



# Junior Achievement USA®

## Media Highlights

### September 1, 2016 – November 31, 2016

**Overview:**

Media impressions for potential audience for fiscal 2016-2017 year-to-date are 943 million.

**The Journal Gazette**  
**October 28, 2016**  
**Audience: 101,696 circulation**

### JA launches 100 Entrepreneurs

Dozens of entrepreneurs – from small startups to some of northeast Indiana’s most well-known and successful companies – gathered Friday at Junior Achievement of Northern Indiana as it launched a new campaign, 100 Entrepreneurs.

The launch comes close to November’s National Entrepreneurship Month.

The goal of the campaign is to place 100 entrepreneurs from throughout northeast Indiana in high school classrooms the week of Nov. 14-18 to demonstrate and emphasize the importance of entrepreneurship and business creation, according to a news release.



**CW6 - San Diego**  
**November 7, 2016**  
**Audience: 32,532 circulation**

## Local program teaching students how to manage their money

A recent survey by Junior Achievement USA and the Allstate Foundation found more than 20 percent of teenagers are unsure about their ability to budget successfully, use credit cards or invest money wisely.

A local program is now working to change that for thousands of high school students in San Diego County. The Mission Fed JA Finance Park in Mission Valley is a paperless, high-tech learning center that teaches students how to create a budget, explore career paths and plan for their future.



The image is a screenshot of a news article on the CW6 website. At the top, there is a navigation bar with the CW6 logo and links for NEWS, WEATHER, COMMUNITY, CONTESTS, and SD LIVING. Below this is a secondary navigation bar with links for Seen On 6, What's On, The CW, Our Team, Newsletters, Financial Tips, Meals & Steals, and The Inside. A blue banner below the navigation bar promotes a retirement plan with a 'LEARN MORE' button. The main headline of the article is 'Local program teaching students how to manage their money', dated November 7, 2016, by the CW6 News Team. Below the headline is a video player showing a young man in a dark shirt and glasses speaking into a microphone. The video player has a 'LIVE' indicator and a play button. Below the video player is a caption that reads: 'HIGH SCHOOL STUDENTS PREPARING FOR FINANCIAL SUCCESS MISSION FED JA FINANCE PARK TEACHES THEM HOW TO BUDGET'. The article text below the video player repeats the information from the main text above.

**Local program teaching students how to manage their money**  
November 7, 2016 by CW6 News Team

A recent survey by Junior Achievement USA and the Allstate Foundation found more than 20 percent of teenagers are unsure about their ability to budget successfully, use credit cards or invest money wisely.

A local program is now working to change that for thousands of high school students in San Diego County. The [Mission Fed JA Finance Park](#) in Mission Valley is a paperless, high-tech learning center that teaches students how to create a budget, explore career paths and plan for their future.

StreetInsider.com  
November 15, 2016  
Audience: 395,713 circulation

## Poll: 87 Percent of Teens Interested in Starting their Own Businesses, but Realize they May Need Help

Per release: According to another survey of 500 teens conducted by Junior Achievement USA® and ORC International, most 13-17 year olds (87%) have an interest in starting their own business. Nearly half (47%) of teens who expressed an interest would only consider doing so if they were given information on how to run a business, while one-in-five (20%) would only do so if someone was willing to lend them money to start a business. One-in-ten (11%) would if they knew someone who owns their own business, while nearly as many (9%) would need to have a family member with their own business to feel confident enough to become an entrepreneur.

The screenshot shows the StreetInsider.com website interface. At the top, there is a navigation bar with a search box, a 'Log In' link, and a 'Home' link. Below the navigation bar is a banner for 'CIT Knows Commercial Finance' with a 'Learn More' button and the CIT Bank logo. A secondary navigation bar contains various market-related links such as 'IPO Insider', 'Dividends', and 'Hedge Funds'. Below this is a 'QUICK LINKS' section with links to 'Goldman Sachs Conviction Buy List', 'Carl Icahn News', and 'Warren Buffett News'. The main content area features a 'Press Releases' section with a 'Google Play' button. The featured article is titled 'Poll: 87 Percent of Teens Interested in Starting their Own Businesses, but Realize they May Need Help'. The article text begins with 'Survey by Junior Achievement USA(R) Highlights JA Launch Lesson, a New Initiative to Put Entrepreneurs in Classrooms as Part of National Entrepreneurship Month'. The date is 'November 15, 2016 10:00 AM EST'. A sidebar on the right contains an advertisement for Fidelity Clearing & Custody Solutions with the text 'The future of financial advice is here. We'll help you prepare for it.' and lists 'ACTIONABLE INSIGHTS', 'COMMITTED TEAMS', and 'SMART TECHNOLOGY'.

**Inside Nova**  
**September 20, 2016**  
**Audience: 1,819,312 circulation**

## Don't 'Overborrow'

(NAPSI)—According to the U.S. Department of Education, Americans owe more than \$1.3 trillion in student loan debt. That's nearly the gross domestic product of all of Australia. The average U.S. college graduate has nearly \$38,000 in student loan debt.

What's more, the Teens & Careers Survey by Junior Achievement USA (JA) found that a majority of teens hadn't taken or weren't sure if they had taken any steps to pay for the schooling required for their career choice, and 41 percent didn't know how they would fund the cost of training or school.

The screenshot shows the Inside Nova website interface. At the top, the logo "INSIDENOVA" is displayed with the tagline "NORTHERN VIRGINIA'S LEADING NEWS SOURCE". To the right, there is a weather widget showing "46° Clear" and a search bar. Below the header is a navigation menu with links for "NEWS", "SPORTS", "LIFESTYLES", "OBITUARIES", "SPECIAL FEATURES", "THINGS TO DO", "ABOUT US", "JOBS", and "MARKETPLACE". A prominent orange banner for "Allstate" offers "GET CLAIM-FREE REWARDS from an Allstate Agent" with a "QUOTE NOW" button. The main article is titled "Don't 'Overborrow'" by NAPSI, dated Sep 20, 2016. It features a photograph of a teacher interacting with a group of students around a table. Below the photo is a social media sharing bar and a short paragraph of text. A "Sections" sidebar on the right lists various content categories such as Automotive, Bridal, Business & Careers, Education, and Home Improvement.

Hawaii Tribune Herald  
November 23, 2016  
Audience: 56,575 circulation

## Junior achievers build business skills: East Hawaii students to show products at Price Kuhio Plaza

Students from East Hawaii high schools are anxious to test their sales skills and show off the products they designed and manufactured during the Junior Achievement Trade Fair from 10 a.m.-5 p.m. (Black) Friday and Saturday at the Women's Macy's end of Price Kuhio Plaza.

The students are organized into three companies, each sponsored by a local business and advised by members of Hilo's business community.

### Junior achievers build business skills: East Hawaii students to show products at Price Kuhio Plaza

Published November 23, 2016 - 12:05am



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Synergy is the name of the student-operated company sponsored by Bank of Hawaii. Its mission is, "to create quality products through our creative talents and trustworthy mindsets."

"Our stylish stone bracelets will be the highlight of the trade fair and our notepad sets are well-crafted and are great gifts for adults or students," said company president Eric Tejada.

HFS Federal Credit Union sponsors Aloha Co., whose members created modern lanyards and pendant chain necklaces that they will sell at the trade fair.

"Both of our products go around the neck like a lei and here in Hawaii, when we give a lei, we are showing love and appreciation for that one person and that's what we wanted to give to our customers but in a more modern way," said Daniel Briski, vice President of production.

PONO (Pursuit of New Opportunities) is the Junior Achievement company sponsored by Big Island Toyota.

"At the trade fair, we're introducing a unique hydro-flask accessory kit which includes a cover, handle and custom sticker," said PONO's president, Brittney Williams. "Our second product is a hand-screened T-shirt which we designed as a team."