



Asset-Building Ideas for Media Professionals

Television, radio, movies, newspapers, the Internet, and other media have a major role in shaping people's attitudes toward and perceptions of young people. For some adults, it is their only exposure to children and teenagers. For children and teenagers, it gives messages about how adults perceive them and how they are "supposed" to act. Thus, those who work in the media have great potential and responsibility for sharing the message about the power of Developmental Assets. Here are a few tips on how media professionals can promote asset building:

- **Post the list of Developmental Assets** at your desk or in your work space.
- **Recognize your role in creating a community climate in which children and youth are valued, cared for, and supported.**
- **Balance negative stories about youth with positive coverage of young people** and their contributions. For example, when developing local angles for national stories about teenagers (which often focus on problems), find ways to highlight local solutions that focus on strengths.
- **Pay attention to the sometimes hidden stories of people giving their time, energy, and creativity** to improve the lives of children and youth.
- **When covering stories that involve youth, interview young people.** You may get interesting information and opinions, and you build assets in the process.
- **Give young people their own voice** through newspaper sections, television shows, or radio programs run by young people.
- **Cover the 4-H competitions** at county or state fairs.
- **Develop a "youth poll."** Survey young people on community issues such as curfew, adult attitudes toward youth, or alcohol and other drug use. Base a story or series on the results.
- **Focus a public service campaign on assets** or ways the community is meeting the needs of children and youth.
- **In analyzing trends, policies, and legislation, emphasize their potential long-term impact on young people.**
- **Pair up with the local library during the summer** to sponsor and highlight a summer reading program.
- **Develop an internship or mentoring program for students interested in media careers.** Or volunteer at a high school to teach students skills that you use on the job.
- **Make sure your colleagues understand the asset-building model and act on it.** Place asset-building material and posters in common areas. Be an advocate for positive attitudes about young people, both personally and professionally.
- **Sponsor a youth sports team.** Host a season-end party for players and their families.
- **Provide a strong editorial voice on behalf of issues that relate to children, families, and asset building.**