

A useful media outreach tool, in addition to a release, is the **Media Advisory**. This is best used as a reminder after the release has been sent out and should be distributed just prior to the event. A Media Advisory includes just the basic information, presented in the following simple format:

**MEDIA ADVISORY**

*(Print on your letterhead – NO MORE THAN 1 PAGE)*

**WHAT:** Groundhog Job Shadow Day is a national initiative that provides students an opportunity to get an up-close look at the world of work by “shadowing” workplace mentors as they go through their work day. Job shadowing gives young people a chance to see how the skills learned in school relate to the workplace.

**WHEN:** Friday, February 2, 2007 *(Indicate times as appropriate.)*

**WHERE:** *(Indicate workplace and/or center locations where Job Corps students will be shadowing and/or where staff will be hosting shadows. Provide specific addresses and directions, especially if many students will be shadowing at one workplace.)*

**WHO:** Job Corps students and *(indicate the company name(s) of participating employers, in addition to the names of any high-profile participants).*

**FOR MORE INFORMATION, CONTACT:**

*(Name)*

*(Organization)*

*(Phone Number)*

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