

NCRC Communication Hot Sheet - August 24, 2010

Messaging and Media Outreach

Marketing Materials

With regional plans now in place for implementing Oregon's NCRC, many communities are eager to market the NCRC to employers and job seekers. We don't have final marketing material - yet. Temporary materials are being tested in four locations. However, we created an interim solution to help all local partners. Three pieces from the temporary set were e-mailed to NCRC partners on August 13th. They are in black and white PDF format and can be printed locally. We encourage their use until the final set of marketing material is delivered to you this fall.

Have you created NCRC material for your local market? We are **gathering samples** of field-developed material to support the development of statewide messaging. With a state as diverse as Oregon, balancing local and statewide perspectives is important! Send copies of your samples to: kirahiggs@mac.com.

Starting now and through early September, we invite you to share your impressions and suggestions about the three pieces:

- Employer Guide
- Quick Facts
- Job Seeker brochure

Messaging

Included with the black and white collateral was an Employer Overview and Talking Points, along with a Job Seeker Overview, to help you with conversations about the NCRC. We hope it is useful for you and your colleagues.

As the NCRC program evolves, you will receive updated messaging and resources to help you:

- fit the NCRC into your Toolbox
- talk about the NCRC, with local perspective
- show how the NCRC impacts job seekers and local businesses

Media Outreach

To help maintain a consistent public message, we will provide support, materials, coaching and talking points for working with local media. Support materials will include (but aren't limited to):

- Media Kit (Quick Facts, FAQ, current employer list, background/history, sample Certificate)
- Versions of press releases and fact sheets that can be tailored with local information
- Success stories from employers and job seekers in different areas of the state
- Customized Letters to the Editor
- Material for local events and associations (e.g., Rotary and Chambers)

At this stage in NCRC awareness-building, we are not recommending proactive outreach to local media in most regions.

However, if you get a call from the media, let us know. Laura Wieking, who is supporting NCRC public relations and advocacy, will work with you. She can provide you with talking points, run through potential scenarios and help you focus your response to best tell Oregon's NCRC story. You can reach her at laurawieking@comcast.net.