



WINNING IN THE PRESS

Media Strategies for
Success:

***How to Drive Your
College Financial Aid
Message***

A Media Training Seminar for
CCCSFAAA presented by
the “*I Can Afford College*”
Campaign Team

icanaffordcollege.comSM



California Community Colleges

THE WAY CALIFORNIA WORKS.SM

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TODAY'S AGENDA

- Understanding the Media
- Drafting and Developing Your Message Points
- Tips and Techniques for Handling Interviews
- CCC and “I Can” Collaborative Effort



THE REPORTER AND YOU

- Reporter
 - Provide timely, compelling and interesting information
 - Attract viewers, listeners, increase readership
- You, the Spokesperson
 - Resource
 - Proactive vs. Reactive



WHAT IS NEWS?

- Immediacy
- Proximity
- Consequence
- Prominence
- Conflict
- Slice of Life
- Uniqueness
- Suspense

Wide Audience Appeal




WHAT DOES A REPORTER NEED TO TELL YOUR STORY?

- Print: Facts, Details, Figures
- Radio: Clear Overview, Sound-bites
- Television: Pictures, Overview, Interviews



TIMING IS EVERYTHING

- Responsiveness is Key
- Interviews are Valuable Opportunities
 - Free /Earned Press
 - Competitive
- Every Reporter Has A Deadline
 - Be mindful of deadline needs
 - Return reporter phone calls immediately



The “I Can” Media Outreach Approach

- Put Together A Complete Media List
- Contact Reporters
 - Higher Education
 - General Assignment
- Get to Know Your Reporters



DEFINE AND DEVELOP YOUR MESSAGE

- Develop Three-to-Five Main Points You Want Your Audience To Remember
 - Messages should be brief, succinct, and simple
- Not What Is Interesting To You!
- Stay on Message



“I *Can* Afford College” and Community College Key Message Points

- Cost should not prevent ANYBODY from accessing higher education.
- Financial aid is available at California community colleges YEAR-ROUND.
- Students /parents should not disqualify themselves from the financial aid process.
- Many different types of aid are available
- www.icanaffordcollege.com



TAKE THE OFFENSIVE – BECOME AN EXPERT

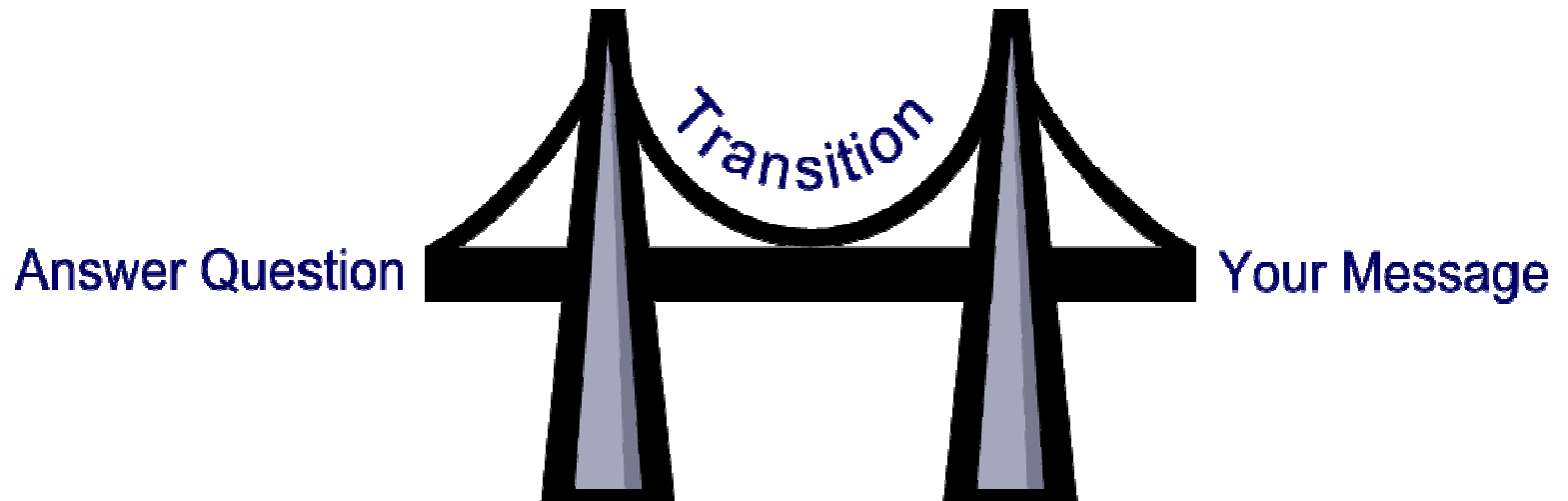
- Be Prepared/Informed
- Current local and state issues
- Stay on CCC and “I Can” Message
- Take Control
- Do Not Be Afraid or Intimidated



IMPRESSIONS COUNT

- Establish Rapport
- Turn Negatives Into Positives
- Retain The Initiative
- Don't Avoid Tough Questions
- Correct Mistakes Immediately
- Avoid Jargon
- Provide Statistics

GET YOUR MESSAGE ACROSS - BUILD A BRIDGE!





Television

- Dress appropriately for the situation
- Consider wearing make-up or powder (avoid extremes)
- Begin again if necessary (in pre-taped interviews)
- Be enthusiastic and brief
- Smile
- Avoid facial expressions or hand gestures



Radio

- Keep answers short and lively
- Refer to notes but don't read directly from them
- Convey sincerity and enthusiasm
- Smile – it comes through in your voice



Print

- Know your subject thoroughly
 - Who?
 - What?
 - Where?
 - When?
 - Why?
 - How?
- Know your interview time limit



Final Messages

- Practice
- Be conversational and comfortable
- Stay on message
- Keep it brief and simple



AFTER THE INTERVIEW

- Never Ask to “Preview” the Story
- Look for the Story
- Responding To The Story
 - Ways to Respond
 - Letter-to-the-Editor
 - Op/Ed
 - Reporter Follow-up



How You Can Help

- Become a resource for the “I Can Afford College” campaign
- Spread the “*I Can Afford College*” Financial Aid Message
- Get to Know Your Students so You Can Share Good Success Stories
- Personalize and Localize Your Stories

Questions?

- If you have additional questions, want to be a spokesperson or know a good spokesperson candidate, please –
- ❖ E-mail the “I Can” Project Director, Paige Marlatt Dorr, at:
Pmarlatt@comcast.net
- ❖ Or, call Paige at: 916.448.8056