
Need Addressed: This article, part of the magazine’s focus on workforce development that issue, underscored the critical role NNJ-ASTD plays in corporate learning in northern New Jersey. It addressed our need to enhance the chapter’s reputation and build its visibility.

Does this effort align with your chapter mission? Yes

Does this effort align with ASTD’s mission? Yes

Target Audience: Learning and Development professionals and owners of small businesses in northern New Jersey

Costs/Resource Use: No costs were incurred.

How did you implement: Working with the PR chairperson, Patti Council, we developed key story angles about trends in learning and development. We then crafted a compelling pitch letter to the editor of New Jersey Business about how these concepts could be incorporated into the April edition on workforce development. Then, the writer emailed requesting an interview with Jack.

What were the Outcomes: Since the article was published, we have distributed it all events and had the facilitator hold it up to all attendees as proof that NNJ-ASTD is a leader in workplace learning. Plus, we emailed it to members. These efforts help support our membership drive and enhance our reputation.

Lessons Learned: The local business media always needs that affects local employers. Plugging into a publication’s editorial schedule months in advance—in this case the “workforce development” issue—increases your chances of placement. Story ideas should be broad-based, e.g. explaining how trends in workplace learning impact the business community.

Specific ASTD chapter resources that helped guide you in the process of completing this best practice: We used the ASTD site to research information about trends in workplace learning, including the report on the ill-prepared workforce,” to prepare Jack Appleman for his phone interview with the writer.