**Apartment Careers Month Local Apartment Association News Release**

Apartment Careers Month activities, particularly those done locally, are newsworthy because they are designed to help people in your community find jobs in the apartment industry and to let your community know about the types of career opportunities our industry offers. Many people looking for jobs don’t know that these opportunities exist in our industry. Members of the local media may be interested in helping spread the word about your efforts to raise awareness, as long as you supply them with the information they need. Newspapers and other media outlets regularly use press releases to learn about topics and stories they might not otherwise cover.

Below you will find a press release template that can be tailored by your association and distributed to your local media outlets. You can choose to fill in the highlighted sections with information specific to your association, or you may customize the release further with additional local statistics or activity highlights.

***Tips:*** ***Sending Your News Release***

Your local media market is cluttered with organizations trying to get their issues covered by the media. Here are some tips for sending your press release to your local media:

* Identify contacts at your local print, TV, radio and Internet news outlets and how they prefer to receive news releases. This will involve a phone call to the outlet or a quick search on the outlet’s website. Some contacts may want you to email them the release while others may ask that you submit it through a form on their website.
* When you contact the individuals at these outlets, introduce yourself and your association. Be sure they know when and why you will be sending them the news release. Also, confirm that you are speaking to the correct person at the news organization—they may suggest that your story is more appropriate for a different reporter at their office.
* Make sure that when the news release is sent to media outlets it has been posted in a logical place (e.g., news or hot topics section) on your association’s website. Feel free to send this hyperlink out to association members, friends or partners and ask that they share it with their networks and on social media. Don’t forget to post it to your association’s own social media channels.
* Designate a point person at your association to handle any calls from reporters seeking additional information on apartment careers. This person’s contact information should be listed at the top of the release. Respond promptly to any reporter inquiries as they may be working on tight deadlines.

***Sample News Release***

*(Note: Copy and paste onto company letterhead)*

*NEWS RELEASE* CONTACT: [INSERT CONTACT NAME]

[INSERT DATE] [INSERT CONTACT PHONE NUMBER]

**Apartment Industry Offers Wealth of Career Options**

*[INSERT COMPANY NAME] Celebrates February as Apartment Careers Month to Raise Awareness about [INSERT CITY]-Area Job Opportunities*

[INSERT CITY], [INSERT STATE] – [INSERT COMPANY NAME] employs more than [INSERT NUMBER] people in [INSERT CITY] to serve the staff and residents of the area’s apartment communities, and it is joining with the [INSERT LOCAL NAA AFFILIATE NAME] and the National Apartment Association Education Institute to let others know about the wide variety of jobs available in the industry.

The nation’s $1.1 trillion apartment industry marks February as Apartment Careers Month. Operating the nation’s apartment supports 2.3 million jobs. Some of these are onsite jobs, such as leasing consultant, community manager or maintenance technician. Others are off-site jobs with property management companies or apartment vendors, such as plumbers, cleaning crews or marketing consultants.

The [INSERT COMPANY NAME] is participating in Apartment Careers Month by building awareness about the many types of jobs that can be found at apartment communities or at one of the many businesses that cater to the apartment industry. [INSERT A SHORT SENTENCE OR TWO BRIEFLY DESCRIBING HOW YOUR COMPANY IS PROMOTING APARTMENT CAREERS MONTH. IF MANY WAYS, FEEL FREE TO BULLET ITEMS BELOW.]

“When people are looking for jobs, they don’t often think about looking for a position in the apartment industry,” said [INSERT COMPANY SPOKESPERSON NAME AND TITLE]. “We are always looking for talented people from a wide variety of backgrounds to fill open positions. Whether you have a college degree or a high school education, you can have a long, successful career in our industry with the right attitude, dedication and training.”

In [INSERT STATE], the apartment industry supports [INSERT NUMBER—SEE <HTTP://WEAREAPARTMENTS.ORG/MAP>] jobs and contributes [INSERT AMOUNT] to the state’s economy. Nationally, the industry employs more than 686,000 professionals who work onsite at apartment communities. An additional 1.7 million people are indirectly employed by the apartment industry. It’s an industry that has a constant demand for new, skilled employees, as 35 percent of U.S. households are renter-occupied households.

To help prepare people for jobs in the apartment industry, [INSERT LOCAL NAA AFFILIATE NAME] offers seminars and training that provide new employees or those interested in an apartment industry career with the skills they need to succeed.

More information on apartment industry careers and Apartment Careers Month may be found on [INSERT AFFILIATE NAME]’s website at [INSERT URL] or by visiting ApartmentCareerHQ.org, which is a website of the National Apartment Association Education Institute. Information on the apartment industry as a whole may be found at WeAreApartments.org.

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[IF DESIRED, INCLUDE SHORT PARAGRAPH OF BACKGROUND INFORMATION ON YOUR COMPANY]

**Media Outreach**

Key messages are useful for interviews with the media and for speakers at community events. They act as a guide for those speaking to community groups and media about Apartment Careers Month and apartment industry jobs in your community. The template key messages below outline the general ideas that should be mentioned when discussing Apartment Careers Month. To customize the key messages, add specific details about the ways in which your association is working locally to raise awareness about the career opportunities offered by the apartment industry. Also, highlight the economic impact provided locally by the apartment industry and the jobs it provides.

Note that you do not need to use every key message for every audience. Select the ones that are most appropriate to your audience or of highest priority to your association. The key messages below are meant as a guide and a pool of messages from which you can select.

**The Media Interview**

Participating in a media interview is an excellent way to get the word out about Apartment Careers Month. Once you begin informing media outlets about the local career opportunities provided by the apartment industry, they might be interested in interviewing you or your spokesperson (whom you will need to select in advance).

**Interview Tips**

* Never walk into an interview unprepared. You should know who is interviewing you, what type of news they report on and how the interview will be used. This allows you to properly prepare to answer the reporter’s questions.
* Practice with a colleague before the interview takes place. Speak clearly and calmly so that the reporter can catch everything you’re saying.
* The media works in sound bites, so the more concisely you can express your points, the better.
* During the interview, listen attentively and provide thoughtful responses.
* Follow up after the interview. Send any additional information the reporter may need to write the story. Ask whether there is anything else you can provide (e.g., fact sheets).

***Apartment Careers Month 2014 Key Messages***

* The month of February 2014 has been designated National Apartment Careers Month by the National Apartment Association Education Institute and [INSERT NAME OF YOUR LOCAL APARTMENT ASSOCIATION].
* The theme/tagline for Apartment Careers Month 2014 is “The Apartment Industry is Home to Many Successful Careers!”
* The apartment industry is a $1.1 trillion industry.
* Rental housing offers an affordable, maintenance-free lifestyle for college students, couples saving for a home, military families, people moving to a new location, empty nesters and seniors.
* Thirty-five percent of U.S. households are renter-occupied households with 17.1 million occupied apartment homes and 35 million apartment residents.
* To meet the challenges of a growing rental housing industry, new, skilled workers are constantly needed to replace retiring workers and to staff newly built apartment communities.
* The [INSERT STATE] apartment industry provides jobs for more than [INSERT NUMBER OF PEOPLE EMPLOYED BY STATE’S APARTMENT INDUSTRY—SEE HTTP://WEAREAPARTMENTS.ORG/MAP] workers. Nationally, the industry employs 686,000 professionals who work onsite at apartment communities.
* An additional 1.7 million people are indirectly employed by the apartment industry. This number includes: apartment employees at regional and corporate offices as well as local marketing, laundry, pool, flooring, pest control, plumbing, electrical and HVAC professionals, to name a few.
* [INSERT NAME OF YOUR COMPANY] is working with [INSERT LOCAL NAA AFFILIATE NAME] and the National Apartment Association Education Institute to let [INSERT CITY]-area job seekers know of the many career opportunities to be found in the apartment industry.
* [INSERT SPECIFICS ON ANY APARTMENT CAREERS MONTH ACTIVITIES CONDUCTED BY YOUR COMPANY]
* No matter your educational background -- college degree or a high school education -- you can have a long, successful career in the apartment industry with the right attitude, dedication and training.
* The apartment industry offers full-time, career-track positions with competitive pay plus health, dental and life insurance; a 401K plan; tuition reimbursement and often a rent benefit (discount).
* The apartment industry offers several career paths – apartment management, apartment maintenance, apartment leasing and even apartment supplier.
* Typically, people start in the apartment industry as leasing consultants, maintenance technicians or product/service providers to the apartment industry. They may then be promoted to apartment manager or maintenance supervisor or work in a number of areas, such as marketing, operations, asset management or training and development.
* [INSERT NAME OF YOUR LOCAL APARTMENT ASSOCIATION] and the National Apartment Association Education Institute offer courses and training that provide new employees or those interested in an apartment industry career with the skills they need to succeed.
* The National Apartment Association Education Institute offers professional designations in leasing, maintenance and apartment management – to name a few – that can help people looking to break into the industry or those already in the industry who want to grow their career.
* Visit ApartmentCareerHQ.org for more information on apartment industry careers.