

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

The purpose of a press release isto inform local and regional media of the community’s 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. Work with your state campaign coordinator to include this information in your press releases. Information that your site should highlight in a press release includes:

* What is ACAC? Why has your school/community joined the state and national Campaign? What are the goals of the program?
* When will the Campaign be held at your school/in your community? How many students are expected to participate?
* Who is sponsoring the Campaign event? What agencies are represented on the planning 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/team members and date of program with anticipated number of participating students
* Fall: Campaign kickoff – announcing event plans for this year, anticipated student participation, and growth from previous year
* Fall: Encouraging #WhyApply day participation
* Winter: Celebrating application data – include growth from previous years
* Spring: Announcement of College Signing Day/Decision Day events



**Host Site-level Media Advisory**

FOR IMMEDIATE RELEASE

Contact: [Name of Host Site coordinator]

[Position title]

[Phone number]

[Email of contact person]

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

**[Date], [City]** - [Host site 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. [Host site] 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]. [Insert social media for host site, if applicable] 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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**Host Site-level Press Release**

**FOR IMMEDIATE RELEASE**

Contact: [Name of Host Site Coordinator]

[Agency Name and Address]

[Host Site Coordinator Phone Number]

[Host Site Coordinator Email]

**[State’s Campaign name] to be held [Dates] at [[Host Site name]**

[State’s Campaign name], sponsored by [Name of Coordinating Agency and any Partner Sponsors], will be held [dates] at [Host site name]. 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 [Host Site name], students 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 [Host Site’s name] college application event, students may apply to any of [name of state]’s [number] community colleges, [number] independent colleges, and [number] public universities, as well as apply to out-of-state institutions.

This is the [number] year that [host site name] has hosted [state’s Campaign name]. [Insert quote about how this will impact school/community. Quote could be from host site coordinator, principal, or superintendent.]

[Summarize the growth of the program by including data on the number of students that previously participated 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 Host Site Coordinator]

Phone: [phone number]



***Post-Event Press Release for Site Coordinators***

FOR IMMEDIATE RELEASE

Contact: [Name of Host Site Coordinator]

[Agency Name and Address]

[Host Site Coordinator Phone number]

[Host Site Coordinator Email]

[State ACAC website]

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

[Date] — More than [number] seniors at [host site name] 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 [host site] high school.

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

[Insert quotes from site coordinator, principal, or superintendent].

Additional information about the [Name of State’s ACAC Program] can be found online at [State’s ACAC Program Website] or contact [Host Site 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 Host Site Coordinator]**

**Phone: [Host Site Coordinator’s phone number]**

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

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