

PRESS RELEASE DISTRIBUTION GUIDELINES

Congratulations on your acceptance to the 2008 National Youth Leadership Forum on Medicine (NYLF/MED)! We are pleased that you will be joining other high-achieving students for this prestigious exploration the field of medicine. With the NYLF/MED press release, you now have the opportunity to spread the word in your community about your upcoming educational adventure by conducting outreach to your local news media.

What is a press release? The press release contains basic facts about NYLF/MED and its curriculum.

What do I do with my press release? Circulating the press release is a purely voluntary exercise. Download the release, make photocopies and mail or fax it to your local news organizations, which may include:

- Newspapers (Attn: City News Editor)
- Local/Community-Oriented Magazines
- School Newspaper
- Newsletter for organizations to which you or your parents belong (or for organizations who may be assisting your fundraising efforts)
- Parent company newsletter
- Television stations (Attn: Assignment Desk)
- Radio stations (Attn: Station Manager)

Where do I find addresses or fax numbers for my local news organizations? Most news organizations have web sites with contact information, but the information can also be accessed through the phone book or, in publications, within that publication's pages.

May I have another press release that reflects my activities, honors and other personal information? It is best to write a cover letter that accompanies the press release. The cover letter should introduce who you are, when you will be attending the program, why you are noteworthy and lists your contributions at school and within your community. Some print publications even ask students to write and submit a "diary" that encapsulates their experience with the program.

Should I include a photo? Absolutely. Reporters, especially with newspapers, are appreciative of what they refer to as "artwork" and it enables them to put a face with a story. You can either mail in the photo with your press release or send one via e-mail as an attachment. *PLEASE NOTE THAT A PHOTO SENT VIA FAX CANNOT BE USED.*

How should I prepare to talk with a reporter or producer? Be prepared ahead of any potential interview by writing down three to five key points you would like to convey and be thoughtful about your answers. You may be asked about:

- How you were nominated to participate in the Forum (contact our **Office of Admissions** if you are unclear about how you were nominated)
- Your activities, honors and awards
- People or organizations that may have sponsored your tuition
- Your career aspirations
- What impact the Forum may have on your future

If you have additional questions regarding media outreach, please contact the Media Relations Department at (703) 584-9392 or mediarelations@cylc.org.



NATIONAL
YOUTH
LEADERSHIP
FORUM

PRESS RELEASE

FOR IMMEDIATE RELEASE

MEDIA CONTACT:
Media Relations Staff (703) 584-9392
mediarelations@nylf.org

SCHOLARS TO EXAMINE FUTURE IN MEDICINE
National Youth Leadership Forum on Medicine Offers Career Insights

Washington, D.C. – This summer, young scholars from across the nation will participate in the National Youth Leadership Forum on Medicine (NYLF/MED). Sessions take place in eight states throughout the United States. Scholars will join other high school students from around the country who demonstrate academic excellence, leadership potential and an interest in a career in medicine.

Throughout the ten-day forum, NYLF/MED will introduce students to a variety of concepts in public health, medical ethics, research and general practice and will include site visits to medical facilities and clinics. Scholars will engage in a simulation using problem-based learning, an educational method in which students will be presented a fictional patient’s case history and must diagnose and develop a treatment plan for the patient. “Each student may very well be the face of the future of medicine,” said NYLF executive director, Donna Snyder. “The National Youth Leadership Forum on Medicine creates a virtual classroom with hospitals, clinical facilities and healthcare professionals. By shadowing key personnel, these students will have a great opportunity to gain a behind-the-scenes perspective on a medical career. Timing is critical as young people explore their career paths, just prior to immersing themselves in college coursework.”

In addition to visiting cutting-edge medical schools and clinical facilities, scholars will have the opportunity to hear from and interact with leaders within the medical field. Students engage in personal contact with physicians, surgeons, researchers, scientists and medical educators as they view these professionals at work.

NYLF is an educational organization that brings various professions to life, empowering outstanding young people with the confidence to make well-informed career choices. NYLF has provided programming to more than 100,000 young people.

For additional information, visit us at www.nylf.org.

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