

GLOBAL YOUTH SERVICE DAY 2013

ENHANCING PUBLIC AWARENESS OF JOB CORPS

Global Youth Service Day (GYSD) 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:

- Attached is a media advisory template to use to highlight your activity. Approximately one 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 don't already have a media list, contact the major newspapers and broadcast outlets in your local area, explain what you're 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 a key Job Corps contact name and number who'll 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 26-28 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.