



# Media and Publicity

## GLOBAL YOUTH SERVICE

Publicizing your GYSD project will draw attention to your group's efforts and success. Local newspapers, television, and radio should be contacted, but more importantly, young people should advertise their projects to their peers, family, and community. Another great "publicity" venue is a loudspeaker or intercom over which the participants can make announcements to raise awareness about participation from the public.

**Step 1:** Have your group read different announcements, articles, and advertisements for community events (print, radio, and television).

**Step 2:** Facilitate a discussion on which ones are the most effective in attracting the public's attention, by asking questions such as:

- Is there a story being told? If so, what makes it newsworthy?
- Where is the ad, article, or advertisement placed? (e.g. time slot, newspaper selection, size, location in the community).
- Are there pictures or photos, or is there text only?
- Describe a commercial or print announcement that attracted your attention and you remember well. What makes it memorable?

**Step 3:** Review your GYSD plans. List possible methods to publicize the event (newspaper ad, radio or television announcement, community signs, and banners).

**Step 4:** Select the methods that are most feasible for your team and assign responsibilities (for example: who will design a poster, who will write a press release, who will contact television and radio stations to run an ad or do a story about your event).

**Step 5:** Refer to the GYSD Tool Kit for press release, radio announcements, and other sample templates.

**Step 6:** Make sure that your publicity campaign incorporates the results from your first discussion about what makes an announcement effective: if creating signs and banners, ensure they are attractive and legible and place them in areas where many people will see them; if you have a good story to tell (for example, about a young person doing important work in the community and engaging others in the effort).

**Step 7:** Utilize the power of your partnerships! Review the individuals listed as assets and resources and publicize the event through their networks.

**REFLECTION:** Engage your team in reflection activities that enhance their learning. For example:

- Interview community members of different ages and gender about their favorite commercials or print ads. How are different products or services advertised to different consumers?
- Walk around your neighborhood. What types of products are advertised in different neighborhoods? Why?
- Compare television, print, and radio advertisements. What makes each one effective and why?

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