

ASCO continues to take steps to fulfill its strategic communications plan, most recently creating its own YouTube channel and launching a blog for prospective optometry students.

The creation of the [YouTube channel](#) coincided with the release of a new video titled “Be a Doctor of Optometry: Put Your Future in Focus.” It is the latest marketing tool developed for the ASCO/American Optometric Association Joint Project Team on Further Developing a Robust, Diverse, and Highly Qualified National Applicant Pool for the 21 schools and colleges of optometry in the 50 states and Puerto Rico. The video, which is partially funded through a contribution from Luxottica, can be viewed on YouTube and accessed through [ASCO’s website](#). The video reinforces the value of a career in optometry and complements ASCO’s booklet “[True Stories – What Do Doctors of Optometry Do?](#)”.

The new blog, [Eye on Optometry](#), provides timely and useful information for individuals who are interested in applying to optometry school. Recent posts include “What Makes a Competitive Applicant to Optometry School?” and “Are You Ready for the OAT?”

ASCO President Dr. Jennifer Smythe also helped spread the word about optometry as a career with a recent appearance on the LocalJobNetwork.com radio show “I Want to Be a [...]”. She spoke with the show’s host about why she loves optometry as a career, the variety of employment options it offers, and how doctors of optometry can make a real difference in the lives of their patients. Hear the whole interview [here](#).

### **Send us your videos for YouTube**

Schools and colleges of optometry are invited to send their videos for inclusion on ASCO’s YouTube channel. For details, contact Director of Communications [Kimberly O’Sullivan](#).



*ASCO now has its own YouTube channel.*