YOUTH REACH MARYLAND

Welcome to

YOU COUNT...123

CAMPAIGN TOOLKIT 2020

THE VOICE

"

Your voice COUNTS! Speaking up will help bring more resources to your community.

"

YOUTH

"

You count because they count on you. Share your concern, desire for change and how important being COUNTED is.

"

HOST

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WELCOME!

Youth REACH MD thanks you for your participation as a Continuum of Care for the Youth Count. You play a significant role in getting an accurate count of youth and young people who lack safe, reliable housing. As such, Youth REACH MD has provided this toolkit to give you the information and resources to make your community's Youth Count a success.

Should you have any questions about the toolkit, its contents, or how to use the resources included, please contact Carrie Gould-Kabler, project manager, at *carrie.gould-kabler@ssw.umaryland.edu.*

01 CAMPAIGN BACKGROUND AND OVERVIEW

Every night in Maryland, thousands of youth and young adults who are on their own and under the age of 25, seek a safe place to sleep. They may stay at a friend's or relative's house, a youth shelter, a vacant building, or on the street because they don't have a reliable place to sleep at night. Working toward the goal of ending homelessness among Maryland's youth and young adults, Youth REACH MD sponsors a Youth Count that helps identify the number, characteristics, and unique needs of this group. Survey data is used to improve the services and resources available to support these youth and young adults.

There are two main reasons why Maryland's Youth Count is important. First, independent youth and young adults under age 25 who are struggling with housing are often a hidden population. Historically, agency efforts and state homelessness counts have mainly focused on adults and families (including younger "accompanied" (dependent) children). This has resulted in extremely low numbers reported for independent youth and young adults ("unaccompanied") who experience housing insecurity. Lacking accurate numbers of this population results in fewer resources available to help improve their situation.

Second, independent youth and young adults who struggle to find or maintain reliable housing have very unique characteristics. It is important to understand these characteristics in order to identify and fund the right community services for them. These youth and young adults frequently go to school and/or have jobs. Many don't see themselves as homeless, which creates a cycle that keeps them "invisible" because they don't usually access existing community services where they'd be traditionally counted. This limits the resources and support services available to them. Since reliable housing is a challenge, they often stay within their personal networks—couch surfing or doubling-up with friends or relatives—and are less likely to stay at shelters or on the streets where they would be counted.

In 2013, the state legislature of Maryland made it a priority to improve the frequency and accuracy of counting Maryland's unaccompanied homeless youth. It established the Task Force to Study Housing and Supportive Services for Unaccompanied Homeless Youth, which recommended a Youth and Young Adult Count of Unaccompanied Homeless. This later became the initiative known as Youth REACH (Reach out, Engage, Assist, & Count to end Homelessness) MD. The Department of Housing and Community Development contracted with The Institute for Innovation & Implementation, University of Maryland School of Social Work to serve as the coordinating entity and project manager for Youth REACH MD. This year's count marks the third Youth Count sponsored by Youth REACH MD.

The 2017 and 2018 Youth Count survey results show that initial efforts to address youth homelessness may be beginning to reduce the number of youth experiencing homelessness, which is why continued efforts are critical. Further work is needed to improve strategies to reach youth who may be more disconnected from services or agencies and to reach those who are disproportionately affected by youth homelessness —African Americans, individuals who identify as LBGTQ, and young people who are pregnant or parenting.

The past and continued success of the Youth Count can be attributed to the tremendous efforts of each Continuum of Care (CoC). CoCs are the local planning and implementation groups for the Youth Count throughout the State of Maryland. Youth REACH MD relies primarily on CoCs to coordinate the campaign efforts in the communities where they work. CoCs build and maintain relationships with local partners and often host community events to reach as many youth and young adults who are independent from their parents as possible to participate in the survey.

The Youth Count is typically held over a six-week period in the spring, and each CoC selects two weeks within that timeframe. The longer timeframe helps increase the number of youth surveys collected by allowing Youth REACH MD and its CoCs more time to:

• develop partnerships with local community-based groups;

• increase coordination between CoCs and partners; and

• implement creative outreach methods.

The count consists of online and in-person surveys of youth and young adults who are under age 25, on their own (independent of parents or guardians), and struggling to find safe and reliable housing. Twelve CoC around the state of Maryland have been included in this year's count. We encourage each CoC to consider contacting another participating region (see **http://www.youthreachmd.com/locations/**) to share ideas about how and where to promote the campaign.

02 CAMPAIGN GOALS AND TARGET AUDIENCES

The Youth Count is an information-gathering initiative to help legislators, federal and state agencies, community-based organizations and others understand the actual number and needs of homeless youth and young adults under age 25. Having an accurate count of this population can influence the number and type of services and resources offered in communities where housing insecurity is prevalent. Campaign goals include:

- **Engage youth,** young adults, local community members, and federal, state and local constituencies to discover ways to end youth homelessness and prevent future occurrences, while engaging with and effectively serving youth who are currently homeless.

- **Identify and reach** unaccompanied homeless youth and young adults under age 25 to have a more accurate count of who is experiencing homelessness. Then, encourage them to participate in the survey in order to better understand their experiences.

- **Expand** the campaign focus and number of jurisdictions for counting homeless youth. This year, 21 out of 23 counties and Baltimore City will participate.

- **Track progress** in understanding and meeting the needs of this population and gather information that can be used by other organizations that serve youth independent from their parents and young adult population.

- **Improve** upon previous campaigns' efforts based on community and youth feedback; build a solid marketing communications strategy to guide the project from beginning to end.

- **Expand** the outreach efforts by adding new partners, communications, promotional materials, resources, and advertising in order to guide current marketing efforts of Youth REACH MD and raise awareness of youth homelessness throughout the campaign.

- **Continue** efforts to work towards meeting the U.S. Interagency Council on Homelessness goal to end youth homelessness.

YOUTH COUNT TARGET AUDIENCES

Primary Target Audience

The Youth Count targets unaccompanied youth and young adults under age 25 as its primary audience. This "invisible" population usually refer to themselves as couch surfers or doubled up (versus being labeled "homeless"), and often attend school and/or work. However, for various reasons, they struggle to find or maintain reliable housing. Surveying these individuals in urban, suburban, and rural communities across Maryland provides important information that help improve housing services and resources offered throughout the state.

Within the overall target of youth and young adults who are independent from their parents, there are three subpopulations that are disproportionately represented—**pregnant teens and new parents, African-Americans, and youth and young adults who identify as LBGTQ**. It is important to seek out ways to reach these subpopulations so that more data can be collected, which will hopefully translate into more targeted services to prevent homelessness within the vulnerable groups. It's also an opportunity to connect them with community partners or services that are already available.

Secondary Target Audiences

To effectively reach the primary target audience, Youth REACH MD works collaboratively with a broad range of community agencies and partners to administer a successful Youth Count. These partners are vital to the Youth Count as they provide a variety of ways to reach youth and young adults who may struggle to find stable housing.

While there are dozens of service agencies and community affiliates working together, the main partners include:

A. **Community Service Providers** – service-based counts include youth and young adults who use the services offered by participating providers during the survey period. This includes community shelters that count the number of youth and young adults who spend the night in a shelter or transitional housing during the survey period.

B. **Community Partners** – other organizations that connect with and support youth. Effective community partners include libraries, recreational centers, schools, youth-centered outreach programs (such as YMCA or Boys & Girls Clubs), and similar organizations and locations where youth may gather.

C. **Youth Ambassadors** – youth volunteers who help plan and administer the Youth Count surveys at events or through street counts. Often, they have experienced housing instability themselves, making them highly-relatable and trustworthy ambassadors for the count. Youth ambassadors assist with many aspects of the Youth Count—identifying places youth are likely to be reached, updating the survey questions, planning magnet events, marketing and promoting the count in their communities, and writing scripts to use when approaching homeless youth.

D. **Hosts** – individuals and/families who provide shelter to a youth or young adults who are independent from their parents. Hosts have gained the trust of the individuals that they provide shelter to, which makes them a key audience to promoting the Youth Count to those who need it most. Flyers and communications have been specially created to engage this group and encourage them to refer youth to the Youth Count in their area.

E. **Community-at-Large** – all members of Maryland's communities. The Youth Count is an important community effort to create positive change and help eliminate homelessness among youth and young adults under age 25. Creating awareness within the community-at-large may increase opportunities for broader support. This may include financial resources, connections to additional partners and/or services, greater reach to target audiences, and Youth Count volunteers.

03 HOW TO USE THIS TOOLKIT

LOCATION/ACCESS OF CAMPAIGN FILES

A PDF of all of the Campaign Resources referenced in this toolkit, such as the poster, flyers, social media graphics, and wallet card, can be found on the Youth REACH MD website for download at **http://www.youthreachmd.com/materials/marketing-toolkit.** You will find high resolution, press-ready PDFs available for professional printing as well as regular PDFs for in-house printing.

If you have any difficulty accessing, downloading, or using the files, please contact Carrie Gould-Kabler at **carrie.gould-kabler@ssw.umaryland.edu**.

YOUR ROLE AS A CAMPAIGN AMBASSADOR

Success simply would not be possible without YOU. **By spearheading local planning and implementation efforts, you are helping raise awareness of the issue of youth and young adult homelessness and may positively influence future services and resources in your community. You serve an important role in helping:**

- Build momentum for the campaign;
- Recruit volunteers to help with the count and community events;
- Ensure consistent messaging is shared with media and community partners; and
- Work together for a successful Youth Count in your region.

This toolkit provides the items needed to support you in your role. Consistency in messaging and graphics is key to building awareness and momentum for your local Youth Count.

GENERAL RECOMMENDATIONS

To help your area have the most successful Youth Count possible, we recommend that you "mix and match" activities and messages before and during your area's two-week campaign by selecting what makes the most sense for your community. Below are some ways that you can use this toolkit (and page references) to help promote your Youth Count.

- Complete the Youth Count Action Plan (found on page 58) to help organize activities, resources, and timelines.
- Begin with pre-campaign social media messages three weeks before your Youth Count begins (**messages: pages 20-21; graphics: pages 29-30**).
- Customize and hand out wallet cards (**page 35**) in places where youth hang out (**see page 35 for location suggestions**).
- Customize, print, and place posters (pages 33-34) in places where youth hang out (**see page 35 for location suggestions**).
- Customize and print youth (**page 31**) and host flyers (**page 32**) and pass them out in advance of your Youth Count dates (**see page 32 for location suggestions**).
- Select and customize talking points (**beginning on page 10**) for your community to create an area-specific, one-page handout for CoC staff and volunteers to use.
- Using the sample PSAs as a guide (**pages 37-38**), write community-specific PSAs and email them to local radio and tv stations (**see the station lists beginning on page 39**). Ask volunteers to follow up with telephone calls to be sure PSAs are received.
    - Plan your magnet event (**page 18**).
    - Contact your area's youth ambassadors for ideas to organize successful event.
    - Contact local radio stations to ask about a live broadcast at your event (**see the station lists beginning on page 39**).
    - Share the details with community partners, local media, and online community calendars using the local station guide (**see the station lists beginning on page 39**).
    - Post event details on your social media channels (**see page 26 for sample event messages**).
- Look for community/family events to piggyback onto and get your message out to a wider audience.
- Three days before the Youth Count begins, post "Count Starts Soon" messages (**found on page 22**). Repeat with "Count Starts Today" message (**page 22**) the day your Youth Count starts.
- Continue social media posts throughout the campaign (**messages: pages 23-26; graphics: pages 29-30**). Take/share pictures from community events to generate more buzz. Ask partners to post on their social networks.
- Find places where CoC leaders could make short remarks (local radio or tv shows (**see the station lists beginning on page 39**), Rotary or Kiwanis club meeting, Chamber of Commerce event, podcasts, local sporting event, etc.). If possible, record interviews to post on social media channels.
- Add in all other activities that make sense for your community.
- At the end of your Youth Count, send post-campaign social media messages (**messages: page 28; graphics: pages 29-30**).

This guide is a good starting point, but it isn't comprehensive. We encourage each CoC to identify other region-specific activities and partners that will support your Youth Count. Consider contacting another region (**see http://www.youthreachmd.com/locations/**) to share ideas about how/where to promote the campaign.

TALKING POINTS
INTERNAL USE ONLY—NOT FOR PUBLICATION

To maintain consistent messaging throughout the regions participating in the Youth Count, Youth REACH MD has prepared some **general talking points** for its Campaign Ambassadors. Using these talking points as a guide, anyone who promotes the Youth Count can highlight key campaign messages and answer questions while ensuring that your local message is consistent with the overall Youth REACH MD message and messages in other regions. CoCs may not need (and are not required) to use all of these talking points. Instead, CoCs should only use the messages that apply to their community, campaign goals, and target audiences.

Wherever possible, the talking points should be customized with **specific dates, events, and contact information** for the Youth Count campaign in your area. Places for custom content have been indicated for relevant talking points.

> **GOAL: To promote Youth REACH MD's Youth Count by educating audiences on what it is, when it is held, who is involved, why it matters, and what others can do to support the program.**

SECTION 1: WHAT IS THE YOUTH COUNT?

Every night in Maryland, thousands of youth under age 25 seek a safe place to sleep because they are on their own. They may stay at a friend's or relative's house, a youth shelter, a vacant building, or on the street because they don't have a reliable place to sleep at night.

Our [INSERT COUNTY OR CITY HERE] is not immune to this issue. That is why we are working with Youth REACH MD, which is a state-organized, locally-managed Youth Count, to help us identify the number, characteristics, and unique needs of these youth and young adults. Survey data is used to improve the services and resources available to support these youth and young adults with the goal of ending homelessness among Maryland's youth and young adults.

1. Importance of the Youth Count

    A. Independent youth and young adults under age 25 who are struggling with housing are often a hidden population. Organizing a separate count for them is vital for these reasons:

        i. Past agency efforts and state homelessness counts have mainly focused on adults and families with dependent children under age 18. This has resulted in extremely low numbers reported for youth and young adults who are not in the physical custody or care of a parent or legal guardian (defined as "unaccompanied") that experience housing insecurity.

ii. Independent youth and young adults who struggle to find or maintain reliable housing have very unique characteristics. It is important to understand these characteristics in order to identify and fund the right community services for them.

iii. These youth and young adults frequently go to school and/or have jobs. Many don't view themselves as homeless, which creates a cycle that keeps them "invisible" because they don't usually access existing community services where they'd be counted. This limits the resources and support services available to them.

iv. Since reliable housing is a challenge, they often stay within their personal networks—couch surfing or doubling-up with friends or relatives—and are less likely to stay at shelters or on the streets where they would be counted.

B. Improving the frequency and accuracy of Maryland's youth counts became a legislative priority in 2013. Maryland was one of the first states in the country to deem this issue a legislative priority.

C. Early efforts evolved into the initiative known as Youth REACH MD.

D. 2020 marks the fourth Youth Count sponsored by Youth REACH MD. This is the [**first/second/third/fourth**] time our area is participating in the Youth Count.

2. **Overview of the Youth Count**

A. Targets young people under age 25 who do not reside with their parents or legal guardians (called "unaccompanied youth and young adults") and therefore do not have access to safe and reliable housing. They're "on their own."

B. Consists of a short, confidential survey that youth complete in person or online.

C. Survey collects information to better understand:

i. Youth education and demographics;

ii. Housing history and current housing situation;

iii. Circumstances that influenced their housing instability; and

iv. Community services they use/need.

D. Survey data is used to assess and improve state and community resources, which are severely limited for youth and young adults who are on their own and struggling with housing.

E. Twenty-one (21) of Maryland's 24 counties and Baltimore City are participating in this year's Youth Count to address homelessness in youth and young adults (see Section 2) and work towards meeting the U.S. Interagency Council on Homelessness goal to end youth homelessness.

F. Youth are surveyed in several ways: shelter and service-based counts, magnet events, street counts, and school-based counts.

G. Youth Count campaign is called "You Count" and it:

i. Emphasizes the value of each youth and young adult.

ii. Encourages them to share their stories.

iii. Empowers them to help others and create change in their community.

3. **2020 Youth Count is the** fourth youth **count in Maryland**

   A. Statewide effort by the Maryland Department of Housing and Community Development, in conjunction with The Institute for Innovation and Implementation at the University of Maryland School of Social Work.

   B. Builds upon the data collected in the previous years' Youth Counts.

   C. Helps state and local agencies better understand how many youth and young adults are experiencing homelessness and how to best meet their needs.

4. **2018 Youth Count Results Data**

   A. 2,957 unaccompanied youth and young adults were identified through 2018 Youth Count surveys and local annual homelessness data.

      a. Youth homelessness exists in every jurisdiction in Maryland, and at higher levels than initially thought.

   B. Demographics show three groups that are disproportionately represented among youth who are struggling with housing.

      a. African Americans/Black – **53**%

      b. LGBTQ community – **17**%

      c. Pregnant youth (**9**%) and new parents (**30**%), with nearly half of new parents (**51**%) stating their children live with them.

      d. **38**% are currently in school, with **21**% of those attending high school.

      e. **51**% of respondents don't have a high school diploma or GED.

   C. Main reasons for homelessness

      a. Arguing or fighting with a parent, guardian, or foster parent is most common reason (**32**%) for leaving their housing situation; however, the nature of the arguments—sexual orientation, pregnancy, substance abuse, and others—were often contributing factors.

      b. Substance abuse (either by parent/guardian or youth) was second most common reason (**21**%) for leaving their housing situation.

   D. Youth face significant instability in where they can stay at night.

      a. **60**% of survey respondents have extreme instability with their housing—**13**% of respondents indicated they could only stay one week at their current location before they had to find another place to stay, while 8% had already left their current location and **39**% didn't know how long they could stay in their current location..

      b. More than half of the surveyed youth (**68**%) had spent the night in multiple places in the past two months, with 2**2**% having spent the night at 4 or more places in the last two months.

   E. Surveyed youth struggle with income as well as housing.

      a. **17**% of youth reported no source of income.

      b. The most commonly reported sources of income were family and friends (28%) and part-time employment (27%).

F. Maryland's youth reported seeking more services,

    a. Food assistance was by far the most sought-after service by youth, followed by emergency shelter, mental health services, job training, and health care. The most commonly requested services were long-term housing, food assistance, and job training.

    b. Transportation and youth being placed on waiting lists were the two biggest barriers to youth obtaining services.

SECTION 2: WHEN IS THE YOUTH COUNT SCHEDULED?

21 of 23 counties and Baltimore City have been included in this year's Youth Count, which is an increase of two counties from 2018.

A. The overall Youth Count will be held March 1-April 12, 2020.

    i. The longer timeframe allows time for planning and collaboration with community partners to collect the most youth surveys.

    ii. Each region will select its own two-week count period to better coordinate with events and agencies their area.

    iii. Specific count dates and contact information for each region can be found on: **www.YouthREACHMD.com.**

THE FOLLOWING 14 REGIONS HAVE BEEN IDENTIFIED TO PARTICIPATE IN THIS YEAR'S COUNT.

- **Allegany County**
- **Anne Arundel County**
- **Baltimore City**
- **Baltimore County**
- **Carroll County**
- **Frederick County**
- **Harford County**
- **Howard County**
- **Lower Eastern Shore: Somerset, Wicomico & Worcester Counties**

- **Mid-Shore: Caroline, Dorchester, Kent, Queen Anne's & Talbot Counties**
- **Montgomery County**
- **Prince George's County**
- **Southern MD: Calvert, Charles, & St. Mary's Counties**
- **Washington County**

SECTION 3: WHO IS INVOLVED IN THE YOUTH COUNT?

1. **Youth REACH MD and The Institute for Innovation & Implementation, University of Maryland School of Social Work**

   A. Youth REACH (**R**each out, **E**ngage, **A**ssist, & **C**ount to end **H**omelessness) MD is a multi-jurisdictional, statewide census effort to identify youth and young adults under age 25 who are struggling with housing.

   B. The Department of Housing and Community Development—with support from the Maryland General Assembly—contracted with The Institute for Innovation & Implementation, University of Maryland School of Social Work to serve as the coordinating entity and project manager for Youth REACH MD.

   C. Initiates Youth Counts to learn more youth and young adults who are independent from their parents with the goal of improving the services and resources available to support youth and young adults who struggle with housing stability.

   D. Works collaboratively with a broad range of community agencies and partners to effectively reach survey participants and administer a successful Youth Count.

   E. 2020 marks the fourth Youth Count sponsored by Youth REACH MD.

2. **Survey Recipients (Unaccompanied Homeless Youth and Young Adults under age 25)**

   A. Defined as individuals aged 24 or younger who are not in the physical custody or care of a parent or legal guardian and lack a safe and stable nighttime residence.

   B. Considered an "invisible" or "hidden" population (see Section 1) and are largely understudied.

   C. Individuals most likely refer to themselves as couch surfers (versus being labeled "homeless").

   D. Often attend school and/or work, but for various reasons, struggle to find or maintain reliable housing.

   E. Face greater risks of victimization, exploitation, substance abuse, mental health challenges, poor physical health, inadequate education, and employment challenges.

   F. Surveying these individuals in urban, suburban, and rural communities provides important information that help improve housing services and resources offered throughout Maryland.

3. **Continuums of Care (CoCs)**

   A. Local planning and implementation groups for the Youth Count in each region.

   B. Vital to coordinate campaign efforts in the communities where they work.

   C. Build and maintain relationships with local partners and often host community events to reach as many unaccompanied youth and young adults under age 25 as possible to participate in the survey.

4. **Community Agencies, Organizations, and Affiliates**

   A. Provide a variety of ways to reach youth and young adults who may struggle to find stable housing.

   B. Work together to administer a successful Youth Count.

C. Collaborative efforts extend awareness and reach of the Youth Count campaign.

D. Include dozens of service agencies and community affiliates working together, the main partners include:

    i. **Community Service Providers** – service-based counts include youth and young adults who use the services offered by participating providers during the survey period. This includes community shelters that count the number of youth and young adults who spend the night in a shelter or transitional housing during the survey period.

    ii. **Community Partners** – other organizations that connect with and support youth. Effective community partners include libraries, recreational centers, schools, youth-centered outreach programs (such as YMCA or Boys & Girls Clubs), and similar organizations and locations where youth may gather.

    iii. **Youth Ambassadors** – youth volunteers who help plan and administer the Youth Count surveys at events or through street counts. Often, they have experienced housing instability themselves, making them highly-relatable and trustworthy ambassadors for the count. Youth ambassadors assist with many aspects of the Youth Count—identifying places youth are likely to be reached, updating the survey questions, planning magnet events, marketing and promoting the count in their communities, and writing scripts to use when approaching homeless youth.

    iv. **Hosts** – individuals and/families who provide shelter to a youth independent from their parents or young adult under age 25. Hosts have gained the trust of the individuals that they provide shelter to, which makes them a key audience to promoting the Youth Count to those who need it most. Flyers and communications have been specially created to engage this group and encourage them to refer youth to the Youth Count in their area.

    v. **Community at Large** – all members of Maryland's communities. The Youth Count is an important community effort to create positive change and help eliminate homelessness among youth and young adults under age 25. Creating awareness within the community-at-large may increase opportunities for broader support. This may include financial resources, connections to additional partners and/or services, greater reach to target audiences, and Youth Count volunteers.

Please contact project manager, Carrie Gould-Kabler at carrie.gould-kabler@ssw.umaryland.edu with any questions.

SECTION 4: WHY DOES THE YOUTH COUNT MATTER?

Too many of Maryland's youth and young adults go it alone to find stable and safe housing. The Youth Count is an important community effort to create positive change and help eliminate homelessness among youth and young adults under age 25.

A. Identifies housing needs and services.

    i. By understanding the number and needs for youth in each community, we can better assess what specific services and resources are needed in the community.

    ii. Based on Youth Counts and local census data, nearly 3 out of every 1,000 Maryland young people are on their own and experiencing housing instability.

    iii. More than 50% of survey respondents indicated they did not have a high school diploma or GED. Of the 38% who reported being in school, 55% of these youth were in high school. These findings indicate a strong need for programs and services targeted toward high school students to address homelessness and educational services to help homeless youth finish school and/or get their GED.

    iv. The 2018 count revealed that 29% of the respondents were the parent of at least one child and 9% were currently pregnant. More services to support youth who are parenting without stable housing for themselves and their children was a key outcome of the 2018 Youth Count.

    v. Another key outcome was the need to decrease the disproportionality of homelessness in youth and young adults. Over half (53%) of survey respondents indicated they were African American. This over representation indicates a critical need to provide equitable access to housing and other resources for African American youth.

B. Brings more resources to local communities.

    i. Once the needs are understood, we can work collaboratively with legislators and state and federal agencies to get more community resources.

    ii. Since the 2017 Youth Count, the following progress has occurred:
- CoC applications to HUD and SAMHSA grants were submitted to establish new services for youth experiencing homelessness.
- Additional grant funds were awarded to CoCs and service providers to address youth homelessness.
- Development and expansion of permanent supportive housing programs and youth drop-in centers.
- Creation of new CoC committees, youth advisory boards, and local strategic plans to address issue of youth homelessness.
- Inclusion of youth in efforts administered by traditionally adult-serving agencies.
- Formation of local outreach teams geared toward reaching youth.

C. Influences positive community change.

    i. Helps connect youth and young adults who are housing insecure with local services to improve the support they receive.

ii.   Improves the state's ability to monitor youth homelessness through a variety of systems and agencies and support statewide efforts to reduce youth homelessness.

iii.   Creates awareness of the issue with potential community partners that may provide additional services/resources to this population.

SECTION 5: WHAT YOU CAN DO TO HELP?

There are several ways you can help support Youth REACH MD's efforts.

A. Visit our website to learn more: www.YouthReachMD.com.

B. Spread the word.

   i.   If you know of someone under age 25 who is struggling to find a safe or stable place to sleep, encourage them to participate in the Youth Count. You can find the dates for the Youth Count in your area on **www.YouthReachMD.com**.

   [**OPTIONAL: INSERT SPECIFIC CoC COUNT DATES OR EVENTS & LOCATIONS HERE**].

   ii. If you know someone who is providing temporary housing, tell them about the Youth Count and ask them to share it with their youth guest. Refer them to **www.YouthReachMD.com** for specific dates of the Youth Count in your area.

   [**OPTIONAL: INSERT SPECIFIC CoC COUNT DATES OR EVENTS & LOCATIONS HERE**].

   iii. Follow Youth REACH MD on **Instagram,** Twitter and Facebook and share the Youth Count **information** through your social media channels to generate more awareness.

C. Volunteer.

   i.   We need local volunteers to help administer surveys, staff events, or support other Youth Count activities. To help out, contact [**INSERT CONTACT INFORMATION FOR LOCAL REGION**] or visit the website (**www.YouthReachMD.com**) and click on the "Locations" tab for contact information.

   ii. If you are outside of a Youth Count region and would like to help, contact the project manager, **Carrie Gould-Kabler,** at **carrie.gould-kabler@ssw.umaryland.edu**.

> **Together, we can improve the services and resources available to young people.**

MAGNET EVENTS

Hosting a magnet event is one marketing strategy that can be used to encourage youth to come out to be counted. Here are some tips to make your event a success!

- **Provide food, music, and connections to local resources** that could be helpful for youth (e.g., local health clinics, drop-in shelters, vocational training programs, etc.)

- Choose an event location with **easy access to transportation options** and/or coordinate transportation to and from the event from a central location.

- **Recruit youth ambassadors** to help plan and attend the event. Ask them what would draw them to an event and what they would find exciting to do/see/hear while there.

- **Create a marketing flyer** with all the event details. Be sure to mention **date, time, and location** along with any **food, music, door prizes, or other event details** that will attract attendees. Don't forget to provide contact information for youth to get more information or transportation assistance.

- **Spread the news in every way possible.** Be creative and share your event information with the entire community! Be sure to target:

  - Local service providers and shelters;

  - Community partners;

  - Local media (radio and TV) – see more information beginning on page 39;

  - Youth ambassadors;

  - Social media, relevant websites, and online community calendars;

  - Schools (high schools and community colleges), libraries, community and recreation centers, public parks, basketball courts; YMCA, Boys & Girls' Clubs, coffee shops; and other places youth and young adults meet up;

  - Malls and shopping centers;

  - Child care centers;

  - Child welfare centers;

  - Juvenile service centers;

  - Armed Forces (U.S. military) information offices;

  - Food banks;

  - Police, fire, and EMT stations and other designated "Safe Places";

  - Laundry mats; and

  - Public transportation areas.

04 SOCIAL MEDIA

We know you're busy, so we've provided a social media timeline, graphics, and specific Instagram, Facebook, and Twitter posts to use throughout the Youth Count. All you have to do is copy and paste the messages from the lists below that speak to your community using the suggested schedule. This will ensure that consistent messages are used throughout Maryland and should save your time while promoting this important community event. Want to customize them or promote your events? We encourage that too, but be sure to stick to the general talking points provided so that accurate information is shared.

When creating your own messages, be sure to include the #YouthREACHMD in every post. This will help brand the campaign across regions and social media platforms. You can also "tag" your messages so they connect with Youth REACH MD. On Facebook, Twitter, and Instagram, start to type @YouthREACHMD in the post, and select the organization when it pops up.

NOTE: CoCs, community partners, and youth ambassadors are encouraged to customize these messages based on the specific dates/details of their Youth Count. Additional messages promoting events, etc. should tag Youth REACH MD on Facebook, Twitter, and Instagram so that they can be shared. These messages may also be modified for other social media platforms.

PRE-COUNT MESSAGING SCHEDULE

It's important to promote your area's Youth Count a few weeks in advance so that people know when it starts, what it is, and why it's important. To help you, we've provided a suggested timetable and posts for Instagram, Facebook, and Twitter that should be used BEFORE your area's Youth Count begins. We encourage you to customize posts with area-specific information whenever possible.

> **For the best results, pair your posts with the social media graphics provided in this toolkit found at http://www.youthreachmd.com/materials/marketing-toolkit/**

TIMEFRAME	SOCIAL MEDIA CHANNEL(S)	FREQUENCY	CONTENT
Three Weeks Before the Start of Your Area's Youth Count	Instagram, Facebook, & Twitter	Tuesday, Thursday	Choose a post from the "pre-count" list on pages 20 and 21 to use on each day.
Two Weeks Before the Start of Your Area's Youth Count	Instagram & Facebook	Monday, Wednesday, Friday	Choose a post from the "pre-count" list on pages 20 and 21 to use on each day.
Two Weeks Before the Start of Your Area's Youth Count	Instagram, Facebook, & Twitter	Tuesday, Thursday	Choose a post from the "pre-count" list on pages 20 and 21 to use on each day.
One Week Before the Start of Your Area's Youth Count	Instagram, Facebook, & Twitter	Daily	Choose a post from the "pre-count" list on pages 19 and 20 to use on each day.
Three Days Before the Start of Your Area's Youth Count	Instagram, Facebook, & Twitter	Once	Use "Count Starts Soon" messages from the list on page 22.
First Day of Your Area's Youth Count	Instagram, Facebook, & Twitter	Once	Use "Count Starts Today" messages from the list on page 21 .

PRE-COUNT MESSAGES

THREE WEEKS PRE-COUNT

USE THESE MESSAGES UP TO 1-3 WEEKS BEFORE YOUR AREA'S YOUTH COUNT BEGINS.

☑ Every night in Maryland, thousands of youth are living in cars, vacant buildings or couch surfing with family or friends. Our Youth Count begins [**INSERT YOUR AREA'S START DATE**] and can bring needed resources to local communities. Learn more at YouthREACHMD.com. #YouthReachMD

☐ Too many of Maryland's youth and young adults go it alone to find stable and safe housing. The Youth Count begins on [**INSERT YOUR AREA'S START DATE**]. Join us and be counted! #YouthReachMD

☐ The simple act of being counted will spark positive change in our community and across Maryland. Learn more at YouthREACHMD.com and be counted. Our Youth Count begins [**INSERT YOUR AREA'S START DATE**] #YouthReachMD

☐ Join the community effort to help eliminate homelessness for individuals under age 25. The [**INSERT AREA**]'s Youth Count begins on [**INSERT YOUR AREA'S START DATE**]. #YouthReachMD

☐ #YouthReachMD is sponsoring a Youth Count between [**INSERT YOUR AREA'S COUNT DATES**] to help identify housing and services needed for local youth and young adults who struggle to find a safe, reliable place to sleep at night. Learn more at YouthREACHMD.com.

☐ Knowing how many of Maryland's youth and young adults are in need of safe and reliable housing can improve support. That's why #YouthReachMD is critical. Learn more at YouthREACHMD.com.

☐ Help bring more housing resources for youth to local communities. Support this year's Youth Count in your area. Surveys begin [**INSERT YOUR AREA'S START DATE**]. #YouthReachMD

☐ **We know c**ouch surfing isn't as fun as **it sounds**. Be counted during our Youth Count and make a difference to yourself and others. It all starts on [**INSERT YOUR AREA'S START DATE**]. #YouthReachMD

☐ Our Youth Count helps us understand the needs for youth housing. Look for Youth REACH MD in our area between [**INSERT YOUR AREA'S COUNT DATES**]. #YouthReachMD

1G

PRE-COUNT MESSAGES

☐ Many Maryland youth and young adults attend school and/or work, but struggle to find or maintain reliable housing. Help us find solutions. #YouthReachMD happens on [**INSERT YOUR AREA'S COUNT DATES**].

☐ One of the challenges in addressing youth homelessness is knowing how many youth and young adults are experiencing it. That's why a Youth Count is critical. Ours begins [**INSERT YOUR AREA'S START DATE**].

☐ If you know someone under age 25 who may be struggling to find housing, encourage them to be counted during the Youth Count. Ours will happen on [**INSERT YOUR AREA'S COUNT DATES**]. #YouthReachMD

☐ Baltimore City and 21 of 23 counties in Maryland are participating in this year's #YouthReachMD Youth Count. Are you in one of them? Find out at http://www.youthreachmd.com/locations/

☐ On [**INSERT YOUR AREA'S START DATE**], our local Youth Count begins. Find out more about this important community effort at YouthReachMD.com.

☐ #YouthReachMD is coming! Help Maryland's youth and young adults who are struggling with housing. Visit YouthReachMD.com to learn more.

☐ Too many of Maryland's youth go it alone to find safe & stable housing. Help us support our community's critical Youth Count, which begins on [**INSERT YOUR AREA'S START DATE**]. #YouthReachMD

☐ Are you under age 25 and struggling to find or maintain reliable housing? Your voice matters! Be counted during our area's Youth Count, which begins on [**INSERT YOUR AREA'S START DATE**]. #YouthReachMD

☐ Looking to volunteer this spring? Help #YouthREACHMD with our local Youth Count. Contact a local coordinator at **http://www.youthreachmd.com/locations/**

☐ Support the Youth Count in your area to help bring vital services & resources for youth and young adults under age 25 who are struggling with housing. #YouthReachMD

☐ Youth who are housing insecure face greater risks of victimization, exploitation, substance abuse, mental health challenges, poor physical health, inadequate education, and employment challenges. Participate in #YouthReachMD's Youth Count in your area.

"COUNT STARTS SOON" MESSAGES

3-DAYS PRE-COUNT	USE THESE MESSAGES THREE DAYS BEFORE YOUR AREA'S YOUTH COUNT BEGINS.

☑ It's almost here! The Youth Count starts on [**INSERT YOUR AREA'S START DATE**]. Learn more about this important community effort to eliminate youth homelessness at YouthREACHMD.com. #YouthReachMD

☐ Are you a young person in need of reliable housing? Check out these resources **http://www. youthreachmd.com/need-help/** & join the Youth Count in your area. It begins on [**INSERT YOUR AREA'S START DATE**]. #YouthReachMD

"COUNT STARTS TODAY" MESSAGES

DAY OF COUNT	USE THESE MESSAGES THE DAY THAT YOUR AREA'S YOUTH COUNT BEGINS.

☑ It's here! [**INSERT YOUR AREA**]'s Youth Count starts TODAY! Learn more about this important community effort to eliminate youth homelessness at YouthREACHMD.com. #YouthReachMD

☐ Our Youth Count starts today. This important community event brings important resources to youth in need of housing. Get involved and support housing services for local youth. #YouthReachMD

☐ The Youth Count begins today in [**INSERT YOUR AREA**]. Join this community effort and support better housing services for youth. #YouthReachMD

☐ Attention [**INSERT YOUR AREA**]! Our Youth Count begins today. Support local housing services for youth. Be counted and spread the word. #YouthReachMD

YOUTH COUNT MESSAGES

DURING THE COUNT — USE THESE MESSAGES OFTEN THROUGHOUT YOUR AREA'S TWO-WEEK YOUTH COUNT TO PROMOTE THE COUNT AND YOUR RELATED ACTIVITIES/EVENTS/RESOURCES.

GENERAL MESSAGES

☑ The Youth Count has begun! We're surveying the youth in our community from [**INSERT YOUR AREA'S YOUTH COUNT DATES**] to help eliminate homelessness for individuals under age 25. Help us REACH our local young people. Learn more at YouthREACHMD.com. #YouthReachMD

☐ 1…2…3…the Youth Count is on! Help improve housing for youth in Maryland. Promote #YouthReachMD today and check out the Youth Count activities in our community by contacting us at [**INSERT YOUR AREA'S CONTACT INFORMATION**].

☐ Every night, thousands of youth are living in cars, vacant buildings, or couch surfing with family or friends. We're surveying youth across Maryland to help bring needed resources to local communities. Learn more at YouthREACHMD.com and join the count! #YouthReachMD

☐ Too many of Maryland's youth and young adults go it alone to find stable & safe housing. Our Youth Count is on. Share this post to show your support and spread the word in our community. Youth Count! #YouthReachMD

☐ Join the community effort to help eliminate homelessness for individuals under age 25. Promote the Youth Count in our community and get involved at YouthREACHMD.com or contact us at [**INSERT YOUR AREA'S CONTACT INFORMATION**]. #YouthReachMD

☐ Every young person deserves a safe place to sleep at night. Help us discover what housing services & resources are needed. Support the Youth Count in our community. #YouthReachMD

☐ Knowing how many of Maryland's youth and young adults are in need of safe and reliable housing can improve support. That's why #YouthReachMD is critical! Learn more at YouthReachMD.com and find out how you can help bring more housing resources to your community.

☐ In 2018, 2,425 homeless youth were identified through the #YouthReachMD Youth Count. Help us connect with even more youth this year to help them out of homelessness. Learn more at YouthReachMD.com and find out how you can participate or help.

YOUTH COUNT MESSAGES

☐ Homelessness affects more of Maryland's African American and LBGTQ youth than other populations. Help us reduce homelessness by supporting the #YouthReachMD Youth Count. Learn more at YouthReachMD.com and find out how you can participate or help.

☐ **Nearly 4**0% of Maryland's homeless youth are pregnant or new parents. Help us provide housing to them and their children by supporting this year's Youth Count. Learn more at YouthReachMD.com. #YouthReachMD

☐ Youth homelessness exists in every jurisdiction in Maryland, and at higher levels than initially thought. That's why the Youth Count is so critical. Help us identify more youth who are struggling to find housing. #YouthReachMD

☐ More than **5**0% of survey respondents don't have a high school diploma or GED, which could severely limit employment opportunities. Help us bring housing & education resources to homeless youth through #YouthReachMD and our local Youth Count, beginning [**INSERT AREA START DATE**].

☐ How many **times did you move** last month? **68% of** Maryland's homeless youth **reported living at multiple places** in **the last** two months. Help us provide a more permanent solution by supporting the #YouthReachMD Youth Count in our community. Learn more at YouthReachMD.com.

☐ The Youth Count makes a difference in our community! Support local and state efforts to reduce youth homelessness. Participate in this year's Youth Count. Contact [**INSERT YOUR AREA'S CONTACT INFORMATION**] to learn more. #YouthReachMD

☐ Did you know youth who are housing insecure face greater risks of victimization, exploitation, substance abuse, mental and physical health issues and inadequate education and employment? Help us find solutions! Participate in the Youth Count in your area. #YouthReachMD

MESSAGES TARGETING YOUTH PARTICIPANTS

☑ Are you under age 25 and struggling to find or maintain reliable housing? Your voice matters! Find our area's #YouthReachMD survey locations at **http://www.youthreachmd.com/locations/** and be counted today.

☐ Have you taken the survey yet? The Youth Count helps us understand the need for youth housing in our community. Look for Youth REACH MD in our area and be counted. Or, contact us at [**INSERT YOUR AREA'S CONTACT INFO**] to find a survey location near you. #YouthReachMD

YOUTH COUNT MESSAGES

☐ **We know c**ouch surfing isn't as fun as **it sounds**. Be counted during our community's Youth Count and make a difference to yourself and others. Learn more at [**INSERT CONTACT INFO**]. #YouthReachMD

☐ Crashing with friends isn't a long-term solution. Be counted during [**INSERT YOUR AREA'S YOUTH COUNT DATES**] and make a difference. Learn more at [**INSERT YOUR AREA'S CONTACT INFO**]. #YouthReachMD

☐ If you're under 25 and struggling with housing, You Count. Take our survey to help build a better support system. Contact us at [**INSERT YOUR AREA'S CONTACT INFO**] to learn more. #YouthReachMD

☐ The simple act of being counted will spark positive change in our community and across Maryland. Learn more at YouthReachMD.com and support our local Youth Count. It's happening now, so don't wait! Your voice matters to #YouthReachMD.

☐ Are you a young person who needs housing? Check out the resources at **http://www.youthreachmd.com/need-help/** & join your local Youth Count by contacting [**INSERT YOUR AREA'S CONTACT INFO**]. Your voice matters! #YouthReachMD

☐ Have you had a fight with your parent or guardian that has resulted in you searching for a place to stay? We're here to help. Be counted in our area's Youth Count from [**INSERT YOUR AREA'S YOUTH COUNT DATES**] and connect with people who can help. #YouthReachMD

MESSAGES TARGETING HOSTS/GENERAL COMMUNITY

☑ Be a hero to local youth who need safe housing in your community. Support #YouthReachMD and our community's Youth Count. Help us understand why Maryland's youth struggle with housing so we can find ways to reduce homelessness in our area. Learn more at YouthReachMD.com.

☐ Many Maryland youth and young adults attend school and work, but for various reasons, struggle to find or maintain reliable housing. Help us find solutions during our Youth Count. Get involved by contacting [**INSERT YOUR AREA'S CONTACT INFO**]. #YouthReachMD

☐ Help us REACH others! If you know someone under age 25 who is struggling to find a safe or stable place to sleep, tell them about the Youth Count. They count too! #YouthReachMD

For the best results, pair your posts with the social media graphics provided in this toolkit found at http://www.youthreachmd.com/materials/marketing-toolkit/

YOUTH COUNT MESSAGES

☐ Are you providing a safe place to sleep for a younger relative or your child's friend? Bring them to the Youth Count in your area. Your support can help us find solutions to end Maryland's youth homelessness problem. #YouthReachMD

☐ Community counts. When our communities pull together, great things can happen! Promote Youth REACH MD's Youth Count going on [**INSERT YOUR AREA'S YOUTH COUNT DATES**] in our community. #YouthReachMD

☐ **21 counties and Baltimore City** are participating in this year's #YouthReachMD campaign. Are you in one of them? Find out where you can take the Youth Count survey or how you can help at **http://www.youthreachmd. com/locations/**.

COMMUNITY EVENT MESSAGES

☑ What's going on in our area? Visit **http://www.youthreachmd.com/locations/** to find out how you can support the Youth Count during [**INSERT YOUR AREA'S YOUTH COUNT DATES**]. Help us survey youth who are struggling with housing. #YouthReachMD

☐ Come to our community event and be counted! Details can be found at [**INSERT LINK TO EVENT DETAILS**]. Maryland's Youth Count is a vital way to bring resources youth who are struggling with housing. #YouthReachMD

☐ Maryland's Youth Count has begun. Find out how to support this important community effort at YouthReachMD.com or contact [**INSERT YOUR AREA'S CONTACT INFO**]. #YouthReachMD

☐ If you're under age 25 and struggling to find housing, take the Youth Count survey today! Visit http://www.youthreachmd.com/locations/ to find local survey events and resources to help. Or, contact us at [**INSERT AREA CONTACT INFO**] to find an event near you. #YouthReachMD

☐ #YouthReachMD is here! Help Maryland's youth and young adults who are struggling with housing. Find area events at http://www.youthreachmd.com/locations/ or contact us at [**INSERT YOUR AREA'S CONTACT INFO**] to support our efforts to bring more housing resources to youth.

☐ Come to our Youth Count community event at [**INSERT LOCATION**] on [**INSERT DATE**]. Join us for food and fun [**OR INSERT YOUR EVENT SPECIFIC DETAILS**], and learn about resources available to help youth find stable housing. Take our Youth Count survey and be counted. #YouthReachMD

"YOUTH COUNT ALMOST OVER" MESSAGES

AS COUNT ENDS USE THESE MESSAGES TOWARD THE END OF YOUR AREA'S TWO-WEEK YOUTH COUNT TO PROMOTE LAST-MINUTE PARTICIPATION.

☑ Our Youth Count is almost over. If you know someone under 25 who is struggling with housing, encourage them to be counted before [**INSERT YOUR AREA'S FINAL YOUTH COUNT DATE**]. Learn more at YouthReachMD.com. #YouthReachMD

☐ It's the last day to be counted! If you're under age 25 and struggling to find housing, take the Youth Count survey today! Visit **http://www.youthreachmd.com/locations/** to learn where you can find the survey and resources to help. Or, contact us at [**INSERT YOUR AREA'S CONTACT INFO**]. #YouthReachMD

☐ Know someone under age 25 who needs safe & reliable housing? Get them to the youth Count! The last day to be counted is [**INSERT YOUR AREA'S FINAL YOUTH COUNT DATE**] and their voice matters! Learn more at YouthReachMD.com. #YouthReachMD

POST-COUNT MESSAGING

TIMEFRAME	SOCIAL MEDIA CHANNEL	FREQUENCY	CONTENT
Day After Count Ends	Instagram, Facebook, & Twitter	Once	Choose a post from list on page 28.
One Week After Count Ends	Instagram, Facebook, & Twitter	Once	Choose a post from list on page 28.

Don't forget to promote the hashtag #YouthReachMD

"POST-COUNT" MESSAGES

☑ The Youth Count is complete! A huge thank you to all the youth who took our survey, the youth ambassadors who helped spread the word, and our community partners for their support. #YouthReachMD

☐ #YouthReachMD was a success. Youth survey data will help find ways to eliminate youth homelessness in Maryland. Thank you!

☐ Many community agencies & people came together for a successful Youth Count. We appreciate them all! #YouthReachMD

☐ Great things happen when our communities pull together. Thanks to everyone who participated in this year's Youth Count. Together, we can eliminate youth homelessness in Maryland. #YouthReachMD

☐ Our Youth Ambassadors Rock! Thanks for helping us connect with other youth in our community to make #YouthReachMD a success.

☐ Our community partners are awesome! Thanks to [**INSERT NAMES OF COMMUNITY PARTNERS HERE**] for their support in this year's Youth Count. We couldn't have done it without you! #YouthReachMD

SOCIAL MEDIA IMAGES

Choose from any of these social media graphics to add to your post. Statistically, social media posts that also include an image get more clicks. Graphics are available for download at **http://www.youthreachmd.com/materials/marketing-toolkit/**

SOCIAL MEDIA IMAGES

HELP US REACH OTHERS
#youthreachmd

BRING HOUSING RESOURCES TO YOUR COMMUNITY
YOUTHREACHMD.COM

YOUTHREACHMD.COM
CRASHING WITH FRIENDS ISN'T A LONG-TERM SOLUTION FOR HOUSING.

YOU COUNT...
#youthreachmd

YOUTHREACHMD.COM
BE COUNTED TO BUILD A BETTER FUTURE.

HELPFUL TIP:

Pair these graphics with any of the posts for Facebook, **Instagram, or T**witter from pages 20-28.

05 MARKETING MATERIALS
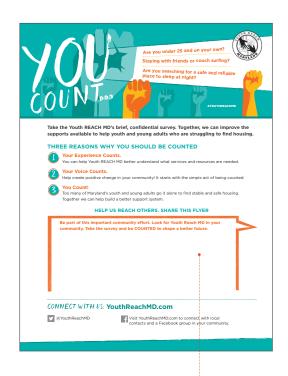
To assist with promoting the campaign, we've designed the following materials. Use these materials to connect with local youth and partners and make them aware of the Youth Count in your area. Placement suggestions are included in the callout boxes on **pages 32 and 35**, but you are not only limited to those places. **Think about where youth and young adults gather in your community and be sure to target those locations with your marketing materials.** For example, one region is placing materials on the doors and windows of vacant properties where youth may be staying at night. You may also consider contacting another participating region (see **http://www.youthreachmd.com/locations/**) to share ideas about where to promote the campaign.

Visit **http://www.youthreachmd.com/materials/marketing-toolkit/** to download marketing materials:
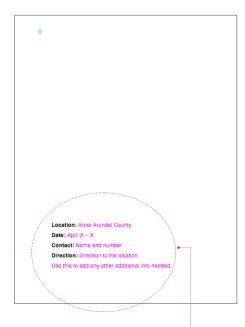
- **Youth Flyer** – targeting youth and young adults under age 25 (survey participants)
- **Host Flyer** – targeting the hosts of unaccompanied youth and young adults under age 25 who may be staying with them
- **Posters** – promoting the Youth Count
- **Wallet Cards** – can be given out during community events and other activities to promote the time, location, and dates of your community's Youth Count.

YOUTH FLYER

CUSTOM PRINT AREA:

This section has been left blank to allow each region to add custom information about Youth Count dates, events, contacts, social media groups, etc.

WORD TEMPLATE FOR TEXT PLACEMENT:

Replace the regular paper in your printer with the pre-printed flyers. Next, update the text in the Word document. Its placement is lined up to fill in the blank area of the flyer.
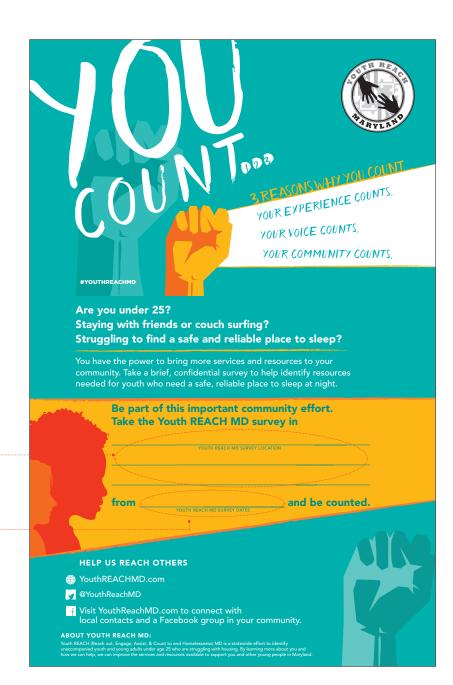
HOST FLYER

CUSTOM PRINT AREA:

This section has been left blank to allow each region to add custom information about Youth Count dates, events, contacts, social media groups, etc.

WORD TEMPLATE FOR TEXT PLACEMENT:

Replace the regular paper in your printer with the pre-printed flyers. Next, update the text in the Word document. Its placement is lined up to fill in the blank area of the flyer.

WHERE TO POST FLYERS

- **Local social services providers (including offices for food stamps, Medicaid, welfare, early head start, energy assistance)**
- **Homeless shelters**
- **Schools (high schools, community colleges, vocational schools)**
- **Libraries**
- **YMCA**
- **Community and recreation centers**

- **Public parks**
- **Basketball courts**
- **Boys & Girls' Clubs**
- **Coffee shops**
- **Fast food locations**
- **Malls and shopping centers**
- **Churches and other religious sanctuaries/facilities**
- **Child care centers**
- **Child welfare centers**
- **Juvenile service centers**
- **Armed Forces (U.S. military)**

- **information offices**
- **Food banks**
- **Police, fire, and EMT stations and other designated "Safe Places"**
- **Laundry mats**
- **Public transportation areas (bus stations and stops, train stations and stops, taxi stands)**
- **Motor vehicle offices**
- **Other places youth and young adults meet up**

11" X17" POSTER

CUSTOM PRINT AREA:

This section has been designed to allow each region to customize the information.

DATES:

Write in your region's specific survey dates here.

20"X30" POSTER

CUSTOM PRINT AREA:

This section has been designed to allow each region to customize the information.

DATES:

Write in your region's specific survey dates here.

WALLET CARDS

(Front)

YOU COUNT...

You have the power to bring more resources to the youth in your community. Participate in the Youth REACH MD and be counted.

YOUTHREACHMD.COM

(Back)

Are you under 25? Staying with friends? On your own? Struggling to find a safe or stable place to sleep?

#YOUTHREACHMD

YOUR VOICE MATTERS.
BE COUNTED TO BUILD A BETTER FUTURE.

LOCATION:

DATE:

CONTACT:

YOUTHREACHMD.COM

CUSTOM AREA:

Feel free to write in specific details about your events in this space.

Or, as an **alternative to handwriting** information on each card, consider printing labels. Use of these printer-friendly label templates (see below) and customize with your region-specific information.

• Avery 5967 (1/2" x 1.75")

• OnlineLabels.com OL820 (1/2" x 2")

WHERE TO HAND OUT CARDS

- **Local social services providers (including offices for food stamps, Medicaid, welfare, early head start, energy assistance)**
- **Homeless shelters**
- **Schools (high schools, community colleges, vocational schools)**
- **Libraries**
- **YMCA**
- **Community and recreation centers**

- **Public parks**
- **Basketball courts**
- **Boys & Girls' Clubs**
- **Coffee shops**
- **Fast food locations**
- **Malls and shopping centers**
- **Churches and other religious sanctuaries/facilities**
- **Child care centers**
- **Child welfare centers**
- **Juvenile service centers**
- **Armed Forces (U.S. military)**

- **information offices**
- **Food banks**
- **Police, fire, and EMT stations and other designated "Safe Places"**
- **Laundry mats**
- **Public transportation areas (bus stations and stops, train stations and stops, taxi stands)**
- **Motor vehicle offices**
- **Other places youth and young adults meet up**

06 PUBLIC SERVICE ANNOUNCEMENTS

If you have a relationship with local broadcast media (radio and/or TV stations), please contact them to ask about submitting a Public Service Announcement (PSA) or being interviewed during your area's Youth Count. Don't forget to reach out to any local college stations as they may be good sources of participants and volunteers—we've identified a few for you! Sample announcements are included for your use.

If you don't have relationships with local media, that's no problem! We've included some local stations and contact information (divided by region) that accept PSAs and event news and might be a good fit for this important community event. **We encourage you to reach out to them as soon as possible to share the details of your area's Youth Count efforts.** Be sure to check out the station list for regions located near yours as some stations serve multiple regions while being licensed in a certain city. Station not on our list? Contact Carrie Gould-Kabler, project manager, at carrie.gould-kabler@ssw.umaryland.edu to add information to the regional lists below.

Nearly every station on this list has social media channels, so visit the websites to like and follow their social media channels and then tag and post on these sites as well. Stations often have tremendous reach through many followers, so connect with them and reach more people in your community!

Lastly, don't forget to add your Youth Count and events to online community calendars. Information (where available) is included so you can simply click and post.

Planning a community event to promote the Youth Count? Invite your local radio and television stations! Typically, you will contact the Promotions or Events Coordinator and information can be found on the station's website. They may broadcast live and hold fun contests and giveaways, so they'd be a great resource to attend!

SAMPLE PSAS

Below please find some sample PSAs that you can use or customize for your region. The more specific you can be in referencing free events and services in your community, the more likely a local radio or television station will be to promote it.

GENERAL CAMPAIGN AWARENESS:

Help end youth homelessness in Maryland. Between [**INSERT YOUR AREA's COUNT DATES**], Youth REACH MD is coordinating a community Youth Count. Youth and young adults under the age of 25—who are independent from their parents and currently do not have permanent housing—are being asked to take a short, confidential survey. Learn more about this important effort to end youth homelessness in our community at YouthREACHMD.com or contact [**INSERT YOUR AREA's CONTACT INFO**].

Every night in Maryland, thousands of kids under age 25 seek a safe place to sleep because they are on their own. In cooperation with Youth REACH MD, a Youth Count is being held in [**INSERT YOUR COUNTY/CITY HERE**] on [**INSERT YOUR AREA's COUNT DATES**] to survey youth and young adults who are struggling with housing. Help us end youth homelessness in our community. Learn more at YouthREACHMD.com or contact [**INSERT YOUR AREA's CONTACT INFO**].

Youth and young adults who are housing insecure face greater risks of victimization, exploitation, substance abuse, mental and physical health challenges, and employment challenges. In cooperation with Youth REACH MD, a Youth Count is being held in [**INSERT YOUR COUNTY/CITY HERE**] on [**INSERT YOUR AREA's COUNT DATES**]. Learn more about this important effort to end youth homelessness in our community at [**INSERT YOUR AREA's CONTACT INFO**].

Homelessness affects more of Maryland's African American and LBGTQ youth than other populations. Help us reduce homelessness by supporting the Youth REACHMD Youth Count in our community. Contact [**INSERT YOUR AREA's CONTACT INFO**] to learn how you can help or participate, or visit YouthReachMD.com.

More than 30% of Maryland's homeless youth are pregnant or new parents. Help us provide housing to them and their children by supporting this year's Youth Count. [**INSERT YOUR COUNTY/CITY HERE**] is hosting its Youth Count on [**INSERT YOUR AREA's COUNT DATES**]. Contact [**INSERT YOUR AREA's CONTACT INFO**] to learn how you can help or participate, or visit YouthReachMD.com.

TARGETING SURVEY PARTICIPANTS (GENERAL):

If you are under age 25, on your own, and currently without housing, Youth REACH MD wants to hear from you. Between [**INSERT YOUR AREA's COUNT DATES**], you can take a Youth Count survey and help bring more housing resources to your community. The survey is short and confidential and will help end youth homelessness in Maryland. Learn more at YouthREACHMD.com or contact [**INSERT YOUR AREA's CONTACT INFO**].

SAMPLE PSAs

TARGETING SURVEY PARTICIPANTS (GENERAL):

Thousands of Maryland's youth don't know where they will sleep tonight. If you are one of them, we want to help! A Youth Count is being held in [INSERT YOUR COUNTY/CITY HERE] on [INSERT YOUR AREA's COUNT DATES]. Make your voice heard by taking a short, confidential survey that could bring more housing resources to those in need. Learn more at YouthREACHMD.com or contact [INSERT YOUR AREA's CONTACT INFO].

TARGETING SURVEY PARTICIPANTS (SPECIFIC):

If you are under age 25, on your own, and currently without housing, Youth REACH MD wants to hear from you. Between [INSERT YOUR AREA's COUNT DATES], you can take a Youth Count survey at [INSERT LOCATION/TIMES HERE]. The survey is short and confidential and will help bring more housing resources to your community. Learn more at YouthREACHMD.com.

We know couch surfing isn't as fun as it sounds. If you or someone you know is under age 25 and currently without housing, be counted during our community's Youth Count. You can make a difference to yourself and others by taking a short, confidential survey between [INSERT YOUR AREA's COUNT DATES]. Learn more at [INSERT YOUR AREA's CONTACT INFO].

TARGETING VOLUNTEERS:

Help end youth homelessness in Maryland. Volunteers are needed on [INSERT YOUR AREA's COUNT DATES] to help with a local Youth Count. Duties may include promoting the Youth Count with local partners, staffing community events, or administering surveys. To help with this important community event, contact [INSERT YOUR AREA's CONTACT INFO] or visit YouthREACHMD.com.

Want to improve our community and help end youth homelessness? Volunteers are needed on [INSERT YOUR AREA's COUNT DATES] to help with a local Youth Count. Grab your friends and help with this important community event. Contact [INSERT YOUR AREA's CONTACT INFO] or visit YouthREACHMD.com.

COMMUNITY EVENT:

On [INSERT EVENT DATE HERE], [INSERT CoC INFORMATION] is hosting a free event from [INSERT TIMEFRAME HERE] to help end youth homelessness in our community. In partnership with Youth REACH MD, [INSERT CoC INFORMATION] is conducting a Youth Count to survey the needs of area youth who are struggling with housing. To learn more and support this important effort, contact [INSERT LOCAL CONTACT INFORMATION HERE].

Last year, 2,425 homeless youth were identified through the Youth REACH MD Youth Count. Help us connect with even more youth this year to help them out of homelessness. [INSERT CoC INFORMATION] is hosting a free community event on [INSERT DATE/TIME] to survey youth and young adults in our community who may need help with housing. Learn more at YouthReachMD.com or contact [INSERT LOCAL CONTACT INFORMATION HERE] to find out how you can participate or help.

REGIONAL STATIONS

ANNE ARUNDEL COUNTY

STATION CALL LETTERS	TYPE OF STATION	CONTACT INFO	WEBSITE
WMPT – PBS (22.1)	Television	Community Engagement: outreach@mpt.org 410-356-5600	www.mpt.org
Notes/Online Community Calendar: Ask about "MPT & Your Community" as an opportunity for video interviews to discuss Youth Count in your area.			
WNAV – AM 1430	Radio	PSA Submissions: reception@wnav.com 410-263-1430	www.1430wnav.com/
Notes/Online Community Calendar: www.ask4direct.com/events/wnav			
WRNR – 103.1	Radio	Programming - Bob Waugh: bobw@wrnr.com 410-626-0103	http://wrnr.com/
Notes/Online Community Calendar: Online Calendar/Submit Event: http://wrnr.com/info/submit-an-event Online Contact Form (at bottom of page): http://wrnr.com/contact/addressdirections			
WYRE – AM 810	Radio	As of 01/11/18, station is currently "silent" until further notice	N/A
WYZT – 104.7	Radio	410-222-5000	http://www.aacpublicschools.org/aacps2/crabradio/ https://crabradio.airtime.pro/
Notes/Online Community Calendar: Local arts station co-produced by Anne Arundel public schools, so there may be an opportunity for promotion and/or podcast.			
Anne Arundel Community College	N/A		http://www.aacc.edu/
Notes/Online Community Calendar: Explore opportunities for service-learning with AACC (http://www.aacc.edu/campus-life/serve-your-community/) Contact Tresa Ballard at The Center for Learning through Service (tmballard1@aacc.edu or 410-777-2366)			

REGIONAL STATIONS

BALTIMORE COUNTY

STATION CALL LETTERS	TYPE OF STATION	CONTACT INFO	WEBSITE
WMPT – PBS (67.1)	Television	Community Engagement: outreach@mpt.org 410-356-5600	www.mpt.org
Notes/Online Community Calendar: Ask about "MPT & Your Community" as an opportunity for video interviews to discuss Youth Count in your area.			
WBAL – AM 1090	Radio	Complete the online form at: http://www.wbal.com/contact for events and PSAs or call 410-467-3000	http://www.wbal.com/
Notes/Online Community Calendar: http://www.wbal.com/events			
WBAL-TV	Television		http://www.wbaltv.com/
WBJC – 91.5 Baltimore City Community College Radio	Radio	Submit PSA at least two weeks in advance using this online form: http://www.wbjc.com/public-service-announcements/ Call 410-580-5800 for questions or assistance.	http://www.wbjc.com/
Notes/Online Community Calendar: Only accepts fine arts events for online event calendar.			
WCAO – AM 600	Radio	Complete the online contact form (https://heaven600.iheart.com/contact/) to inquire about PSAs and adding events to the online calendar. Or call 1-844-600-9226.	https://heaven600.iheart.com/
Notes/Online Community Calendar: https://heaven600.iheart.com/calendar/			
WCBM – AM 680	Radio	Ask about PSAs and event promotion at Contactus@wcbm.com or call 410-580-6800	http://www.wcbm.com/
Notes/Online Community Calendar: http://www.wcbm.com/events/			
WEAA – 88.9 Morgan State University	Radio	Call the front desk to ask about PSAs and/or interviews at 443-885-3564 or email weaa.web@gmail.com	http://weaa.org/
Notes/Online Community Calendar: Ask about placing a short news story on the Local News section of the site (http://weaa.org/category/politics) Connect with the Student Affairs department (http://www.morgan.edu/studentaffairs) at 443-885-3527 or studentaffairs@morgan.edu to promote the Youth Count. Contact the Office of Community Service (http://www.morgan.edu/communityservices) at 443-885-3412 to seek volunteers. Promote events online at http://events.morgan.edu/ by clicking the orange "Submit an Event" button.			

REGIONAL STATIONS

BALTIMORE COUNTY

STATION CALL LETTERS	TYPE OF STATION	CONTACT INFO	WEBSITE
WERQ – 92.3	Radio	Call 410-332-8200 or email Vernon Kelson at vkelson@radio-one.com to ask about PSAs	https://92q.com/
WIYY – 97.9	Radio	Ask about PSAs and event calendars by calling 410-889-0098 or e-mail studio@98online.com	http://www.98online.com/
Notes/Online Community Calendar: http://www.98online.com/events/upcoming/			
WJZ – AM 1300 & 105.7 AND WLIF – 101.9	Radio	Call to ask about PSAs: 410-825-1000	http://baltimore.cbslocal.com/station/cbs-sports-radio-1300/ http://baltimore.cbslocal.com/station/1057-the-fan/
Notes/Online Community Calendar: For both stations, visit http://events.baltimore.cbslocal.com/ and click the "+Add Your Event" link to add events to the calendar.			
WJZ-TV	Television		http://todays1019.radio.com/
Notes/Online Community Calendar: Visit http://events.todays1019.cbslocal.com/ and click the "+Add Your Event" link to add events to the calendar.			
WMAR-TV	Television	Submit an online request at https://www.abc2news.com/about-us/contact-us and select "Publicity Request" from the drop-down menu. Or, call 410-377-2222.	https://www.abc2news.com/
Notes/Online Community Calendar: Submit an event to the online calendar using the form at the bottom of this page: https://www.abc2news.com/community-calendar			
WNST – AM 1570	Radio	Ask about PSAs and event calendars by calling 410-821-9678 or e-mail info@wnst.net	http://wnst.net/
WNUV, WBFF & WUTB	Television	Send press releases to: news@foxbaltimore.com or call 410-467-4545 to ask about PSAs and interviews	http://cwbaltimore.com/
WOLB – AM 1010	Radio	Contact Vernon Kelson at vkelson@radio-one.com to ask about PSAs and event promotion.	https://wolbbaltimore.com/
WPOC – 93.1	Radio	Call 410-366-7600 or use the online contact form found at https://wpoc.iheart.com/contact/	https://wpoc.iheart.com/
Notes/Online Community Calendar: https://wpoc.iheart.com/calendar/events/community/			

REGIONAL STATIONS

BALTIMORE COUNTY

STATION CALL LETTERS	TYPE OF STATION	CONTACT INFO	WEBSITE
WQLL – AM 1370	Radio	Use the online contact form found at http://q1370.com/Contact-Us.html or call 410-580-6800	http://q1370.com/
Notes/Online Community Calendar: Ask about having the Youth Count added to the "Around the Town" listings found on the home page.			
WQSR – 102.7	Radio	Use the online contact form found at https://1027jackfm.iheart.com/contact/ or call 410-366-7600	https://1027jackfm.iheart.com/
Notes/Online Community Calendar: https://1027jackfm.iheart.com/calendar/events/community/			
WRBS – AM 1230 & 95.1	Radio	To ask about PSAs for both stations, call 410-247-4100. Or, email AM 1230 at info@wrbs.com submit at http://wrbsam.com/contact/. For 95.1, complete the online form at http://www.951shinefm.com/contact	http://wrbsam.com/ http://www.951shinefm.com/
Notes/Online Community Calendar: Submit community events at: http://www.951shinefm.com/community-event-form			
WTMD – 89.7 Towson University	Radio	General questions can be sent to wtmd@towson.edu or call 410-704-8938	https://wtmd.org/radio/
Notes/Online Community Calendar: http://events.wtmd.org/ Connect with Towson University's Student Life & Services at https://www.towson.edu/studentlife/services/ to connect with potential survey participants. Or connect with The Office of Civic Engagement & Social Responsibility (410-704-2806 or civicengagement@towson.edu) to seek volunteers and support for the Youth Count.			
WVTO – 92.7	Radio	Email wvtoradio@gmail.com or call 410-947-4988 to ask about PSAs and post and event. Or, submit an online request at https://www.wvtoradio.com/contact-us	https://www.wvtoradio.com/
Notes/Online Community Calendar: https://www.wvtoradio.com/events Email wvtoradio@gmail.com to post and event on the website.			
WWIN – AM 1400	Radio	Contact Vernon Kelson at vkelson@radio-one.com to ask about PSAs and event promotion.	https://mybaltimorespirit.com/
Notes/Online Community Calendar: https://mybaltimorespirit.com/events/			

REGIONAL STATIONS

BALTIMORE COUNTY

STATION CALL LETTERS	TYPE OF STATION	CONTACT INFO	WEBSITE
WWMX – 106.5	Radio	Call 410-825-1065 to aks about PSAs.	http://mix1065fm.radio.com/
Notes/Online Community Calendar: Visit http://events.mix1065fm.cbslocal.com/ and click the "+Add Your Event" link to add events to the calendar.			
WYPR – 88.1 (NPR)	Radio	Call 410-235-1660 to ask about PSAs.	http://wypr.org/
Notes/Online Community Calendar: Submit an event online at http://wypr.org/community-calendar/ events/create (be sure to read guidelines)			
WZFT – 104.3	Radio	Call 410-366-7600 or use the online contact form found at https://z1043.iheart.com/contact/	https://z1043.iheart.com/
Notes/Online Community Calendar: https://z1043.iheart.com/calendar/events/community/			

CARROLL COUNTY

STATION CALL LETTERS	TYPE OF STATION	CONTACT INFO	WEBSITE
WMPT – PBS (22.1)	Television	Community Engagement: outreach@mpt.org 410-356-5600	www.mpt.org
Notes/Online Community Calendar: Ask about "MPT & Your Community" as an opportunity for video interviews to discuss Youth Count in your area.			
WTTR – AM 1470 & 102.3	Radio	info@wttr.com 410-848-5511	https://www.wttr.com/
Notes/Online Community Calendar: https://www.wttr.com/category/community-calendar/			
WZBA – 100.7	Radio	Send PSAs to Donna Jean Rumbley at djrumbley@ thebayonline.com 410-771-8484, ext. 540	http://pro.wzba-fm.tritonflex.com/ index.php or http://www.thebayonline.com/

REGIONAL STATIONS

CARROLL COUNTY

STATION CALL LETTERS	TYPE OF STATION	CONTACT INFO	WEBSITE
Carroll Community College	N/A	Contact Student Life to discuss opportunities: studentlife@carrollcc.edu 410-386-8500	https://www.carrollcc.edu/Home/
Notes/Online Community Calendar: May be able to add events and/or request for volunteers at: https://www.carrollcc.edu/Student-Life/Service-and-Volunteer-Opportunities/Volunteer-Opportunities/ Contact the Coordinator of Experiential Learning and Student Organizations by calling 410-386-8413. or perhaps an article in the student-run newspaper: http://the-quill.org/			
McDaniel College "Green Terror" Radio	Radio	Contact: mgtradiostation@gmail.com to ask about PSAs	https://mgtradiostation.wordpress.com/homepage/
Notes/Online Community Calendar: Consider posting on radio station's Facebook page and/or asking the DJs to make a PSA post. https://www.facebook.com/MGTRradio/			

FREDERICK COUNTY

STATION CALL LETTERS	TYPE OF STATION	CONTACT INFO	WEBSITE
WFPT – PBS (62.1)	Television	Community Engagement – outreach@mpt.org 410-356-5600	www.mpt.org
Notes/Online Community Calendar: Ask about "MPT & Your Community" as an opportunity for video interviews to discuss Youth Count in your area.			
WAFY – 103.1	Radio	Director of Programming – Chris Elliott at chris@manningbroadcastinginc.com 301-620-7700	http://www.key103radio.com/
Notes/Online Community Calendar: Submit a community event at: http://www.key103radio.com/events/community/add or email community@key103radio.com			
WDMV – AM 700 SPANISH FORMAT	Radio	Director of Programming – Ernesto Molina: ernesto@radiolajefa.com 301-990-9298 or 703-365-7696	http://www.radiolajefa.com/2013.html

REGIONAL STATIONS

FREDERICK COUNTY

STATION CALL LETTERS	TYPE OF STATION	CONTACT INFO	WEBSITE
WFMD – AM 930 AND WFRE – 99.9	Radio	PSAs for both stations – April Simerly: Aprilsimerly@iheartmedia.com 301-663-4181	http://www.wfmd.com/ http://www.wfre.com/
Notes/Online Community Calendar: http://www.wfmd.com/event_type/events/ There may also be an opportunity to record/post a podcast about the Youth Count at http://www.wfmd.com/podcasts/community-connection/ http://www.wfre.com/event_type/events/			
WTLP – 103.9 (WTOP repeater station)	Radio	PSAs: typically need a 4-6 week lead time https://wtop.com/contact-us/ Select "Submit a PSA" from drop down menu	https://wtop.com/
WWFD – AM 820 & 94.3	Radio	Freeform music format, so it may not air PSAs, but could email gamut@hbi.com to check.	gamut@hbi.com
WYPR – 88.1 (NPR)	Radio	Paul Hollis, Public Information Assistant, at frontdesk@wypr.org 410-235-1660	http://wypr.org/
Notes/Online Community Calendar: http://wypr.org/community-calendar/events/create (be sure to read submission guidelines first) Review the list of Community Advisory Board members (http://wypr.org/community-advisory-board) to see if you can connect with members who may be able to help guide you to ways to promote the Youth Count through the station			
FCG-TV	Television	Robin Santangelo, Public Information Officer, rsantangelo@frederickcountymd.gov 301-600-2590	https://frederickcountymd.gov/1225/FCG-TV
Notes/Online Community Calendar: Broadcast includes useful Information for Frederick County citizens and news about upcoming meetings and special events—may be an opportunity for Youth Count awareness			

REGIONAL STATIONS

FREDERICK COUNTY

STATION CALL LETTERS	TYPE OF STATION	CONTACT INFO	WEBSITE
Frederick Community College	N/A	Perhaps contact Learning Support department to discuss opportunities for partnership & promotion Kara Bennett, Special Projects Coordinator, Learning Support: KBennett@frederick.edu 301-624-2726	https://www.frederick.edu/
Notes/Online Community Calendar: May be able to request volunteers through "Announcements" (https://myfcc.frederick.edu/my-fcc/my-fcc-portal/announcements.aspx) or Events (http://calendar.frederick.edu/site/students/)			
Mount St. Mary's University (WMTB - 89.9)	Radio	Contact the Communications department (which manages the radio stations) to ask about PSAs at 301-447-5367.	http://www.msmary.edu/
Notes/Online Community Calendar: Explore promotional opportunities in The Mountain Echo at http://msmecho.com/ by contacting the Community Editor, JoEllen Laun, at jlaun@email.msmary.edu.			

WASHINGTON COUNTY

STATION CALL LETTERS	TYPE OF STATION	CONTACT INFO	WEBSITE
WWPB – PBS (31.1)	Television	Community Engagement-outreach@mpt.org 410-356-5600	www.mpt.org
Notes/Online Community Calendar: Ask about "MPT & Your Community" as an opportunity for video interviews to discuss Youth Count in your area.			
WARK – AM 1490 & 98.9	Radio	Call to discuss opportunities for PSAs and more at 301-733-4500	http://manningmediainc.com/wark-1490-am98-9-fm/
Notes/Online Community Calendar: Ask about a post on their Facebook page: https://www.facebook.com/WARKHagerstown			
WAYZ – 104.7	Radio	Contact the office to discuss opportunities at 717-597-9200 or submit an online request via contact form at http://www.wayz.com/station-info/contact/	http://www.wayz.com/
Notes/Online Community Calendar: http://www.wayz.com/events/category/communitycalendar/			
WCHA – 96.3 & WHAG – AM 1410	Radio	Contact Tammy Heckman at 717-263-0813	http://www.oldies963.net/

REGIONAL STATIONS

WASHINGTON COUNTY

STATION CALL LETTERS	TYPE OF STATION	CONTACT INFO	WEBSITE
WCRH – 90.5	Radio	PSA guidelines can be found at http://wcrh.org/calendar/submit-event/ and must be submitted online two weeks in advance 301-582-0285	http://wcrh.org/
Notes/Online Community Calendar: Submit community events at: http://wcrh.org/calendar/submit-event/			
WDLD – 96.7	Radio	Contact Program Director Artie Shultz at: Artie.Shultz@alphamediausa.com or 717-263-0813	http://www.wild967.fm/
WDMV	Television	Consider writing a press release and submitting it as a news story via news@localdvm.com or call 301-797-4408 to discuss an interview or PSA.	http://www.localdvm.com/
Notes/Online Community Calendar: Use the link on right side to add events at http://www.localdvm.com/calendar#/			
Consider sharing photos from events and other activities via http://www.localdvm.com/shareit			
WHGT – AM 1590	Radio	office@ebthagerstown.com or 301-582-0378	http://www.ebthagerstown.com/christian-radio
Notes/Online Community Calendar: http://www.ebthagerstown.com/calendar			
WICL – 95.9	Radio	Submit an online request at: http://bigdawgfm.com/contact/ or call 304-263-8868	http://bigdawgfm.com/
Notes/Online Community Calendar: http://bigdawgfm.com/community-connection/			
click the link below the calendar to submit an event (will take you to WEPM's website (sister station) and will post to cluster of websites)			
WJEJ – AM 1240	Radio	To add an event, please submit all materials at least two (2) weeks in advance to: joannaland@yahoo.com	http://www.wjejradio.com/index.php
Notes/Online Community Calendar: http://www.wjejradio.com/index.php/programs/local-events			
WZXH – 91.7	Radio	For paid promotion details, contact Bethany at Bethany@WordFM.org or 215-721-2141.	http://www.wordfm.org/n/home.php
Notes/Online Community Calendar: http://www.wordfm.org/n/bulletin-board.php and click the link in the top right corner of the bulletin board to post event announcement for free.			

REGIONAL STATIONS

WASHINGTON COUNTY

STATION CALL LETTERS	TYPE OF STATION	CONTACT INFO	WEBSITE
Hagerstown Community College	N/A	Heather Barnhart, Coordinator, Student Activities: hbbarnhart@hagerstowncc.edu or 240-500-2225	http://www.hagerstowncc.edu/
Notes/Online Community Calendar: Consider also contacting Student Services/Student Affairs to see what opportunities exist to promote Youth Count and get volunteers (http://www.hagerstowncc.edu/student-services) STUDENT AFFAIRS OFFICE: 240-500-2526, studentaffairs@hagerstowncc.edu			
University of Maryland-Hagerstown	N/A	Contact Katie Hershey for Student Services at khershey@hagerstown.usmd.edu or 240-527-2722	http://hagerstown.usmd.edu/
Notes/Online Community Calendar: Connect with the Student Success Center (http://hagerstown.usmd.edu/student-services/student-success-center) to see what opportunities exist to promote Youth Count and get volunteers			

HOWARD COUNTY – VIEW ALSO BALTIMORE COUNTY AND MONTGOMERY COUNTY

STATION CALL LETTERS	TYPE OF STATION	CONTACT INFO	WEBSITE
WMPT – PBS (22.1)	Television	Community Engagement – outreach@mpt.org 410-356-5600	www.mpt.org
Notes/Online Community Calendar: Ask about "MPT & Your Community" as an opportunity for video interviews to discuss Youth Count in your area.			
Howard Community College Dragon Digital Radio & Dragon Digital Television	Television Radio	Contact Karen Vadnais, Associate Director of Dragon Digital Radio, at kvadnais@howardcc.edu to discuss opportunities for PSAs AND Margaret Kahlor, Executive Producer of Dragon Digital Media, at dragondigitalmedia@howardcc.edu for television opps	http://www.howardcc.edu/ http://www.howardcc.edu/discover/arts-culture/dragon-digital-radio/index.html http://www.howardcc.edu/discover/arts-culture/dragon-digital-television/index.html
Notes/Online Community Calendar: Maybe an opportunity for a podcast for "Vision and Voices" segments https://dragondigitalradio.podbean.com/category/vision-and-voices/ Ask about Facebook posts: https://www.facebook.com/DragonDigitalRadio/ Explore ways to promote Youth Count through Student Life at studentlife@howardcc.edu or 443-518-1420 and/or add to Student Activities Calendar http://www.howardcc.edu/student-life/calendar/index.html			

REGIONAL STATIONS

LOWER EASTERN SHORE: SOMERSET, WICOMICO & WORCESTER COUNTIES

STATION CALL LETTERS	TYPE OF STATION	CONTACT INFO	WEBSITE
WMPT – PBS (12.1)	Television	Community Engagement-outreach@mpt.org 410-356-5600	www.mpt.org
Notes/Online Community Calendar: Ask about "MPT & Your Community" as an opportunity for video interviews to discuss Youth Count in your area.			
WAMS – 94.9	Radio	Recently sold and is being re-branded as JACK-FM; no contact info yet	https://949jackfm.com/ - coming soon!
Notes/Online Community Calendar: https://www.facebook.com/949jackfm/			
WAVD – 97.1	Radio	Call to inquire about PSAs at 302-422-7575	http://www.971thewave.com/
Notes/Online Community Calendar: http://www.971thewave.com/community-calendar/ To add an event to the calendar, click the link in the 2nd paragraph to add it online. Items must be received at least 14 days in advance to be considered for placement.			
WBEY – 97.9 WGOP – AM 540 WGBG – AM 1590	Radio	Not much info on website. Call 410-957-6081 to ask about PSAs. Or, fill out the online email form at http://easternshoremedia.net/contact-us/	http://easternshoremedia.net/bay-country/
Notes/Online Community Calendar: WGOP and WGBG are sister stations of WBEY and may only do simulcasts.			
WBOC – 102.5	Radio	No contact info available	http://www.delmarvalife.com/radio/
Notes/Online Community Calendar: http://www.delmarvalife.com/events/ to add event, visit http://www.delmarvalife.com/events/community/add to fill out the online form.			
WBOC - 16	Television	To submit a press release to the news desk, email news@wboc.com For info on PSAs, call 410-749-1111 or email wboc@wboc.com	http://www.wboc.com/
Notes/Online Community Calendar: http://www.delmarvalife.com/events/ (same as above) to add event, visit http://www.delmarvalife.com/events/community/add to fill out the online form.			
WBYC – 107.3	Radio	Click here for the PSA form. Must submit event two weeks in advance. Station will record a PSA and broadcast it for free.	http://www.wbycradio.com/
Notes/Online Community Calendar: http://www.wbycradio.com/events.html Use the PSA form link for events to be added to this page too.			

REGIONAL STATIONS

LOWER EASTERN SHORE: SOMERSET, WICOMICO & WORCESTER COUNTIES

STATION CALL LETTERS	TYPE OF STATION	CONTACT INFO	WEBSITE
WDIH – 90.3	Radio	Use online form to contact the station about events/PSAs. http://wdihradio90-3.org/index.php/contact/	http://wdihradio90-3.org/
Notes/Online Community Calendar: Use online form to contact the station about events/PSAs. http://wdihradio90-3.org/index.php/contact/			
WEES – 107.9	Radio	Call 410-289-5882 to inquire about PSA opportunities	http://www.wees.org/
WESM – 91.3 (NPR)	Radio	Submit event online and call 410-651-8001 to ask about PSAs.	http://wesm913.org/
Notes/Online Community Calendar: Submit your community event at http://wesm913.org/community-calendar/events/create Be sure to read the submission guidelines at the very bottom of the page.			
WJDY – AM 1470	Radio	Use online form to contact the station about events/PSAs. https://newsradio1470.iheart.com/contact/	https://newsradio1470.iheart.com/
Notes/Online Community Calendar: https://newsradio1470.iheart.com/calendar/			
WKHI – 107.7 & WOCQ–103.9	Radio	Submit event online and call 410-202-8102 to ask about PSAs.	http://yourcountryk1077.com/ http://oc104.com/
Notes/Online Community Calendar: http://yourcountryk1077.com/community/ & http://oc104.com/community/ To add an event, send an email with complete information to community@argdp.com.			
WKTT – 97.5	Radio	Use online form to contact the station about events/PSAs. http://www.live975.com/contact-us/ or call 410 548 9750 or email admin@live975.com	http://www.live975.com/
Notes/Online Community Calendar: http://www.live975.com/news-and-events/			
WKZP – 95.9 **(same contact # as WQHQ, WTGM, WWFG & WSBY)**		Use online form to contact the station about events/PSAs. https://kiss959fm.iheart.com/contact/ or call 410-742-1923	https://kiss959fm.iheart.com/
Notes/Online Community Calendar: https://kiss959fm.iheart.com/calendar/			

REGIONAL STATIONS

LOWER EASTERN SHORE: SOMERSET, WICOMICO & WORCESTER COUNTIES

STATION CALL LETTERS	TYPE OF STATION	CONTACT INFO	WEBSITE
WNKZ – 88.7	Radio	Ask about PSAs at info@887thebridge.com or call 302-422-6909	https://887thebridge.com/
Notes/Online Community Calendar: Submit an event online for the community calendar at https://887thebridge.com/submit-an-event/			
WQHQ – 104.7 (same contact # as WWFG, WTGM, WKZP & WSBY)	Radio	Use online form to contact the station about events/PSAs. https://q105fm.iheart.com/contact/ or call 410-742-1923	https://q105fm.iheart.com/
Notes/Online Community Calendar: https://q105fm.iheart.com/calendar/			
WSBY – 98.9 (same contact # as WQHQ, WTGM, WKZP & WWFG)	Radio	Use online form to contact the station about events/PSAs. https://mymagic989.iheart.com/contact/ or call 410-742-1923	https://mymagic989.iheart.com/
Notes/Online Community Calendar: https://mymagic989.iheart.com/calendar/			
WTGM – AM 960 (same contact # as WQHQ, WWFG, WKZP & WSBY)	Radio	Use online form to contact the station about events/PSAs. https://foxsports960.iheart.com/contact/ or call 410-742-1923	https://foxsports960.iheart.com/
Notes/Online Community Calendar: https://foxsports960.iheart.com/calendar/			
WXSU – 96.3	Radio	Submit PSA requests using this form.	http://orgs.salisbury.edu/wxsu/
Notes/Online Community Calendar: Submit event requests using this form.			
WXSH – 106.1	Radio	Contact Doug MacKenzie, Programming Director, at doug@thevaultrocks.com or 302-858-5118	http://www.thevaultrocks.com/
WWFG – 99.9 (same contact # as WQHQ, WTGM, WKZP & WSBY)	Radio	Use online form to contact the station about events/PSAs. https://froggy999.iheart.com/contact/ or call 410-742-1923	https://froggy999.iheart.com/
Notes/Online Community Calendar: https://froggy999.iheart.com/calendar/			
WSCL 89.5 & WSDL 90.7 Salisbury University	Radio	Call 410-543-6895 to ask about PSAs.	http://delmarvapublicradio.net/
Submit an event at http://delmarvapublicradio.net/community-calendar/events/create Be sure to read the submission guidelines.			

REGIONAL STATIONS

MID-SHORE: CAROLINE, DORCHESTER, KENT, QUEEN ANNE'S & TALBOT COUNTIES

STATION CALL LETTERS	TYPE OF STATION	CONTACT INFO	WEBSITE
WAAI – 100.9	Radio	Complete this contact form to inquire about PSAs for all MTS stations (WAAI, WECM (AM & FM) & WTDK): http://www.mtslive.com/contact-form-7-2/ or call 410-228-4800.	http://www.mtslive.com/stations/waai-country/
Notes/Online Community Calendar: Submit an event for WAAI, WECM (AM & FM) & WTDK using this link: http://www.mtslive.com/our-events/#tab12			
WCEI – 96.7 & WINX– 94.3	Radio	For both stations, use this link to submit a PSA at least two weeks prior to an event: http://www.forevermidshore.com/submit-a-psa/	http://www.forevermidshore.com/
Notes/Online Community Calendar: PSAs should also appear on the events calendar (http://www.forevermidshore.com/events/)			
WCTR – AM 1530	Radio	Call 410-778-1530 or email info@wctr.com to inquire about PSAs and adding events to community calendar	http://www.wctr.com/
Notes/Online Community Calendar: http://www.wctr.com/index.php/our-events-calendar/month.calendar/2018/02/08/-			
WECM – AM 1240 & 106.3	Radio	Complete this contact form to inquire about PSAs for all MTS stations (WAAI, WECM (AM & FM) & WTDK): http://www.mtslive.com/contact-form-7-2/ or call 410-228-4800.	http://www.mtslive.com/stations/radio-1240-am/ http://www.mtslive.com/stations/the-heat/
WHCP – 101.5	Radio	Call 443-637-6000 or email info@whcp.org to inquire about PSAs	https://www.whcp.org/
WTDK – 107.1	Radio	Complete this contact form to inquire about PSAs for all MTS stations (WAAI, WECM (AM & FM) & WTDK): http://www.mtslive.com/contact-form-7-2/ or call 410-228-4800.	http://www.mtslive.com/stations/107-1-the-duck/
WKHZ – AM 1460	Radio	Email studio@1460wkhz.com or call 443-385-0353 to inquire about PSAs	http://khztv.com/wkhz/contact/
Notes/Online Community Calendar: http://khztv.com/wkhz/community-calendar/			
("add event" link appears at the bottom of the page)			
KHZ-TV	Television	Email studio@khztv.com or call 410-306-6270 to inquire about PSAs and/or interviews	http://khztv.com/wkhz/contact/

REGIONAL STATIONS

MONTGOMERY COUNTY (INCLUDES WASHINGTON, D.C. STATIONS) – VIEW ALSO BALTIMORE COUNTY AND PRINCE GEORGE'S COUNTY

STATION CALL LETTERS	TYPE OF STATION	CONTACT INFO	WEBSITE
WMPT – PBS (22.1)	Television	Community Engagement-outreach@mpt.org 410-356-5600	www.mpt.org
Notes/Online Community Calendar: Ask about "MPT & Your Community" as an opportunity for video interviews to discuss Youth Count in your area.			
WACA – AM 1540 Spanish Format	Radio	Complete the online form at http://radioamerica.net/contacto/ or call 301-942-3500	http://radioamerica.net/
WAMU – 88.5 (NPR)	Radio	Email http://help.wamu.org/customer/portal/emails/new or call 202-885-1200.	https://wamu.org/
WASH – 97.1	Radio	Call 240-747-2700 or submit an online form at https://washfm.iheart.com/contact/	https://washfm.iheart.com/
WBIG – 100.3		Call 240-747-2700 or submit an online form at https://wbig.iheart.com/contact/	https://wbig.iheart.com/
WBQH – AM 1050 & 93.5 Spanish Format	Radio	Call 202-450-1508 or email saludos@lameramera1050.com	http://lameramera1050.com/
WGTS – 91.9	Radio	Submit online request at http://wgts.org/contact-us or call 301-891-4200 to ask about PSAs	http://wgts.org
Notes/Online Community Calendar: Post an event online at http://wgts.org/events/post-an-event (be sure to read submission guidelines)			
WHUR – 96.3 Howard University Radio	Radio	Contact Renee Nash, Director of News and Public Affairs, at 202-806-3623	http://whur.com/
WIAD – 94.7	Radio	To publicize a community program or event, contact Jared Ruderman at jared.ruderman@entercom.com	http://947freshfm.radio.com/
Notes/Online Community Calendar: Visit http://events.947freshfm.cbslocal.com/ and click the "+Add Your Event" link to add events to the calendar.			
WIHT – 99.5	Radio	Call 240-747-2700 or submit an online form at https://hot995.iheart.com/contact/	https://hot995.iheart.com/

REGIONAL STATIONS

MONTGOMERY COUNTY (INCLUDES WASHINGTON, D.C. STATIONS) – VIEW ALSO BALTIMORE COUNTY AND PRINCE GEORGE'S COUNTY

STATION CALL LETTERS	TYPE OF STATION	CONTACT INFO	WEBSITE
WKYS – 93.9		Call 301-306-1111 and ask to speak with Janine Brunson, Promotions Director/Community Events and Public Affairs. Or, email her at Jbrunson@Radio-One.com.	https://kysdc.com/
WMMJ – 102.3 & 92.7	Radio	Call 301-306-1111 and ask to speak with Toni Jones, Promotions Director/ Community Events & Public Affairs. Or, submit an online request at https://mymajicdc.com/3732507/contact-the-promotions-community-department/	https://mymajicdc.com/
WMZQ – 98.7	Radio	Call 240-747-2700 or submit an online form at https://wmzq.iheart.com/contact/	https://wmzq.iheart.com/
WOWD – 94.3	Radio	Call 240-696-4200 or email TRex@takomaradio.org to ask about PSAs and event awareness.	https://takomaradio.org/
WRQX – 107.3	Radio	Call 202-686-3100 to ask about PSAs and events. Or, email Rob.Roberts@cumulus.com.	www.mix1073.com/
Notes/Online Community Calendar: http://www.mix1073.com/community/ - Call or email to ask about submitting events			
WTOP – 103.1	Radio	Often needs 6-8 weeks lead time on PSAs and events. Submit a PSA using the online form at https://wtop.com/contact-us/ and be sure to select "Submit a PSA" from the drop-down menu.	https://wtop.com/
WWDC – 101.1	Radio	Call 240-747-2700 or submit an online form at https://dc101.iheart.com/contact/	https://dc101.iheart.com/
WWRC – AM 570	Radio	To ask about PSAs, email comment@1260wrc.com or call 703-807-2266	http://am570theanswer.com/
Notes/Online Community Calendar: Submit your event online at http://am570theanswer.com/communityevents/submit			

REGIONAL STATIONS

PRINCE GEORGE'S COUNTY - VIEW ALSO BALTIMORE COUNTY AND MONTGOMERY COUNTY

STATION CALL LETTERS	TYPE OF STATION	CONTACT INFO	WEBSITE
WMPT – PBS (22.1)	Television	Community Engagement-outreach@mpt.org 410-356-5600	www.mpt.org
Notes/Online Community Calendar: Ask about "MPT & Your Community" as an opportunity for video interviews to discuss Youth Count in your area.			
WLZL – 107.9 Spanish Format	Radio	Call 202-479-9227 to ask about PSAs.	http://elzolradio.radio.com/
Notes/Online Community Calendar: Visit http://events.elzolradio.cbslocal.com/ and click the "+Add Your Event" link to add events to the calendar.			
WMUC – 88.1 University of Maryland—College Park	Radio	Read the guidelines and follow the submission instructions found here: http://www.wmuc.umd.edu/node/7. Send PSA questions to wmucpsadirector@gmail.com.	http://www.wmuc.umd.edu/
WPGC – 95.5	Radio	For community affairs and events, email Guy Lambert at Guy@wpgc.com.	wpgc.radio.com/
Notes/Online Community Calendar: Visit http://events.wpgc.cbslocal.com/ and click the "+Add Your Event" link to add events to the calendar.			

SOUTHERN MD: CALVERT, CHARLES, & ST. MARY'S COUNTIES

STATION CALL LETTERS	TYPE OF STATION	CONTACT INFO	WEBSITE
WKIK – AM 1560 & 102.9	Radio	For WKIK, WPTX, WSMD, & WMDM, submit PSAs to publicservice@somdradio.com or FAX to 301-884-0280	http://country1029wkik.com/
Notes/Online Community Calendar: Submit an event online at: http://country1029wkik.com/public-service/submit-your-event			
WMDM – 97.7	Radio	For WKIK, WPTX, WSMD, & WMDM, submit PSAs to publicservice@somdradio.com or FAX to 301-884-0280	http://977therocket.com/
Notes/Online Community Calendar: Submit an event online at: http://977therocket.com/calendar/submit-your-event			

REGIONAL STATIONS

SOUTHERN MD: CALVERT, CHARLES, & ST. MARY'S COUNTIES

STATION CALL LETTERS	TYPE OF STATION	CONTACT INFO	WEBSITE
WMJS – 102.1	Radio	Submit a PSA or event using the online contact form found by clicking the text link on this page: https://wmjs.org/contact/cbb/	http://wmjs.org/
Notes/Online Community Calendar: Community Bulletin Board: http://wmjs.org/about/cbb/			
WPTX – AM 1690	Radio	For WKIK, WPTX, WSMD, & WMDM, submit PSAs to publicservice@somdradio.com or FAX to 301-884-0280	http://1690wptx.com/
WSMD – 98.3	Radio	For WKIK, WPTX, WSMD, & WMDM, submit PSAs to publicservice@somdradio.com or FAX to 301-884-0280	http://star983.com/
Notes/Online Community Calendar: Submit an event online at: http://star983.com/events/submit-your-event			
WXMD – 89.7	Radio		
WYPR – 106.9 (NPR)	Radio	Paul Hollis, Public Information Assistant, at frontdesk@wypr.org 410-235-1660	http://wypr.org/
Notes/Online Community Calendar: http://wypr.org/community-calendar/events/create (be sure to read submission guidelines first)			
Review the list of Community Advisory Board members (http://wypr.org/community-advisory-board) to see if you can connect with members who may be able to help guide you to ways to promote the Youth Count through the station			

FEEDBACK

Youth REACH MD is always expanding on and improving the Youth Count campaign. Each year, we ask for feedback from survey participants, CoCs, youth ambassadors, volunteers, and community partners to learn new ways to make the Youth Count even better. We'd love your feedback too! If you have any comments or suggestions for improvement based on your community experience, please let us know right away!

Contact **Carrie Gould-Kabler** at carrie.gould-kabler@ssw.umaryland.edu with your comments, suggestions, or praise.

Thank you for your hard work to help promote the Youth Count and survey.

GOAL	ACTION STEPS	ORG/PERSON RESPONSIBLE	RESOURCES REQUIRED (STAFF, MATERIALS, ETC.)	START DATE	DUE DATE

>>> NOTES >>>

YOUTH REACH MARYLAND 2020

THANK YOU

Your efforts and community support are what make Youth REACH MD a success! We thank you for your hard work to help promote the Youth Count and survey your area's youth and young adults who are experiencing housing insecurity.