

NATIONAL YOUTH SERVICE DAY 2007

ENHANCING PUBLIC AWARENESS OF JOB CORPS

NYSD is a great public education vehicle for Job Corps, and you should use the opportunity to enhance your profile within your community. Here are some **media outreach** ideas to help increase public awareness and understanding of Job Corps through your participation in NYSD:

- Attached is a media advisory template to use to highlight your activity. Approximately 1 week before your event, send a media advisory to select local newspaper editors (community affairs and feature editors are good points of contact); public affairs/community relations directors at radio and television stations; and any local reporters who cover community events and/or youth-related issues. If you do not already have a media list, contact the major newspapers and broadcast outlets in your local area, explain what you are doing, and get the appropriate contact name/fax number to send the release. *Don't forget to include Spanish, Asian, and other appropriate foreign language papers, community weeklies, shoppers magazines, and other smaller media outlets on your list.* If you mail the advisory instead of faxing it, include an up-to-date brochure and/or general information on Job Corps as well. Always print the advisory on your letterhead and/or 40th Anniversary letterhead and provide the name and number of a key Job Corps contact who is appropriate to communicate and coordinate with the media.
- Invite reporters from your local print and broadcast media outlets to participate in your activity. This approach often helps generate coverage.
- Invite other local "celebrities," such as sports figures, community leaders, and local VIPs, to take part in your plans.
- As April 20-22 approaches, follow up with your contacts at local media outlets to pique their interest and make any necessary logistical arrangements.
- A few days prior to the event, fax the MEDIA ADVISORY to all outlets on your media list.
- If you're partnering with another community-based organization or business, ask them to also issue an advisory—and make sure they mention Job Corps and your contact information in that advisory.

