my area, may I include the value of that airtime on my grant?

Grantees cannot claim the value of air time as match if the PSA was aired at AmeriCorps' request. However, if you also contacted the local stations requesting they air the PSAs, you may count the value of the airtime as match. For supporting documentation, ensure you maintain copies of communications with the stations about the PSAs.

5. Where can I download my state specific PSA?

Navigate to AmeriCorps.ForsMarsh.com, follow the account setup instructions listed at the bottom of this document. On the dashboard, you will find your state link and Nielson tracking code. See image below for reference:



6. How do I share the PSA with outlets?

You will not be able to share directly from the dashboard. AmeriCorps recommends downloading the video and using a file share service or email to distribute the video and the Nielson code. If you do not have the ability to share the video, reach out to logos@cns.gov and we will provide a shareable link.

7. How do I approach media outlets for donated air time?

The [Choose AmeriCorps toolkit](#) has a sample pitch letter to demonstrate how we're reaching out for national placements. You can also reach out for donated Out of Home Advertising (i.e. billboards, bus signage, etc.). While that is not trackable with the AmeriCorps Nielson dashboard, you can still submit the value of that for match funds. The Choose AmeriCorps toolkit, linked above, has a variety of print and digital signage available in addition to state specific PSA videos.

8. Is the PSA available in Spanish?

Yes! You can download Spanish language and Latino engagement focused materials from the [Choose AmeriCorps toolkit here](#).

9. How can I register my account on AmeriCorps.ForsMarsh.com?



Follow the below instructions and reach out to logos@cns.gov with any questions.

1. Navigate to AmeriCorps.ForsMarsh.com

A screenshot of the AmeriCorps login page. At the top, there is a horizontal navigation bar with three buttons: "Log in", "Create new account", and "Reset your password". The "Create new account" button is circled in red. Below the navigation bar, the text "Log in" is displayed in a large, bold, black font. Underneath, there are two input fields: "Username" and "Password". Each field has a corresponding instruction: "Enter your AmeriCorps username." and "Enter the password that accompanies your username." At the bottom of the form, there is a "Log in" button.

2. Click the "Create new account" button.

[Log in](#)[Create new account](#)[Reset your password](#)

Create new account

Email address

The email address is not made public. It will only be used if you need to be contacted about your account or for opted-in notifications.

Username

Several special characters are allowed, including space, period (.), hyphen (-), apostrophe ('), underscore (_), and the @ sign.

Market

Hold ctrl key to click and select multiple markets.

[Create new account](#)



Enter your email and desired username and select the market(s) that you represent. Hold ctrl and click if you represent several markets.

After clicking “Create new account” your request will receive an email notifying you of your pending approval. Once a staff member approves your request you’ll receive another email with a link to set your password. Passwords must be 8 characters long, contain an Uppercase, lowercase, number, and special character. **Please watch your inbox as well as your junk email for these two emails.**

In the future if you wish to edit your email or password, click “My Account” and then the “Edit” button.



3. If you need to change your market, please email logos@cns.gov