

**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 the day following the specific announcement.

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. It is critical that press releases also 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. To assist them with this, a press release template for site coordinators is available on ACAC’s website. In addition to local releases sent by sites, we recommend that you issue a press release about your efforts statewide. 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? How many high schools and/or other organizations 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. Press releases can be part of your relationship-building strategy with the media. If possible, identify a specific contact person to whom you send your releases in an effort to stay on their radar as a resource 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: Announcing ACAC School of Excellence award recipient
* Spring: Highlighting host sites that provide College Signing Day/Decision Day events



**State-level Media Advisory for #WhyApply Day**

FOR IMMEDIATE RELEASE

Contact: [Name of state coordinator]

[Position title]

[Phone number]

[Email of contact person]

**September 16 is #WhyApply Day in [state]**

**[Date], [City]** - [State name] will participate in the American College Application Campaign’s #WhyApply Day on Friday, September 16, 2022, 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 students across the state as they prepare for the college application process, wear college gear on September 16 and use the hashtag #WhyApply to tell seniors why they should apply to college.

**When:** Friday, September 16, 2022

**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 following us on [list and link your Campaign’s social media accounts]. 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/)).

**###**



**State-level Press Release [High School Students]**

**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 for the first time 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 and organizations will be assisted as they complete college applications 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, as well as colleges and universities throughout the country.

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.]

[Insert student quote to express the value of these events and post-secondary planning]

[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]. It is a partner initiative of the American College Application Campaign, which includes all 50 states and the District of Columbia. During fall 2021, more than 5,100 high schools nationally hosted college application events resulting in over 222,600 students submitting more than 460,000 college applications.

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

Contact: [Name of State Coordinator]

Phone: [phone number]

**###**



**State-level Press Release [Recent Graduates]**

**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] of recent graduates from class 2020, 2021, 2022.**

[State’s Campaign name], sponsored by [Name of Coordinating Agency and any Partner Sponsors], will be held [dates] at [number] high schools and [number and type of other, non-high school sites] across the state. As part of the American College Application Campaign (ACAC) initiative, [State’s Campaign name] seeks to support students who are applying to college for the first time with a focus on engaging students that did not apply to college due to barriers from the covid-19 pandemic, first-generation college students, students from low-income families, and students who may not otherwise apply to college.

During [State’s Campaign name], recent graduates attending hosted events will be assisted as they complete college applications with the goal of each participating person 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, as well as colleges and universities throughout the country.

[Insert quote about how this will impact state. Quote could be from State Coordinator, SHEEO, Governor’s Office, or State Superintendent.]

[Insert a quote from returning students that have been supported during the pandemic]

[Summarize the growth of the program by including data on the number of returning students 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]. It is a partner initiative of the American College Application Campaign, which includes all 50 states and the District of Columbia. During fall 2021, more than 5,100 high schools nationally hosted college application events resulting in over 222,600 students submitting more than 460,000 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 students apply to college during [Name of State’s ACAC Program] program.**

[Date] — More than [number] seniors and recent graduates 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 students from [insert number] [state] high schools and [insert number and type of other host sites].

[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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