

August 26, 2011

| | |
|------------|---|
| DIRECTIVE: | JOB CORPS PROGRAM INSTRUCTION NO. 11-06 |
|------------|---|

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: EDNA PRIMROSE
National Director
Office of Job Corps

SUBJECT: *Move Your Body* Video Competition

1. Purpose. To announce the *Job Corps Move Your Body* video competition to take place on September 23, 2011 at 1:30 p.m. EST, and for prize money for recreation equipment.
2. Background. Pop music star, Beyoncé, has partnered with First Lady Michelle Obama's *Let's Move!* Initiative to create the *Let's Move! Flash Workout*. Across the country, young people have learned the choreography to Beyoncé's song *Move Your Body*. Videos of students performing the choreography in both English and Spanish have been compiled and showcased online and on television. The event, sponsored by the National Association of Broadcasters Education Foundation, took place on May 3, 2011, and attracted participation from more than 400 middle schools, and three countries.

Job Corps is going to make a similar video. A video of staff and students from various Job Corps centers, staff from corporate offices, and federal offices performing the *Job Corps Move Your Body* will be compiled and showcased at the 2011 Job Corps National Health and Wellness Conference on November 2-4, 2011 in Baltimore, Maryland. This video competition is part of the Healthy Eating and Active Lifestyles (HEALs) program and the *Live Healthy!* campaign.

In an effort to encourage our students to participate in the *Job Corps Move Your Body* video, we are requesting all interested centers conduct their video activity on September 23, 2011 at 1:30 p.m. EST. This means every Job Corps center across the nation will be filming their videos at the same time. This is a great way to showcase Job Corps' commitment to healthier eating and active lifestyles. Centers are encouraged to contact the local media to alert them of the event. A Sample Media Advisory is attached.

3. Resources. Instructional videos are available on the National Association of Broadcasters Education Foundation website at http://www.nabef.org/letsmove/educator_resources.asp.

4. Action. Job Corps centers are asked to submit videos of staff and students performing the choreography to the *Move Your Body* video for the video competition. As an incentive for participating, all centers that submit a video will have their names included in a drawing to receive a center-equipment allocation in the amount of \$500 for the purchase of exercise equipment. Corporations and Regional Offices may also submit videos, but are not eligible for the prize.

Centers should submit videos on a DVD by mail to Humanitas, Inc., 1100 Wayne Ave, Suite 650, Silver Spring, Maryland, 20910, Attn: Julie Luht. Videos must be postmarked by September 30, 2011. Do not edit or compress the movie and use a good quality microphone.

Addressees are to ensure this Information Notice is distributed to all appropriate staff.

5. Expiration Date. September 30, 2011.

6. Inquiries. Inquiries should be directed to Carol Abnathy at (202) 693-3283 or abnathy.carol@dol.gov.

Attachment

Sample Media Advisory