

 The Department of Industrial Relations

Media Training Kit
for
The Young Worker Leadership Academy





YWLA Media Campaign 2008

Here's how the process will work:

Media will contact Thomas Dinh at the Department of Industrial Relations (DIR):

Thomas Dinh
Communications Office
(415) 703-5057
tdinh@dir.ca.gov

Thomas will contact your adult sponsor as well anyone else you designate to let you know that a reporter would like to interview you.

Your sponsor will contact you to let you know that Thomas will be contacting you.

Thomas will contact you and help you prepare for the interview.

When you're ready, Thomas will contact the media and set up the interview.

Once the date, time, and location are agreed upon, you'll do your interview by telephone or in person. It will be very important to keep the appointment and to be on time.

After the **story(ies)** appear, Thomas will get copies to share with you.



The Young Worker Leadership Academy

Media Information

To make “Safe Jobs for Youth Month” most effective, it is important spread the word about job safety and young workers’ rights in your community to as many people as possible. To help do that, we are conducting an outreach effort to the media.

We will be distributing a press release on Business Wire to all the media in the state to let them know about the Conference and the Academy’s purpose. We’re also contacting newspapers in your local areas to ask them if they would like to interview you about the program and your experiences in it, to give the stories a local angle.

If there are media outlets you know are popular in your area and you think would be good to contact, please let Thomas know who they are and we’ll try and schedule an interview for you.

There are several opportunities we have to tell our story over the next year. Here are some key times to approach media:

- The conference and the Academy: what the conference and Academy are about, what it does, why and how each of you was selected to participate and what you hope to achieve. This might suit newspapers best as it will be more in depth.
- After the conference when you arrive back in your community you can explain what you are planning to do over the next few months and what projects you plan to work on and why. This opportunity might be well suited to a radio program with a host who may also ask listeners to call in to discuss your efforts.
- During the month of May, which is “Safe Jobs for Youth Month,” you can talk to local media when you actually implement your project. If your projects are especially visual, this will be an excellent opportunity for a television story.

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Tips

- ◆ The interview is simply an exchange of information, it’s okay to ask who’s doing the interview, what the format is and to ask in advance what the questions will be.
- ◆ Have your key points ready. Make a list of the points you want to make during the interview, do not wing it. The more prepared you are the less nervous you will be and the more people will understand your mission.
- ◆ To develop your key points, figure out what you would say, if only someone asked. Practicing with someone can be helpful. If your interview is for radio or TV, the reporter is likely to spend some time chatting with you before they start taping so you can get more comfortable. Remember, they want you to do well and are interested in telling a good story, too.

As you know, there are three basic types of traditional media: newspapers, radio and television, and each conducts interviews slightly differently.

- ◆ Because they usually have more time before their deadlines, newspapers use more detail and statistics, so the interviews are usually longer and have more depth. That’s why it’s always good to know your program very well and know the points you want to get across to the audiences.
- ◆ TV is a visual medium so they like compelling imagery and very short, quick statements which are known as sound bites that are 20 seconds or so long. Don’t be intimidated by the camera, just look at the person you’re talking to and pretend the camera isn’t even there. If you make a mistake, don’t worry, they can always edit out any bloopers. Or, if you get rattled and stumble, just stop and ask if you can start over. Not a problem to do that.
- ◆ Radio is similar in that they are looking for a quick sound bite as well, but it’s all about the voice, it is the only way to convey your feelings. Again, don’t be intimidated by the equipment. Just look at the person you’re talking to and let them handle the microphone.



The media campaign is about public awareness, think of all those people who can benefit from what you have to say and good luck. Your fellow teens will be grateful to know their rights and how to be safe on the job.

Please keep Thomas informed as to any media you are in touch with so we can get an accurate measure of our outreach efforts.

Young Worker Leadership Academy-Q&A for Media

What is the Young Worker Leadership Academy?

The Academy is the result of a partnership of government agencies and state-wide organizations that are involved in California youth employment and education. Each year, the Academy sponsors a three-day workshop to provide teens with leadership training on workplace safety and employment rights.

It was jointly developed by the University of California, Berkeley Occupational Health Program and the University of California, Los Angeles' Labor Occupational Safety and Health Program in consultation with the California Center for Civic Participation. Additional funding is provided by the California Wellness Foundation.

Who are some of the workshop sponsors?

The California Department of Industrial Relations, the Commission on Health & Safety and Workers' Compensation and the California Partnership for Young Worker Health & Safety.

Where is the workshop held?

On the campus of the University of California at Berkeley

Why is the training necessary?

According to the National Institute for Occupational Safety and Health, 160,000 teens are injured on the job each year in the United States and 55,000 of those injuries are serious enough to require hospital treatment. And, 30 teens died from work-related injuries in 2006.

Every six minutes a teen is injured in the workplace, which is twice as many as adults. Also, young workers don't know their employment rights or how to be safe on the job.

Many kids between the ages of 14-17 have summer jobs or part-time jobs and contribute greatly to California's economy. They need to be educated so they are safe and aware of their rights in the workplace.



How long has the Academy been around?

This is the 4th year.

How many teens attend the Academy, and how do you get chosen for this event?

Six teams of future workers between 14 and 17 are selected from a pool of applicants throughout California to attend the workshops.

What kinds of things do you learn during the workshop?

We learn how to assume leadership roles in the workplace and how to speak up when we're placed in unsafe working conditions, or asked to work beyond the hours set by the California Labor Code that governs child labor.

We also learn how to create projects in our local communities to promote workplace safety so we can share the valuable lessons we learned with our peers.

Do you have a project in mind for this community?

(**you get to develop the answer to this one!**) Remember to develop the key points you want to make about the project—develop your talking points in advance and practice them!

If you haven't decided about your project yet, it's okay to say so, or if you have a general idea you'd like to pursue and want to share that, that's okay, too. If you don't know yet, you can say that as well.

When do you expect to launch your project?

The projects will be launched in May, which will be declared "Safe Jobs for Youth" month by Governor Schwarzenegger.



GOOD LUCK AND HAVE FUN!!!!

