

## **FCC THIRD QUARTER – RECRUITMENT STATEMENT**

“Builders Class” with Lynn Manning | Assistant News Director.  
Under Community Development  
WJPA 95.3 FM / 1450 AM  
July – September, 2016

On September 26, 2016, I taught a three-hour "Community Builders" class in Waynesburg, PA. This is an eight week program, sponsored by the Community Foundation of Greene County. It's open to residents of Washington and Greene counties and is designed to show residents how to promote and engage their businesses, or non-profits in varying aspects of their local communities. My class focused on "Media Relations."

My presentation focused on how to use the media, targeting traditional methods, such as press releases, media events and advertising. I also discussed more non-traditional methods such as social media, i.e., Facebook, LinkedIn, Twitter, Instagram and Snapchat.

We also discussed ways to promote their message via earned media (essentially free advertising), media events and other targeted plans to "win" some time on a news broadcast, in a newspaper, blog or on-line publication.

Lynn Manning

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