

Seminar Aims & Objectives

One-day seminar for youth and community groups which seeks to improve or establish working relationships with the print and broadcast media. This seminar shall assist participants in how they could develop media releases and how to approach the media with issues and new stories. The seminar will also explore the targeting of issues for use by both the media and by statutory/government agencies.

The use by various forms of the media of previously written and published materials from the community sector shall be explored as shall recommended means by which organisations can best work with both national and local media.

So as to assist the participants, a number of guest inputs shall be made by the national newspaper industry, local radio and a full time press/media officer from the community and voluntary sector.

Target Audience

Youth & community work practitioners, development and training officers, and policy makers with experience and/or responsibility for P.R. communications and media relations within their organisation.

Seminar Format

The seminar will take the form of workshops, inputs and group discussion from key individuals with expertise and experience in selected areas.

Seminar Information Pack

Participants attending the seminar will receive an information pack and resources from the seminar inputs and workshops, which will include information for youth and community groups on various aspects of working with the media.

**The National Youth Federation wishes to acknowledge
the contribution of the Irish Youth Foundation in support
of the work of the Irish YouthWork Centre.**

About the Irish YouthWork Centre

The Irish YouthWork Centre is an initiative of the National Youth Federation (NYF). It acts as a one-stop research and documentation centre which has been developed to respond to the varied information, research and training support needs of youth & community workers, researchers and students, and anyone who works with young people. Its' services include:

Enquiry Services on:

- ◆ Trainers, consultants and specialists on youth & community work and related topics
- ◆ Venues suitable for hosting youth events and conferences
- ◆ Courses in Youth & Community Work and related fields
- ◆ Where to find youth & community work resources and training materials from other agencies
- ◆ Connecting people to projects doing exciting and innovative work within their field of interest

Sharing Good Practice

The Irish YouthWork Centre is constantly engaged in researching and documenting innovative approaches to work with young people in areas of special interest. This information is available to youth workers through hard copy resources, database information and ongoing independent research being both undertaken and commissioned by the Centre and published by the **Irish Youth Work Press**. These publications include quantitative and qualitative research, training manuals, issue-based guidelines for youth workers and policy documents.

Good Practice and Policy Development Seminars

The Centre regularly organises theme based, seminars and workshops. All the seminars are supported with; up to date analysis of the issue and what's happening on the ground in the form of information and/or research packs; the issues that youth workers are likely to meet; success stories, innovative projects, good practice; and sources of further information.

Library

- ◆ Lending service for youth & community work related books, videos and training materials.
- ◆ Photocopy and reference services for reports, statistics and hard-to-find articles on youth work.
- ◆ Newspaper cuttings, Dáil Debates, Government Bills/ Acts and youth related Statistical Updates.
- ◆ Profiles on over 200 organisations in the youth, community, social & voluntary sectors.
- ◆ Retention of over 100 youth work and youth work related periodicals/journals.
- ◆ Database facilities and printouts of all information stocked in the library.
- ◆ On-site study facility.

Publications and Resources

Low cost resources and training materials for sale (*the IWYC acts as an official sales agent for a number of agencies including the National Youth Council of Ireland, Combat Poverty Agency, Russell House Publishing, Nightshift Publications and the Directory of Social Change*). The Centre also offers an extensive range of research, guidelines, policy documents and programme packs for sale published by Irish Youth Work Press, the publishing arm of the NYF.

A complete **Publications For Sale Brochure** is available (see address below)

Free quarterly magazine (**Irish YouthWork Scene**) to members of the Centre.

For further information on the services of the IRISH YOUTHWORk CENTRE, why not write, call in, telephone, or
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