

Another useful media outreach tool 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 1, 2008 *(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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