1. Session Title and Presenter’s Contact Information:

“Developing Effective Multi-media Strategies for Outreach and Recruitment”
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2. Workshop Summary

The purpose of the session was to demonstrate effective outreach and recruitment efforts using multimedia strategies to target underserved populations for the Worker Education Training Program (WETP). The objective of the multimedia outreach and recruitment strategies session was to demonstrate the use of multimedia tools that convey information, stimulate interest, and increase enrollment for the WETP. Multimedia tools can be used to help promote the program in a simplified way that delivers information consistently and economically to a broad audience.

Session participants learned how to develop a WETP recruitment video using digital media tools, i.e., digital camera, and video camera. Participants also learned how to upload the recruitment video to YouTube and post on Facebook. Participants were instructed on effective ways to engage WETP graduates to share their training and work experience to demonstrate real-life success stories on video. Participants also viewed a sample WETP recruitment video and gave feedback on strong and weaker points of the video.

3. Methods

This exercise is a facilitated group discussion that draws upon the expertise of the participants. Workshop participants shared outreach experiences from their training site and exchanged ideas on how they would develop multi-media strategies for their training program. The facilitators discussed best practices to develop a multi-media strategy. These include the following:

- **Know your target audience.** If your program is recruiting participants for the Minority Worker Training Program (MWTP), the program criteria should be clear and concise, i.e., who should apply? Unemployed/underemployed individuals,
4. Main Points

Key lessons from Developing Effective Multimedia Strategies...

- When developing your video, narrate the work of your organization. The content should give a general overview of your program that doesn't date the video.
- The script should give details about what makes your program unique.
- Get permission from video participants to use video and still images by having them sign a Media Release Waiver Form.
- The video should be thorough and concise but not too long. (Free YouTube video upload is 15 minutes or less).
- Ask key partners to critique the video for edits and revisions before launching video.
Responses from the participants

- Workshop participants thought listing potential partners in the video was very important.
- Workshop participants thought using Facebook is a great tool for marketing their organizations' training video and training schedule.
- Getting partner organizations or an advisory board to review the video in full can help with constructive feedback.

6. Workshop Handouts

Outreach and Recruitment Video Development Handout