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MEDIA TIPS

PROMOTING CAREERS IN CONSTRUCTION

Careers in Construction Month is about promoting the industry and encouraging young people to experience rewarding construction careers. The following tips will assist you in successfully contacting the media and making your event public.



RADIO

Contact your local radio station manager and inform them of what Careers in Construction Month is all about and the benefits to their organization by running your Public Service Announcement.

DEVELOP YOUR IDEAS

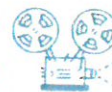
Distribute your own fact sheet to the media. Keep your message clear. Talk about what the construction industry and your community are doing to promote jobs and training.

APPOINT A MEDIA LIAISON

Assign one individual to serve as your media liaison. Things will run smoothly by appointing one person to coordinate all media inquiries and publicity efforts. Be sure to have your media liaison's name as the contact person on all correspondence to the media.

EDUCATIONAL VIDEOS

Offer videos such as Build Your Future's "What IF?" series to local cable stations.



10 C'S OF COMMUNICATION

- Concise
- Clear
- Compassionate
- Correct
- Conversational
- Calm
- Controversial
- Candid
- Colorful
- Confident

PANEL DISCUSSIONS

Organize a panel discussion about a construction topic on a local cable station. Possible topics include workforce shortages; training and education; how construction impacts our daily lives and/or local issues affected by construction.



IDENTIFY A SPOKESPERSON

Identify construction professionals in various industry settings from your state or local associations who can talk about their work, training and the shortage of craft professionals.

PUBLIC SERVICE ANNOUNCEMENTS

Public Service Announcements (PSAs) are messages run by nonprofit organizations about programs and services that will benefit a community. PSAs can be found in print and broadcast media and are generally 15, 30 or 60-second spots.



WORKING WITH NEWSPAPERS

Contact the editors of your local paper and build a relationship with them. Include photographs with all stories you submit. Don't forget about school newspapers or local business newsletters. This is a great way to publicize Careers in Construction Month to other schools and employers.

THINK LIKE A JOURNALIST

As you develop your news and ideas to pitch to the media, look for stories that are timely, unique, unexpected, the first of their kind interesting, heart warming, inspirational and/or sensational.



CONTACT THE MEDIA

Obtain a list of contacts from local television stations, radio stations, newsletters, newspapers and magazines. Many reporters use the web as a resource and e-mail as a method of communication. Localize the news release and send it to media reporters. Remember to invite the media to attend any activities you have planned that recognize construction professionals or highlight the industry itself.

PLANNING CHECKLIST

- ☐ Determine what activity will be publicized or covered in the media.
- ☐ Determine when and where the activity will take place.
- ☐ Develop a media list of who will be interested in the event. Include city, state, trade and construction industry press.
- ☐ Develop a publicity plan. Decide what needs to be done and who will do it.
- ☐ Evaluate your results.

BE AWARE OF DEADLINES

Send a well written and timely release about 10 days in advance of the event. Call reporters a week before the event to determine if they received the release. Ask if they have questions or would like to schedule an interview. Be prepared to explain why the event will interest them.



PROMOTION

Work with a local radio station to sponsor a construction quiz. Have the station ask one question each day. Award prizes like Careers in Construction Month T-shirts for the first caller with the correct answer.

NEWSPAPER SUPPLEMENTS

A Careers in Construction Month supplement in your local newspaper offers you an opportunity to provide in-depth coverage of the month and your activities. It also offers local organizations a chance for visibility, and it is attractive to the newspaper because it generates advertising revenue.

SAMPLE

LOCAL PRESS RELEASE

FOR IMMEDIATE RELEASE

School name

Contact: Your name or media liaison

Phone:

Email:

Date

(School Name)

Celebrates Careers in Construction Month

(City, State) – Students and faculty in the (name of program) at (school name) will celebrate Careers in Construction Month from October 1st-31st, 2013

Among the activities included are (name, date, place of events open to the public).

Careers in Construction Month is a nationwide campaign designed to increase public awareness of the hard work and contributions of our nation's craft professionals and emphasizes the role construction industry partners play in helping youths and adults achieve career success.

INSERT QUOTE

Skilled craft professionals are in high demand. According to the Bureau of Labor Statistics, 1 million skilled workers will be needed to fill construction jobs by 2014.

For additional information about (school name), contact (media contact) at (phone).

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SAMPLE

NATIONAL PRESS RELEASE

NEWS RELEASE

For Immediate Release

2.21.13

Contact:

Jennifer Wilkerson

888.622.3720 ext. 6908

marketing@nccer.org



Build Your Future Announces October as Careers in Construction Month

Alachua, Fla. – A key aspect of the Build Your Future (BYF) initiative’s mission is to show potential industry recruits the rewarding career opportunities available in construction. Due to the tremendous response from BYF supporters and other organizations that have recognized and supported Careers in Construction Week, BYF is expanding its efforts to spread the word about construction careers by naming October 2013 “Careers in Construction Month.”

The goal in expanding this influential effort to promote construction careers is to increase flexibility and planning opportunities for organizations interested in supporting the industry’s critical need for skilled craft professionals through construction career events. Like its predecessor, Careers in Construction Month encourages local schools, contractors and organizations to partner locally to host construction career events and programs. Collaboration between education and industry is paramount in facilitating an open dialogue between potential industry recruits and contractors, and construction career events that include stakeholders from both areas have been highly effective.

Educators, employers and industry associations are also encouraged to write their legislators and Governors to support official state proclamations recognizing the month of October as Careers in Construction Month. A sample proclamation is available at the [BYF website](#).

BYF provides a number of online resources for organizations interested in getting involved in Careers in Construction Month at byf.org/resources, including a best practices guide, craft profession posters, flyers and brochures. By [registering your event](#) on BYF’s website, your event will be profiled as an official part of Careers in Construction Month for added publicity. In addition, visit the BYF resources page often, as more Careers in Construction Month resources will be added throughout the year.

For more information about Careers in Construction Month or BYF, visit byf.org. Visit facebook.com/BYFcampaign and follow [@BYFcampaign](https://twitter.com/BYFcampaign) on Twitter for the latest news and updates on BYF activities and events.

About Build Your Future – The goal of the Build Your Future (BYF) initiative is to lead new potential construction industry candidates as well as incumbent workers to opportunities for job placement, advanced education and training and ultimately long-term rewarding careers in the construction industry. BYF is led by NCCER under the Choose Construction Initiative. For more information, visit www.byf.org.

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SAMPLE

SPECIAL EVENT ANNOUNCEMENT

FOR IMMEDIATE RELEASE

School name

Contact: Your name or media liaison

Phone:

Email:

Date

(TITLE)

(City, State) – The Careers in Construction Month Council of (City) has announced it will host (event) on (date) at (location, including address).

The event is free and open to the public beginning at (time).

The event will feature (list appropriate guests, free products, and activities).

INSERT QUOTE ABOUT PURPOSE OF THE EVENT FROM COUNCIL MEMBER

(Name of event) is sponsored by (list sponsors).

Careers in Construction Month is a nationwide campaign designed to increase public awareness of the hard work and contributions of our nation's craft professionals.

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SAMPLE

BANQUET ANNOUNCEMENT

FOR IMMEDIATE RELEASE

School name

Contact: Your name or media liaison

Phone:

Email:

Date

(TITLE)

(City, State) – The Careers in Construction Month Council of (City) announces it is holding a banquet to observe Careers in Construction Month on (date) at (time) at (location).

The keynote speaker is (individual, affiliation and topic of remarks if possible).

Awards will be presented for (list important awards).

Tickets are (price) and may be obtained by calling (name and number).

Careers in Construction Month is an annual event designed to increase public awareness of the hard work and contributions of our nation's industry professionals.

Program sponsors include (list sponsors).

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SAMPLE

PHOTO OPPORTUNITY ANNOUNCEMENT

FOR IMMEDIATE RELEASE

School name

Contact: Your name or media liaison

Phone:

Email:

Date

Photo Opportunity: (Official) to Proclaim Careers in Construction Month in (City, State)

(City, State) – (Name and title) will meet with members of (organization) on (day, date) at (time) at (location) to sign a proclamation declaring October 2013 as Careers in Construction Month in (city or state).

Careers in Construction Month is an annual event designed to increase public awareness of the hard work and contributions of our nation's industry professionals.

Local communities throughout the country will conduct career fairs and construction-related awareness activities to help promote career opportunities in the construction industry.

Activities in (city) include (list activities).

Careers in Construction Month has been sponsored in (city) by (list sponsors).

For more information contact (name, address, and phone).

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SAMPLE

PUBLIC SERVICE ANNOUNCEMENT

Client: Your Name
Description: Local Radio
Title: Generic Script for Careers Week Support in Local Community

Announcer:

For many years, (company name) has been positively influencing the young people of this community by helping them develop their potential through construction education and training.

Please join me in recognizing October 2013 as Careers in Construction Month. We're proud of the thousands of craft professionals who make construction part of their lives and we say thank you to (insert company name) and all of the many sponsors, parents, teachers, students, and volunteers who make Careers in Construction Month possible.

(Company Slogan)

For more information about Careers in Construction Week, visit byf.org