



March 17, 2010

DIRECTIVE:	JOB CORPS PROGRAM INSTRUCTION NO. 09-41
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TO: ALL JOB CORPS NATIONAL OFFICE STAFF
ALL JOB CORPS REGIONAL OFFICE STAFF
ALL JOB CORPS CENTER DIRECTORS
ALL JOB CORPS CENTER OPERATORS
ALL NATIONAL TRAINING AND SUPPORT CONTRACTORS
ALL OUTREACH, ADMISSIONS AND CTS CONTRACTORS

FROM: LYNN A. INTREPIDI
Interim National Director
Office of Job Corps

SUBJECT: *Earth Day Every Day* news templates

1. Purpose. To inform Job Corps staff about the existence of *Earth Day Every Day* news templates.
2. Background. As part of Job Corps' green initiatives and projects funded by ARRA, the National Office is placing a priority on making centers more environmentally friendly and giving staff and students opportunities to participate in activities that support an environmentally friendly world through the *Earth Day Every Day* initiative.

Using the media effectively is a great way to promote the work centers are doing for *Earth Day Every Day* Week. In order to help Job Corps staff with media relations surrounding *Earth Day Every Day* Week activities, news templates have been posted to the Job Corps Community Web site. The following templates have been posted:

- **Sample media advisory** – On April 5, approximately two weeks before *Earth Day Every Day* Week begins, you can send a media advisory to media outlets with key information about the event.

- **Sample pre-event news release** – A news release gives a reporter more detailed information on your event than a media advisory. Sending the release out a week prior on April 12 will attract attention and potentially garner media coverage at your event. This template includes information about *Earth Day Every Day* Week and also a quote from a staff member.
- **Sample post-event news release** – A news release can be sent out two to three days after the event to inform the media about the day’s accomplishments. This release template is similar to the pre-event news release template and includes quotes from staff and details about the event.
- **Sample cutlines** – Photographs with cutlines that include information about people and activities pictured can be sent to the media after events. Local news outlets will frequently run these pictures with information about your event.

A fact sheet that includes tips for planning media outreach during *Earth Day Every Day* Week has also been posted.

3. Reference. Information Notice No. 09-33, *Earth Day Every Day* Programming Booklet. News templates are referenced on Page 3 of the Programming Booklet.
4. Action. Once your center’s plans have been finalized for *Earth Day Every Day* Week, please read and use the news templates.
5. Expiration Date. Until superseded.
6. Inquiries. If you have any questions about the *Earth Day Every Day* news templates, please e-mail ojc.arra@dol.gov.