

Guide to Publicity

You want as much publicity as possible for your young entrepreneurs to help ensure a successful marketplace event.

Some possible steps include:

1. Contact local newspapers/publications for coverage of the program. You could suggest coverage during the program and at the Youth Marketplace Event. A reporter may want to come to watch a session in the classroom. This would be a good time for pictures. The event will also be a good time for coverage.
2. Contact a local radio station for an on-air interview to promote the program. You could talk to them yourself. Teachers would also be good to use in the interview. You may even suggest conducting interviews with students who are participating in the program. The radio station could also be invited to attend the actual event for a live broadcast.
3. Prepare press releases for local media. Include sponsors if that is appropriate. A sample press release is located on the following page.
4. Prepare flyers or written communication notifying parents and the community of the Youth Marketplace Event. If parent/teacher conferences are held, information could be given out then. Another option could be announcing information about it at a school athletic event, musical, or drama production. All of these can be done cheaply. Letters to parent could be sent home with students.

Sample documents:

Sample Press Release	page 2
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Sample Press Release

**Your Town Elementary School
101 School Road
Your Town, Iowa 50000**

Contacts: Coordinator Name
Coordinator Phone/Fax
Coordinator Email

FOR IMMEDIATE RELEASE

YOUNG ENTREPRENEURS MAKING REAL MONEY!!

Your Town, IA - (Date) - Students at *Your Town Elementary School* have turned into young entrepreneurs and are making real money. These students are part of the Youth Marketplace Program which is an exciting learning unit designed for elementary or middle school students. Together, groups of students create, market and manage their own businesses.

These young entrepreneurs have teamed up to launch *fifteen* new businesses that will sell everything from *back massagers and pottery to duct tape wallets and decorated T-shirts*. Their products will be on sale at *The Mall in Town Name, IA on Friday, October 30, 2000 from 1-5 p.m.* during the Youth Marketplace Event.

In the program, students have learned about business development by listening to entrepreneurial leaders in the community and through practical experience launching their own companies. They have written a business plan describing their business, developed their own unique products, have created business cards and flyers promoting their business, and have been responsible for handling money and recordkeeping. *Julie Smith, a 7th grade teacher at Youth Town Elementary School*, is excited that the students have had the opportunity to learn and apply skills to real life situations. "By writing a business plan, designing a brochure, creating a product, and performing a break-even analysis, the students have utilized math, reading, technical, computer, english and creativity skills in one integrated unit," she explained.

The Youth Marketplace Program was developed by the ISU Pappajohn Center for Entrepreneurship. For more information on this program, please contact Judi Eyles at (515) 296-6532 or eyles@iastate.edu.

You may want to use quotes from students, recognize sponsors, or include other pertinent information specific to your Youth Marketplace program.

Sample Poster

Youth Marketplace

Edwards
Elementary
6th Grade

Sponsored by:
North Grand Mall
Wells Fargo Bank
ISU Pappajohn Center for Entrepreneurship



NORTH GRAND



Sample Flyer



Youth Marketplace

Featuring Norwalk Seventh Grade Entrepreneurs



YOUTH MARKETPLACE is an exciting learning unit designed for elementary or middle school students. The program consists of education in starting a business, business creation, product or service development, and culminates in a community wide **YOUTH MARKETPLACE** event at which student business teams sell products and services they have created through the program.

Saturday
October 21
10:00 to 2:00
East Side
of Cafe

Sponsored By:
ISU Pappajohn Center for Entrepreneurship
Southridge Mall
City State Bank – Norwalk



Sample Invitation

Front of invitation



Back of invitation

On Saturday, May 11, 2001, students from the Boys & Girls Club of Ames will be participating in the Youth Marketplace Event at North Grand Mall from 11 am-3pm.

Student entrepreneurs will be greeting the public, sharing business cards, and selling their products and services.

The students have worked very hard to create, design and produce fantastic products and would appreciate your support!

Don't miss this exciting event!