

Building a Foundation for Community Leadership

**Involving Youth in Community
Development Projects**

Promotional Media Sources

- **Television**
- **Radio**
- **Newspapers**
- **Posters and Flyers**

Message Considerations

- **Audience**
- **Goal**
- **Nature of message**
- **Resources**

Questions a Promotional Statement Should Answer

- *Who* is sponsoring the survey?
- *What* type of survey?
- *Where* residents are contacted?
- *When* are residents contacted?
- *Why* is the survey being conducted?
- ...and a Slogan