

Y2Y MEDIA PITCHING TIP SHEET



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Media outlets like newspapers, television stations, and radio stations can help you raise awareness about Y2Y in your community. The checklist below can guide your media efforts in preparation for Y2Y Week and beyond.

BUILD A MEDIA LIST

- Work with your staff point of contact to review appropriate media outlets in your area.
- Local newspapers and TV are a good place to start.
- If your center is located in a smaller town, you may need to look at media outlets in the city closest to your center.
- Find general contact information for each outlet—phone number and e-mail addresses. You can often find all of this information by visiting their websites.
- Sometimes outlets will list a general e-mail addresses that might look like news@channel7news.com.
- For newspapers, you can look for a general news editor, community reporter, or an education reporter.
- It's possible that a staff member at your center, like your BCL, has already built one of these lists.
- Keep nontraditional media in mind—websites, social media feeds, etc.
- Radio is a good option for events. Some stations may even do live remotes in smaller markets.

GIVE MEDIA A HEADS-UP

Write a Release

- Review the press release template available in the toolkit at JobCorpsY2Y.com. Feel free to customize this template with your center's Y2Y event information.
- Focus on why it might be interesting to a reporter. Is the event in town? Are there community members involved?
- Include all necessary details: Who, What, Where, and When.
- Get it proofread and approved by the appropriate staff members, including your center director.

Distribute Your Release

- Distribute your press release via e-mail to the contacts on your media list.
- When you send it, you want to include a brief, personal note before you paste the press release into the e-mail.



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FOLLOWUP PRIOR TO YOUR EVENT

- After sending out your e-mails and press releases, consider following up with these reporters by phone about 2 or 3 days before the event.
- This is a reminder call to make sure reporters got your e-mail and to see whether or not they are planning to attend and cover your event.
- If the reporter says they are interested—great! They may plan on coming out to the event alone or with a camera crew. Either is fine.
- If the reporters aren't interested in the event—that is OK too. There will be other opportunities to garner media coverage.

The Office of Public Affairs

- The Department of Labor Office of Public Affairs handles media inquiries for the Department of Labor and, in turn, Job Corps.
- "OPA" is here to help, and your Center Director will likely be checking in with them to provide an update on your Y2Y Week media plans.

OPA: (202) 693-4676

FOLLOWUP AFTER YOUR EVENT

- If a reporter does not come to your event, it's not too late! Take some pictures at the event. Pick the best ones and send them to your media list with the release after the event.
- You can also follow up with the outlets you did not hear from with one to three photos from the event because, even if reporters didn't come out to the event, they may include information from your release and photos in an article after the event.

Reminder: Media coverage is never a guarantee. If you write a release, make follow-up calls, and send photos and nothing happens—not a clip on TV, not an article in the paper, that's OK. What's important is that you have a productive Y2Y Week, and that you continue growing Y2Y as you want to at your center and in your community. If you continue the efforts on center, there will be more opportunities to reach out to media.



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