

**Press Release and Media Advisory Overview for State Coordinators**

The purpose of a press release isto inform the media of the state college application campaign efforts and impact. Traditionally, a press release is distributed the morning of or day following the specific announcement.

Multiple media advisory templates are also provided to use when informing the media about specific event details. Traditionally, a media advisory is distributed a couple days or a week before an event or activity. The purpose is to advise the media of the event for consideration.

Local promotion of the program is important, but it is also critical that press releases focus on the state’s implementation of the program when communicating to the public. Encourage participating schools to include this information in their press releases. A press release template for site coordinators is also available on ACAC’s website. Information that your state should highlight in a press release includes:

* What is ACAC? Why has your state joined the Campaign? What are the goals of the program?
* When will the Campaign be held in your state? What or how many high schools are participating?
* Who is sponsoring the Campaign event? What agencies are represented on the Steering Committee?
* Who can be contacted for additional questions about the initiative?

**Distribution Tips**

Press releases can be distributed at different times throughout the year. It is encouraged that you utilize press releases to help build a relationship with the media (and when possible, a specific contact person) and to stay on the media’s radar for college-going stories. Potential press release topics and timing include:

* Late summer/early fall: Announcement of partners/executive team members and date of program with anticipated number of participating high schools
* Fall: Host site recognition – announcing number of hosts sites and growth from previous year
* Fall: Encouraging #WhyApply day participation
* Winter: Celebrating application data – include growth from previous years
* Spring: Highlighting host sites that provide College Signing Day/Decision Day events
* Spring: Announcing ACAC School of Excellence award recipient



**State-level Media Advisory**

FOR IMMEDIATE RELEASE

Contact: [Name of state coordinator]

[Position title]

[Phone number]

[Email of contact person]

**September 18 is #WhyApply Day in [state]**

**[Date], [City]** - [State ACAC name] will participate in the American College Application Campaign’s #WhyApply Day on Friday, September 18, 2020, as the official kickoff to the college application season leading up to [Name of State’s ACAC initiative].

**What:** #WhyApply Day is the official kickoff to the college application season. [State] will be hosting its [Name of State’s ACAC initiative] on [Dates]. To celebrate this important step and provide encouragement to seniors across the state as they prepare for the college application process, wear college gear on September 18 and use the hashtag #WhyApply to tell seniors why they should apply to college.

**When:** Friday, September 18, 2020

**Where:** Any social media accounts and applications of your choosing. *[Insert any in-person kickoff activities]*

**Social Media:** Follow the conversation using #WhyApply. Stay connected by liking [State campaign name] on Facebook [link] and follow us on Twitter [link]. Find the American College Application Campaign on Facebook ([www.facebook.com/americancac/](https://www.facebook.com/americancac/)), Twitter ([@American\_CAC](http://www.twitter.com/american_cac)), and Instagram ([www.instagram.com/american\_cac/](http://www.instagram.com/american_cac/)).

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**State-level Press Release**

**FOR IMMEDIATE RELEASE**

Contact: [Name of State Coordinator]

[Agency Name and Address]

[State Coordinator Phone Number]

[State Coordinator Email]

 **[State’s Campaign name] to be held [Dates] at [Number] High Schools**

[State’s Campaign name], sponsored by [Name of Coordinating Agency and any Partner Sponsors], will be held [dates] at [number] high schools across the state. As part of the American College Application Campaign (ACAC) initiative, [State’s Campaign name] seeks to increase the number of students who are applying to college early in their senior year with a focus on first-generation college students, students from low-income families, and students who may not otherwise apply to college.

During [State’s Campaign name], students at participating high schools will be assisted as they complete college applications during the school day with the goal of each participating student submitting at least one college application. During [State’s Campaign name], students may apply to any of [name of state]’s [number] community colleges, [number] independent colleges, and [number] public universities.

This is the [number] year that [name of state] has hosted [state’s Campaign name]. [Insert quote about how this will impact state. Quote could be from State Coordinator, SHEEO, Governor’s Office, or State Superintendent.]

[Summarize the growth of the program by including data on the number of high schools that previously participated, the number of students, and the number of applications submitted. If you have data on college enrollment rates from previous programs, include that here as well. If available, you could also include a quote from a student or school counselor that participated previously.]

[State’s Campaign name] is coordinated by [State Coordinator Agency] in partnership with [list Steering Committee agencies]. [State] also partners with the American College Application Campaign which includes all 50 states and the District of Columbia. During fall 2019, approximately 7,300 high schools nationally hosted college application events resulting in over 740,000 students submitting more than 1.2 million college applications.

For more information: [website link or email address] or

Contact: [Name of State Coordinator]

Phone: [phone number]



***Post-Event Press Release***

FOR IMMEDIATE RELEASE

Contact: [Name of State Coordinator]

[Agency Name and Address]

[State Coordinator Phone number]

[State Coordinator Email]

[State ACAC website]

**[Estimated number] of [State]’s seniors apply to college during [Name of State’s ACAC Program] program.**

[Date] — More than [number] seniors across [state] received hands-on assistance applying to college during the [Name of State’s ACAC Program] held on [Insert Event Date/Dates]. Roughly [insert number] college applications were submitted by seniors from [insert number] [state] high schools.

[Insert other details specific to your event such as number of volunteers on hand, types of activities schools provided, etc].

[Insert quotes from state coordinator or Governor or another high-profile official].

Additional information about the [Name of State’s ACAC Program] can be found online at [State’s ACAC Program Website] or contact [State Coordinator’s Name] at [phone number] or by email at [email address].

**For more information: [Insert website link or an email address] or**

**Contact: [Name of State Coordinator]**

**Phone: [State Coordinator’s phone number]**

**[Indicate if photos are available upon request]**

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