



**STRENGTHENING YOUTH  
THROUGH EXPLORING™**  
**COMMUNICATIONS**

# WHAT IS EXPLORING™

Exploring is all about helping young men and women in sixth grade through 20 years old to make a more informed decision about future careers and determine if a particular career is the right one for them. Typically, a young adult will either: 1) get involved, learn about a career, and decide to pursue it; OR 2) learn enough about the career to determine it's not the right fit for them. It's better to learn as a young adult that a career is not for you, than after spending lots of money on an education only to THEN discover you don't like the career!

Exploring leaders volunteer their time to provide real-world career experiences for young adults. Exploring is not about lectures and slide shows—it's about gaining practical experience in a career field. The result is a program of activities that helps youth pursue their special interests, grow, and develop.



## COMMUNICATIONS

Explorers get to experience firsthand what it's like to develop and edit a story for a news broadcast, plan a media event, produce a radio or TV broadcast, and develop and edit pictures.

### EXPLORERS WILL:

- Understand the importance of teamwork in a professional setting
- Develop work experiences to begin building their résumé
- Learn important leadership skills
- Participate in hands-on projects
- Network with professionals who work in these careers
- Learn about the educational requirements for a career in communications

## TESTIMONIALS

“She learned that there is much more detail put into every page of a newspaper than she thought. It showed her that everybody must work as a team.”

—BREANNE T.  
EXPLORER PARENT

I enjoyed introducing the different sides of creating a television program and teaching the students how to edit program dialogue.

—PAT W.  
EXPLORER ADVISOR

Since I am actively interested in journalism, the opportunity to speak with reporters was wonderful. To have my work critiqued and edited by professionals who were willing to give me feedback greatly helped me revise and improve my writing.”

—LAUREN M.  
EXPLORER

Learn more at [www.exploring.org/communications](http://www.exploring.org/communications).

## EVERYONE WINS WITH EXPLORING!

Exploring will be one of the best opportunities you offer your company, your employees, and the youth of your community.

### COMPANY BENEFITS

- Cultivate and recruit future employees
- Reduce employee turnover and training expenses
- Impact the education process of youth
- Demonstrate visible commitment to the welfare of the community

### EMPLOYEE BENEFITS

- Be an integral part of shaping a young man's or woman's future
- Increased opportunity for advancement within the company

### YOUTH BENEFITS

- Practical, real-world career experiences
- Develop character and leadership skills
- Make new friends
- Obtain experiences that can be listed on college, job, and scholarship applications

### SCHOOL BENEFITS

- Meet state or federal career education standards
- Partner with local businesses
- Extend the classroom beyond the school day
- Gain access to a free career interest survey

## 5 AREAS OF EMPHASIS

CAREER OPPORTUNITIES

LEADERSHIP EXPERIENCE

LIFE SKILLS

CITIZENSHIP

CHARACTER EDUCATION

**OUR VISION** Shape the workforce of tomorrow by engaging and mentoring today's youth in career and life-enhancing opportunities.







## POPULAR COMMUNICATIONS CAREERS INCLUDE:

- Journalists
- Television and radio broadcasters
- Graphic artists
- Editors—newspaper or magazine
- Public relations managers
- Marketing and advertising specialists
- Photographers
- TV, radio, and sports announcers
- Writers
- Satellite communications specialists

**EXPLORING**<sup>™</sup>  
DISCOVER YOUR FUTURE