



## NORTHEAST COMMUNITY CHALLENGE COALITION COMMUNITY-WIDE ASSET INITIATIVE



### Asset Building Ideas for the Media

Television, radio, movies, newspapers, the internet, and other media have a major role in shaping people's attitudes towards 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 asset message about the power of developmental assets. Here are a few tips on how the media can promote asset building:

- 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.
- Assess if your organization can involve children in ways such as volunteering and internships.
- Give young people their own voice through newspaper sections, television shows, or radio programs run by young people.
- Develop a "youth poll". Survey young people on community issues such as curfew, adult attitudes towards youth, or alcohol and other drug use. Base a story or series on the results.
- As a member of the NECC Coalition, 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.
- Put your editorial muscle behind the NECC Community-Wide Asset Initiative. Keep it on high on the public agenda.
- Provide a strong editorial voice on behalf of issues that relate to children, families, and asset building.

Permission given by Search Institute to use Search Institute's materials to develop the Northeast Community Challenge Coalition Community-Wide Asset Initiative.