

# SAND AND SHORES PR & LEADERSHIP FIRM LAUNCHES A YOUTH MEDIA TRAINING PROGRAM

*In collaboration with youth organizations nationwide, this firm works to educate young people on the do's and don't of media and social media.*

LOS ANGELES, CALIFORNIA, USA, November 4, 2021 /EINPresswire.com/ -- [Sand and Shores](#) PR & Leadership Firm has launched a program to empower today's youth with the media tutelage rarely offered to them. [Youth Media Training](#) was introduced to ensure that young people have the tools to make good decisions when engaging in media activities along with the knowledge to avoid missteps and dangerous circumstances when using social media. Seminars, webinars, and a series of training is available for organizations servicing the under 18-year old population.



The graphic features a blue background with the word "YOUTH" in large, bold, white letters. Below it, "Media Training" is written in a white, cursive font. On the left, there are four circular images: a woman taking a selfie, a man with a dog, a man on a headset, and a woman with a camera. The SANDS & SHORES logo is in the top left. A list of training topics is on the right, and contact information is at the bottom.

**YOUTH**  
*Media Training*

**If they are going to do it, let's make sure that they do it right.**

- Messaging
- Personal Branding
- Content Creation
- On Camera Drills
- Social Media Guidelines
- Safety on Social Media
- Prep, Storytelling, & Call to Action

Group or one-on-one training

**Get Started!**  
info@sandandshores.com | www.SandAndShores.com

Youth Media Training

The founder and principal consultant, Tonya McKenzie, has been a Public Relations, Media, and Marketing professional for over 20 years. She has worked for the YMCA on marketing and PR projects, the Redondo Beach Police Department on their annual MLK Celebration, and startups like [StartingPoint](#) to secure media placements, messaging, and to build brand awareness. Her activism as a child advocate has led to this program being launched.

"Most kids don't know the laws that govern media, social media, and minors in relation to what they put out on the internet and what they transmit to one another. We cover that. Since we know that young people are building their own platforms and engaging in media activity, it makes sense that we make sure that they do it right."

~Tonya McKenzie, Sand and Shores Founder

With more than 20 years of public relations and marketing experience, Sand and Shores was established due to the growing need for more positive exposure for civic, educational, law enforcement, and nonprofit organizations. This certainly applies to organizations that serve our youth. They teach elements of messaging, camera charisma, and personal brand building even before they grab the mic. Safety on social media, storytelling, and a call to action is covered along with specific needs from the program directors.

For more information about YOUTH MEDIA TRAINING, contact the following:

Website: [www.sandandshores.com](http://www.sandandshores.com)

Email: [info@sandandshores.com](mailto:info@sandandshores.com)

Phone: (424) 262-1920

Youth Media Training: <https://bit.ly/3j22Bc2>

# # #

For more information about this topic, please contact Tonya McKenzie at (510) 589-3764 or email at [tmckenzie@sandandshores.com](mailto:tmckenzie@sandandshores.com).

Tonya McKenzie

Sand and Shores

+1 424-262-1920

[tmckenzie@sandandshores.com](mailto:tmckenzie@sandandshores.com)

Visit us on social media:

[Facebook](#)

[Twitter](#)

[LinkedIn](#)

---

This press release can be viewed online at: <https://www.einpresswire.com/article/555552235>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2021 IPD Group, Inc. All Right Reserved.