Using the Media to Support College Pathways

- A Presentation by Fostering Media Connections
Technical Details

• Call-in number is (646) 307-1721 and access code is 812-666-918.

• To submit live questions, click on the “Questions” panel, type your question, and click “Send”

• Presentation materials and audio will be posted at www.cacollegepathways.org
Today’s Presenter

Daniel Heimpel,
Executive Director

FOSTERING MEDIA CONNECTIONS
Your Media Outreach Will:

Bolster Your Program by:

• fomenting campus buy in
• supporting recruitment efforts
• helping fundraising efforts

Support College Pathways larger goals of:

• having 1,000 foster youth scholars graduate in 2018
• ensuring that their academic success is the same or better than their non-foster peers
How are We Going to Do This?

• By creating a swell of coverage in key areas, including: college readiness, student achievement and school administration and community buy-in.

• Taking advantage of news hooks and staying in contact throughout this exciting expansion of College Pathways.
College Readiness

- Public K-12 Education
- K-12 based programs supporting preparedness of students
- Intersection of ILP Programs and readiness
- The degree to which juvenile justice and child welfare prioritize education
- High schoolers signing up for the FAFSA during their senior year
Achievement

- Data showing comparisons to other student groups
- Examples of exemplary student work
- Examples of how students have been able to find work because of their education
- Examples of how foster youth often work and study simultaneously and still achieve academically
Buy-In

Stories about administrators stepping up to institutionalize programs

foundations stepping into fund programs

the community stepping up to support College Pathways type programs
News Hooks

- While focusing on the areas already described, you can amplify your impact by using evergreen, expected and unforeseeable news hooks.

- Coordination around these opportunities will offer one of our strongest opportunities to generate media coverage that supports individual programs and the overall College Pathways Initiative.
Evergreen News Hooks

- System Stigma
- Healthy Eating
- Dental Care
- School networks
- Financial literacy
Expected News Hooks

- Housing over Thanksgiving, winter, spring and summer breaks
- Back to school
- Events that you are hosting
- Graduation
- Ties into sporting events
- Achievements of program graduates
- Awards given to students
Unforeseen News Hooks

• Many of these will come in the form of political developments on the federal, state and local level.
• Alongside the John Burton Foundation, FMC will stay abreast of these opportunities and determine a way to regularly communicate them to the group.

Examples include:
• Fed. Legislation that affects the Higher Education Act
• Administrative actions in the Community College, CSU and UC System
• State legislation that would affect any of the aforementioned systems
Toolkit

- One-Pager on Pitching
- Op-Ed Templates
- Expert Directory
- Pitch Templates
- Examples of past media coverage
- Reporter contact lists
- Coverage area descriptions
Pitching News Media

- Be aware of news hooks
- Use other communication professionals for free
- Show up on reporters’ radars
Steps to a Successful Pitch

• Write a short email that can be sent to journalists.
• More involved initiative - develop a press release
• Create a media list – be inclusive
• Start calling reporters
• Follow up emails
• Reminder calls
What You Should do Next

Create a calendar with news opportunities
Amend pitch/Op-Ed templates
Ad to expert directory
Start pitching
What you can expect from FMC

- We will establish standing media calls for everyone in or interested in the College Pathways network.

- Give us your emails so we can start disseminating news to you all.
For More Information

dheimpel@fosteringmediaconections.org

www.cacollegepathways.org