

CALIFORNIA  
COMMUNITY COLLEGES  
**SCHOLARSHIP  
ENDOWMENT**

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## Media Relations Plan and Resources

Provided by the Foundation for California Community Colleges



October 2008

# CALIFORNIA COMMUNITY COLLEGES SCHOLARSHIP ENDOWMENT

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# CALIFORNIA COMMUNITY COLLEGES SCHOLARSHIP ENDOWMENT

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## **Recommendations for Media Outreach Strategies for California Community Colleges Scholarship Endowment**

### **Situation Overview**

In May 2008, the California Community Colleges had the distinct honor of receiving the largest-ever gift to a community college system in the nation's history. The Bernard Osher Foundation, with its \$50 million commitment to the state's 110 community colleges, effectively raised the bar on efforts to enhance philanthropy and private giving to community colleges throughout the nation.

As the Foundation for California Community Colleges and the 110 community colleges work together to raise a matching \$50 million over the course of the next three years, it will be imperative that the inspirational story of the Oshers' commitment to community college students, and the potential for others to have a similar impact, remain top-of-mind for prospective donors, community college alumni, and other Californians.

Achieving media coverage for the overall campaign and individual college efforts will be imperative to keeping the message alive over the next three years. By working together to earn placement in markets throughout the state, which will enhance visibility of both the campaign and the colleges' efforts, California Community Colleges can greatly enhance the visibility of the California Community Colleges Scholarship Endowment.

### **Objectives**

- ◆ Leverage positive media coverage to communicate messaging about the .
- ◆ Build upon momentum created over the summer by continuing and increasing communication and outreach to the news media.
- ◆ Build relationships with the news media and provide them with the tools and resources to effectively tell the story of the California Community Colleges Scholarship Endowment.

## **Audiences**

- ◆ Current and potential donors
- ◆ Community college staff, faculty and students
- ◆ Community college alumni
- ◆ Supporters of higher education
- ◆ Business community
- ◆ Lawmakers and community leaders

## **Tactics**

### **Media Database**

It is likely that your college's public relations office or public information officer maintains a media database that they're willing to share with you. Your college foundation might even work directly with the public relations office to put out any press releases or media announcements. If you don't have a media list, or if you just want to make sure it includes all the important outlets you want to cover you, work on creating one for yourself.

This can be done in conjunction with your media audit. Turnover, especially at newspapers, can be particularly high, which underscores the need to have a good working relationship with those outlets that cover you most so that you can keep informed of staffing changes.

*See higher education and philanthropic publication contacts in appendix.*

### **Media Audit/Relationship Building**

Having professional and positive relationships with members of the media – particularly the reporters who cover your college or foundation on a regular basis – is of utmost importance to any media relations campaign. If you do not already enjoy good relationships with your local reporters, start working on this now. You don't need to be friends with every reporter who covers your college, but they should be able to put a face to your name and want to call you when they're working on a story.

To enhance your relationships with the media, create a list of all the media outlets in your area. Then, make a list of the reporters, editors, columnists or other journalists who cover your college or might cover your college. (This can create a long list!) Once you've listed all the potential sources, rank them in order of importance. Which outlet covers you most frequently? Which outlets do you want to see coverage in? Which outlets have you sometimes had adversarial relationships with?

Once you've ranked your list, start setting up reporter briefings. These can be quick, 10-minute meet-and-greets where you stop by the reporter's office just to introduce yourself and provide some information, or they can be lunch appointments during which you have some

time to answer questions and find out in more detail how you can better help the reporter do his/her job. Chances are, the reporters will only have a limited amount of time.

### **Media Kit**

The development of a media kit that can provide journalists with key information about your college, your fundraising efforts, the California Community Colleges Scholarship Endowment, and current news is a helpful tool to use in press conferences, reporter briefings and editorial board meetings. While your media kit should be frequently updated to reflect the latest news and events on your campus, the following materials are staples that should be included in any media kit:

- A one-page fact sheet or background on your college and foundation. Key facts include enrollment numbers, programs offered, points of pride, administration, locations, funds raised, scholarships available on a yearly basis.
- If you have an ongoing campaign, a fact sheet relative to that campaign would also be helpful. Key facts include campaign goal, amount raised to date, significant gift or contributions and who they're from, what the funds will support, etc.
- Information about the California Community Colleges Scholarship Endowment should also be included, and a variety of materials are available for download at [www.SupporttheEndowment.org](http://www.SupporttheEndowment.org).
- Photos of your campus and administration are helpful, and if possible, should also be provided on a flash drive or disc – or at least be available online – so that journalists can download high resolution versions for their stories.
- A calendar of yearly events or important dates on your campus, such as first day of school, important campus holidays, summer break, anniversary dates, etc.

### **Press Releases**

Your foundation or college can create press releases to announce any news-related items regarding the California Community Colleges Scholarship Endowment, including the following story ideas:

- Announce gifts or grants to your college
- Provide a status update about your individual campaign.
- Announce the availability of scholarships for students.
- Provide success stories of students who have received a scholarship from your college.

When sending a press release, make sure you are sending it to the appropriate media contacts to increase your chances of getting coverage of your story. For example, statewide and national media probably won't be interested in a story that has impact on only a small area, such as a donation to one individual college to start a new program or endow a new chair. If the new program being developed, however, is the first of its kind in the state or the nation, then the interest will be greater from media in other markets. Talk with your college's media office about developing customized media distribution lists for your press releases.

*See sample press release boilerplate provided in appendix.*

### **Press Conference**

In the event of a gift that is particularly newsworthy, such as the largest gift your college has received, a gift that will result in significant change or opportunity for your college, or a gift or grant that is from a particularly notable member of your community, consider holding a press conference to announce your news. Given the right circumstances and news information, press conferences can be an effective way to earn a lot of publicity for your college or foundation.

*See suggested press conference check list provided in appendix.*

### **Editorial Board Meetings**

Securing positive editorials that support your cause are a particularly effective way to gain support for your organization or efforts. However, since an editorial is based on the opinion of the editorial board, it can be difficult to secure positive coverage in this area. Setting up and holding editorial board meetings with the key publications covering your college can be helpful in getting them the pertinent information about your cause. They can also result in editorials that provide your campaign or foundation with excellent publicity.

Contact the major local newspapers in your area and see if you can set up an editorial board meeting. Once you set up the meetings, be prepared with the following:

- Media kits or background information to distribute.
- Bring two or three spokespeople and determine who will do the most speaking.
- Develop an opening statement or introduction to summarize your intent and the purpose of the meeting.
- Be prepared for a question and answer session with the editorial board.

### **Opinion Editorials and Letters to the Editor**

One way to ensure a printed article adequately conveys your messages is to write it yourself. While there's no guarantee they will be published, writing editorials or letters to the editor regarding your campaign or a related issue can provide publicity that is truly in your voice. To ensure that your editorials or letters to the editorial stand more a chance to be published, take the following steps:

- Make it timely.
- Make it impactful – write it so that it is relevant to a broad audience.
- Tie it into a current story, trend or issue, if possible.

*See sample Foundation for California Community Colleges editorial in appendix.*

## **Media Training for College Administration**

It is important for your campaign or foundation to have a key spokesperson. In many cases, this may be the college president or the foundation director, but you might also consider other spokespeople who are particularly well-versed, trustworthy and have a good rapport with the media. These individuals might include a campaign chairperson, a foundation director, or a famous or notable alumnus who is active in your campaign efforts.

Whoever your spokesperson is, you should ensure that person is well-prepared for any interaction with the media. Work with your college's public relations staff to set up a meeting training session for all spokespeople. Such training can provide to be an invaluable tool in helping them prepare before they go into a media interview.

## **Key Facts to Incorporate in Publicity Materials**

### **What is the endowment?**

- ◆ The Bernard Osher Foundation's commitment of \$50 million to the California Community Colleges is the single largest gift to a community college system in the nation and one of the largest gifts ever made to higher education.\*
- ◆ The Osher Foundation's lead gift of \$25 million immediately establishes a scholarship fund – called the California Community Colleges Scholarship Endowment – that will begin benefitting California Community College students as early as fall 2009.
- ◆ Another \$25 million will be contributed by the Osher Foundation on a 1-to-2 match. Raising the additional \$50 million match will be led by the Foundation for California Community Colleges over the next three years as a joint effort with the California Community Colleges System Office and the state's 110 Community Colleges to create an endowment totaling \$100 million.
- ◆ Once the Endowment is fully funded, it is expected that more than 5,000 scholarships will be awarded annually, and that number will continue to grow each year in perpetuity.

### **How does my college benefit from the endowment?**

- ◆ Each California Community College has a match goal for the endowment. [INSERT YOUR COLLEGE NAME]'s goal is [INSERT YOUR MATCH AMOUNT], and the Osher Foundation will match that amount, ensuring that [INSERT YOUR COLLEGE NAME] creates an endowment totaling [INSERT TOTAL ENDOWMENT AMOUNT]. This fund will be earmarked specifically for [INSERT COLLEGE NAME] student scholarships.
- ◆ The Osher Foundation's \$25 million lead gift initially will provide annual scholarships of at least \$1,000, with the first scholarships to be awarded to students in fall 2009. Of that [INSERT YOUR COLLEGE NAME] will receive five [CONFIRM NUMBER] scholarships for its students, with that number increasing every year as the endowment grows.

- ◆ [INSERT COLLEGE NAME] will join 109 other California Community Colleges in putting its raised dollars in pooled equity fund managed by the Foundation for California Community Colleges. While [INSERT COLLEGE]'s assets will remain our own, putting the funds into a pooled account will help maximize the benefit that [INSERT COLLEGE] earns from its investments.
- ◆ Taking advantage of the California Community Colleges Scholarship Endowment will provide [INSERT COLLEGE] with another way to benefit its students permanently, adding to the many successful scholarship programs the college already provides to its students.

### **Why is the endowment needed?**

- ◆ Today, approximately half of all Community College students still have unmet financial need after all financial aid is factored in, underscoring the need for additional financial support.
- ◆ Even though California Community College fees remain among the lowest in the nation, they currently represent just 5 percent of the total costs for students. Other costs, such as textbooks, transportation, housing, food and others make up the majority of costs for students.
- ◆ Scholarships will go toward textbooks, equipment, uniforms, and other instructional supplies, which make up the majority of costs for community college students.
- ◆ Enrollments at California Community Colleges have grown dramatically in recent years. This pace of growth has exceeded state support of Community College programs.
- ◆ Community colleges educate two-thirds of all California's undergraduate students, yet receive a lesser percentage of state funding in proportion to the number of students served than all other education systems.
- ◆ Community Colleges enroll the state's lowest-income students—full time students have an annual median income of \$16,223, and one-fourth of those students have incomes of less than \$5,544 per year.

### **What is the impact of the California Community Colleges?**

- ◆ There are more than 2.7 million students enrolled in California Community Colleges, which is the largest higher education system in the nation.
- ◆ Three of every 10 Californians age 18-24 are currently enrolled in a Community College.
- ◆ Twenty-four percent of all community college students nationwide are enrolled in a California Community College.
- ◆ Eighty percent of firefighters, law enforcement officers and EMTs are credentialed at community colleges.
- ◆ Seventy percent of the nurses in California received their education from Community Colleges.

- ◆ Over 80 percent of all students at the California Community Colleges work while attending college, and many are there for retraining, skill upgrades, and license retention and renewal.
- ◆ Almost 60 percent of all graduates of the California State University system and 30 percent of the University of California system transferred from a California Community College.
- ◆ Over 60 percent of California's Community College students are people of diverse ethnic backgrounds and over 55 percent are female.

## Appendix A: Sample Editorial

*Note: The following editorial is being provided as a sample and is NOT for publication. It will be published by The Chronicle of Higher Education in late October.*

### Reaching Critical Mass: Why Community Colleges Need to Increase Private Funding

By Dr. Paul Lanning

America's community colleges are a key link in the chain of upward mobility, and they need more support than they're getting. This is an obvious statement for many in the community-college world, but with the increasing challenges facing the system that educates half of the nation's undergraduates, we must push the discussion of how we can increase financial support—particularly in private and philanthropic dollars—for community colleges.

That discussion is increasingly important because public funds for community colleges are becoming more and more unreliable. The current economic woes add to that unreliability, with some cash-strapped states raiding the funds of community colleges for some financial salvation. Without reliable budgets, it is difficult for college administrators to think in the long-term financially. Community colleges need sustainable support that incorporates more philanthropic dollars to supplement the public funding that comes often at the whim of the electorate.

The Council for Aid to Education's last report on private giving to higher education, released last February, shows that voluntary gifts to colleges and universities are at an all-time high, at \$29.8 billion per year. Yet community colleges, which enroll approximately 46 percent of all undergraduates throughout the nation, receive a disproportionately small fraction of the private dollars given to higher education.<sup>1</sup>

Billion-dollar campaigns are no longer uncommon among four-year universities. The University of California campuses at Berkeley, Los Angeles, San Diego, and San Francisco all have completed or are in the midst of campaigns exceeding the billion-dollar mark. In 2007 alone, the 36,000-student UCLA campus raised nearly \$365-million, and UCSF, with just 3,000 students, raised \$252-million.<sup>2</sup> At the opposite end of the spectrum are California's

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<sup>1</sup> According to the CHE 2008-09 almanac, which cites the Council for Aid to Education as its source, approximately \$25.2 billion per year was given to higher education institutions in 2006-07. Of that amount, public two-year colleges raised only \$245 million, less than 1 percent. In the 2007 survey of higher education fundraising released in February by the CAE, the approximate percentage of dollars raised by two-year colleges was roughly 2 percent.

<sup>2</sup> Source: *Chronicle of Higher Education* 2008-09 Almanac.

community colleges. With 2.6 million students system wide, the total combined endowment of the 110 California community colleges is just somewhere around \$300-million.<sup>3</sup> Not only do community colleges educate half the nation's undergraduate students, but in California they enroll six out of every 10 college students in the state, a larger proportion than any other community-college system in the nation. We know the societal benefits community colleges provide: workforce training, basic skills education, preparation for students transferring to four-year institutions, and opportunities for personal enrichment and lifelong learning.

The need to increase support to community colleges has never been greater. With more students, increasing demand, and greater challenges in meeting the needs of both students and accrediting agencies, it can be difficult for community colleges to accomplish their diverse missions. Yet they do so while providing accessible and affordable education to millions of Americans every year.

But the most compelling reason to enhance our efforts in raising private dollars for community colleges is the need of the students themselves. About half of community-college students still have unmet financial need after all financial aid is considered.<sup>4</sup> Textbooks, supplies, housing, transportation, child care, and health care now make up nearly 95 percent of a community-college student's financial burdens.

As more community colleges step up their fund-raising efforts, we find ourselves at a tipping point of sorts. The momentum exists to take advantage of the growing public awareness of the challenges community colleges face and the benefits they provide.

But given the state of our national economy, concerns are likely to arise about the ability of community colleges in particular to raise philanthropic funds. It may seem daunting – especially to a community college that is just in the process of enhancing its fundraising capacity – to approach potential donors when the nation's economic outlook is bleak at best. But fundraising is about planning for the future, and the financial news of today shouldn't halt our efforts to plan for the future of our colleges.

Recently the Bernard Osher Foundation set a prime example for other donors that community colleges warrant philanthropic support, especially in difficult times. Last May, the foundation pledged the largest-ever gift to a community-college system. Half of it, \$25-million, will support about 1,250 scholarships for California Community College students, and another \$25-million will go to California Community Colleges on a one-to-two basis: One dollar will be given for every two raised by the system. In addition, the foundation has

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<sup>3</sup> Source: The Foundation for California Community Colleges informal survey of California Community College foundations, conducted in August 2007.

<sup>4</sup> Source: "California Community Colleges: Making them Stronger and More Affordable," Zumeta and Frankle, March 2007, Prepared for the William and Flora Hewlett Foundation by the National Center for Public Policy and Higher Education.

challenged other supporters and philanthropists to follow its lead and support community colleges financially.

Community colleges themselves can build on this momentum. Taking key steps now will enable them to foster partnerships that can build scholarship, operating, and faculty endowments and begin to provide long-term viability and stability. That strategy requires pursuing broad-based support from both industry and alumni.

First, community colleges must recognize the need for development staff. The Valencia Community College Foundation in Orlando, Florida, has a staff of 9 and a 60-member board dedicated to development efforts. As of March 31, 2007, the foundation had an endowment totaling \$52 million—almost a quarter of the endowment of the entire 2.6-million-student-system in California.<sup>5</sup> Unfortunately, the Valencia foundation and others like it that have embraced the need for strong development teams remain the exception and not the rule. In California, many of our foundations rely on just one or two staff members to raise private dollars, on top of a myriad of other day-to-day tasks.

An example of the direct correlation between fund-raising staff and increased resources can be pulled from four-year public institutions, which, until about 20 years ago, didn't have to focus so much on raising private dollars. Among the 10 public research universities that raised the most private donations in 2007, most had expanded their fund-raising staffs by at least 25 percent in five years, according to *The Chronicle*.<sup>6</sup>

Second, community colleges need to better engage their alumni. While four-year universities routinely emphasize alumni relations, community colleges are not as strong in that area. Critics often say that community-college graduates who transfer have stronger allegiances to their four-year institutions, or that devoting time and resources to alumni relations is a lower priority in the grand scheme of things when support for other programs or services is in flux. But how can we argue that community-college alumni are unwilling to give if we don't give them the opportunity?

The experiences students have at community colleges are significant. Many students use this time as a gateway to a four-year education that would not have been possible without the low costs and accessibility of a community college. Some go on to lucrative technical careers. And many might not have gone to college at all without access to two-year institutions. Community colleges must tap into the loyalty and good will that so many of their former students no doubt feel toward their two-year experiences. The California system, for example, is launching an alumni initiative to support our colleges' marketing efforts. We want to enable local colleges to communicate with and engage their alumni, to build a sense of shared ownership, without having to recreate the wheel or invest significant resources.

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<sup>5</sup> Source: Valencia Community College Foundation web site, [www.valencia.org](http://www.valencia.org).

<sup>6</sup> Source: "The Hardest Sell in Fundraising: Attracting Talent", Masterson and Wolverton, featured in *The Chronicle of Higher Education*, July 18, 2008

Last, and perhaps most important, community colleges need to communicate a unified message. While many offer unique programs and services, they are all a stepping stone to a brighter future for those who would not otherwise be able to afford a college education. That is the message we should be telling potential supporters.

With the Osher Foundation's gift, the tide may be turning for community colleges. By focusing on increasing private support, community-college leaders will be able to improve the ability of their systems to help community-college students realize the American dream.

*Paul Lanning is president and chief executive officer of the Foundation for California Community Colleges.*

# CALIFORNIA COMMUNITY COLLEGES SCHOLARSHIP ENDOWMENT

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## Appendix B: Contacts at Select Higher Education and Philanthropy Publications

Name	Outlet	Title	E-mail	Phone	Fax	Address	Address 2	City	State	Subjects
Boice, Jacklyn	Advancing Philanthropy	Editor in Chief	jboice@afpnet.org	(703) 684-0410	(703) 684-0540	4300 Wilson Boulevard	Suite 300	Arlington	VA	Fundraising; Philanthropy
Nilsen, Michael	Advancing Philanthropy	Contributing Editor	ap@afpnet.org	(703) 684-0410	(703) 684-0540	4300 Wilson Blvd	Suite 300	Arlington	VA	Fundraising; Philanthropy
Bennett, Gayle	CASE Currents	Senior Editor	bennett@case.org	(202) 328-2273	(202) 387-4973	1307 New York Avenue, NW	Suite 1000	Washington	DC	Education; Teaching
Reilly, Liz	CASE Currents	Editor in Chief	reilly@case.org	(202) 328-2273	(202) 387-4973	1307 New York Avenue, NW	Suite 1000	Washington	DC	Education; Teaching
Ashburn, Elyse	Chronicle of Higher Education, The	Senior Editor-Student Section	elyse.ashburn@chronicle.com	(202) 466-1224	(202) 452-1033	1255 23rd Street NW	Suite 700	Washington	DC	Higher Education
Wolverton, Brad	Chronicle of Higher Education, The	Senior Editor of Money and Management	brad.wolverton@chronicle.com	(202) 466-1226	(202) 452-1033	1255 23rd Street NW	Suite 700	Washington	DC	Higher Education

Moore, Jennifer	Chronicle of Philanthropy, The	Managing Editor	jennifer.moore@philanthropy.com	(202) 466-1203	(202) 466-2078	1255 23rd Street NW	Suite 700	Washington	DC	Fundraising; Philanthropy
Palmer, Stacy	Chronicle of Philanthropy, The	Editor	stacy.palmer@philanthropy.com	(202) 466-1225	(202) 466-2078	1255 23rd Street NW	Suite 700	Washington	DC	Fundraising; Philanthropy
Schwinn, Elizabeth	Chronicle of Philanthropy, The	Assistant Editor;Staff Writer	elizabeth.schwinn@philanthropy.com	(202) 466-1221	(202) 466-2078	1255 23rd Street NW	Suite 700	Washington	DC	Fundraising; Philanthropy
Halligan, Tom	Community College Journal	Editor	tom@themagazinegroup.com	(202) 530-8050	(202) 223-9390	American Association of Community Colleges	1 Dupont Circle Northwest, Suite 410	Washington	DC	Higher Education
Murray, Corey	Community College Journal	Managing Editor	corey@themagazinegroup.com	(202) 530-8046	(202) 331-7311	The Magazine Group	1707 L Street NW, 3rd Floor	Washington	DC	Instructional Technology
Dembicki, Matt	Community College Times	Managing Editor	mdembicki@aacc.nche.edu	(202) 728-0200 x206	(202) 833-2467	1 Dupont Circle NW	Suite 410	Washington	DC	Education
Bradley, Paul	Community College Week	Associate Editor	editor@ccweek.com	(703) 978-3535	(703) 978-3933	10520 Warwick Avenue	Suite B-8	Fairfax	VA	Higher Education
Evelyn, Jamilah	Community College Week	Editor	editor@ccweek.com	(703) 978-3535	(703) 978-3933	10520 Warwick Avenue	Suite B-8	Fairfax	VA	Higher Education
Jaschik, Scott	Inside Higher Ed	Editor	scott.jaschik@insidehighered.com	(202) 659-9208 x101	(202) 659-9381	1320 18th Street, NW	Suite 500	Washington	DC	Higher Education

Lederman, Doug	Inside Higher Ed	Editor	doug.lederman@insidehighered.com	(202) 659-9208 x101	(202) 659-9381	1320 18th Street, NW	Suite 500	Washington	DC	Higher Education
Clolery, Paul	Nonprofit Times, The	Editor in Chief	ednchief@nptimes.com	(973) 401-0202 x211	(973) 401-0404	201 Littleton Road	2nd Floor	Morris Plains	NJ	Associations and Non-Profits; Philanthropy
Boney, Ret	Philanthropy Journal	Assistant Editor	rboney@ajf.org	(919) 573-4641	(919) 573-4660	220 Fayetteville Street Mall	Suite 300	Raleigh	NC	Associations and Non-Profits; Philanthropy
Levenick, Chris	Philanthropy Magazine	Editor	clevenick@philanthropyroundtable.org	(202) 822-8333	(202) 822-8325	1150 17th Street, N.W.	Suite 503	Washington	DC	Philanthropy
Garrard, Alice	Philanthropy News Digest	Staff Writer	agg@foundationcenter.org	(212) 807-3617	(212) 807-3677	79 Fifth Avenue 16th Street		New York	NY	Philanthropy
Robbins, Emily	Philanthropy News Digest	Managing Editor	ecr@foundationcenter.org	(212) 807-2488	(212) 807-3677	79 Fifth Avenue 16th Street	2nd Floor	New York	NY	Philanthropy
Sinclair, Matt	Philanthropy News Digest	Editor	mws@foundationcenter.org	(212) 807-2418		79 Fifth Avenue		New York	NY	Philanthropy

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## **Appendix C: Suggested Press Conference Check List**

### **Planning Your Event – tasks to complete prior to the press conference**

- Venue – Select an appropriate time, date and place for your press conference. Typically, press conferences in the mid-morning work best for media deadlines. Think about the size and budget of your press conference as you reserve a location, as well as what you're trying to communicate.
- Select speakers – Keep the number of speakers to as few as possible to keep the focus on the message, not the number of people speaking.
- Develop invitation lists – Include media, important stakeholders, students (if appropriate), faculty (if appropriate), college leadership, community leaders, local legislators, and supporters.
- Create and mail invitations at least two weeks prior to press conference.
- Arrange for food and beverages.
- Hire photographer and videographer.
- Assign on-site responsibilities to staff – Include activities such as media check-in, guest check-in, speaker coordination, set up, clean up, etc.
- Write script/talking points for speakers.
- If possible, hold a rehearsal for speakers the day prior to the press conference.
- Develop itinerary for day of press conference.
- Make follow-up calls to invitees who have not responded a few days prior.
- Send reminder media alert to press (typically day before press conference).
- Arrange for on-site AV equipment, telephones and specific technical capabilities.
- If being held in a facility, outline room set-up prior to press conference.
- Create press materials – A press kit including a news release, fact sheet, bios of speakers, and other necessary backgrounders should be developed for distribution to media and guests.
- Create signage – Include a podium sign or placard with your logo, a backdrop with the college's logo or other branding, and any other appropriate display materials.

## **Day-of: What you'll need the day of your press conference**

- Telephones
- Registration desk, with pens, paper, and RSVP lists
- Nametags
- Signage
- Chairs (for speakers and guests)
- Name cards for speakers (if on a panel)
- Display materials, including podium signage, products, any backdrops
- Raised platform for speakers
- Press kits
- Podium
- Script for speakers
- Itinerary for all participants
- Microphone and speakers
- AV materials (PowerPoint presentation? Flip chart? Poster board? Other visuals?)

## **Other Considerations**

- If possible, include live streaming video of your press conference on your Web site.
- Send out a news release immediately after the press conference summarizing your announcement.
- Coordinate with a media clipping service to ensure you compile all coverage of your press conference.

## Appendix D: Suggested News Release Boilerplate

The following language can be customized and used in any California Community College's news release announcing a gift that will be matched by the . If you have any questions or need additional language or assistance with announcements of matching gifts, please contact the Foundation for California Community Colleges' media department at [jscofield@foundationccc.org](mailto:jscofield@foundationccc.org) or (916) 498-6702.

### Boilerplate

The donation will be matched by the California Community Colleges Scholarship Endowment, which was launched in May 2008 with a \$25 million gift from the Bernard Osher Foundation. The Endowment will match 50 percent of [INSERT COLLEGE or DONOR NAME]'s gift, resulting in a total of [INSERT TOTAL AMOUNT OF GIFT AFTER MATCH] that will provide a permanent fund that will support [COLLEGE NAME] students in perpetuity.

[INSERT COLLEGE NAME]'s gift will also help in a statewide effort to create a \$100 million endowment that will benefit all California Community College students. Through 2011, the Foundation for California Community Colleges will work with the state's 110 community colleges to raise an additional \$50 million, for which the Osher Foundation will provide a 50 percent match, up to \$25 million. This will supplement the Osher Foundation's initial gift of \$25 million and result in a \$100 million endowment that will offer a long-term solution to the rising costs of books, supplies and equipment that often hinder many students from completing their community college education. For more information about the California Community Colleges Scholarship Endowment, please visit [www.SupporttheEndowment.org](http://www.SupporttheEndowment.org).

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## Contact Information

For further information or to request additional copies, contact the  
Foundation for California Community Colleges' Media Relations Office:

(916) 498-6702

[jscofield@foundationccc.org](mailto:jscofield@foundationccc.org)

[www.foundationccc.org](http://www.foundationccc.org)