

MOBILIZE.ORG INTERACTIVE WEBCAST

Los Angeles: Friday, April 2nd to Saturday, April 3rd

 <p>The logo for 'BEYOND THE WELCOME HOME' features the words 'BEYOND', 'THE WELCOME', and 'HOME' in a bold, blue, sans-serif font. A yellow ribbon is draped over the word 'BEYOND'. Above the text is the Mobilize.org logo, which consists of a stylized 'M' and the text 'mobilize.org'.</p>	<p>Beyond the Welcome Home Summit will be held in Los Angeles from April 1st to April 3rd with two full days of a live interactive webcast (April 2nd and 3rd). Join the conversation and collaborative problem-solving as Millennial Vets compete for a \$25,000 commitment from Mobilize.org and their partners to support Millennial-led innovation.</p>
--	---

EMBED, ENCOURAGE, EMPOWER

Embed the justgOOD.tv player on your organization's site for the **Mobilize.org Beyond the Welcome Home Summit** and get unique highly interactive programming. Encourage and contact your community to watch and share ideas and questions with participants and speakers in Los Angeles during the live webcast. In turn, you will help empower your network and help push out innovation among Millennial Veterans.

HOW TO SHARE A PLAYER

You can share a player on your Facebook profile by going to <http://www.livestream.com/justgoodtv> and clicking on the "Share on Facebook" icon on the bottom of the video player. This will automatically embed the justgOOD.tv video player on your profile where your friends can watch the live webcast right on your page – just like a YouTube video. Also, you can click the "Share on Twitter" icon to tweet the link to your followers.

HOW TO INTERACT

Throughout the live webcast programming, there will be opportunities to ask questions to guests and

speakers. Just sign on via Twitter or Facebook chat or tweet your remarks to @justgOOdtv with #mobilize and our producer will place your questions or comments in queue. We encourage you to participate!

HOW TO EMBED A PLAYER

Homepage placement is always ideal and allows viewers to engage in the content easily and immediately. If your website cannot support this placement, you can also place a player as a new blog post on the days of the live webcast. It is also beneficial for your organization to use this live webcast as a way to reach out to your community by alerting them through your Twitter, Facebook, Friendfeed and other social networks.

1. Pick an appropriate place on your site to embed the player by thinking about the following:

- Where will it attract the most eyeballs?
- Where will my site support such a player?
- Who do I want to have this content?

2. Place the following embed code on your site or blog as you would a YouTube video:

```
<iframe width="560" height="695" scrolling="no" frameborder="0"  
src="http://cdn.livestream.com/events/justgoodtv/index.html"></iframe>
```

3. If the player doesn't fit your site or blog, you can choose between three different sizes by going to <http://www.livestream.com/justgoodtv/share> and clicking on the **CUSTOMIZE** button. This player will not have the integrated Twitter or Facebook chat.

**IF YOU HAVE ANY PROBLEMS PLEASE CONTACT:
ARABELLA@JUSTGOOD.TV | 415.378.2344**

LIVE WEBCAST SCHEDULE

Friday, April 2nd, 2010

8:30 AM PST: Keynote Speech

9:00 AM PST: Process Introduction and Staff Welcome

9:15 AM PST: Table Introductions

10:00 AM PST: Break/Speech

10:30 AM PST: Small Group Discussions: What are the most pressing issues facing a returning Millennial veteran and what role can the following entities play in addressing and supporting those needs: a) Academic Institutions, b) Non-Profit Organizations and c) Fellow Millennials.

12:00 PM PST: Lunch and Speech

1:00 PM PST: Report Back from Small Group Discussions

2:30 PM PST: Award Summit Process Introduction

3:00 PM PST: Expert Sessions (Break)

5:00 PM PST: Small Group Workspace

6:00 PM PST: Dinner and Speech

Saturday, April 3rd, 2010

9:30 AM PST: All Final Presentation Materials Due

10:00 AM PST: Summit Voting Kickoff Speech

10:30 AM PST: Summit Presentations Begin and Voting

1:00 PM PST: Lunch and Winners Announced

2:00 PM PST: Event Close

ABOUT JUSTGOOD.TV

JustgOOD.tv is a dedicated network of curated stories about mission-driven organizations, social entrepreneurs and responsible businesses that have impact. Based on Mission Street in San Francisco, justgOOD.tv provides nonprofits, NGO's, corporations and government agencies with live webcasts and web production services. JustgOOD.tv also produces original programming.

JustgoodTV hopes to further causes and encourage action using social media and live webcast technology by growing a network for organizations, groups and individuals who make a difference.