Resources and Tools for Effective Engagement and Advocacy

WORKING WITH THE MEDIA TO PROMOTE TRIO
MEDIA RELATIONS HANDBOOK

Updated
May 2025

Contents

About the Council for Opportunity in Education

The [Council for Opportunity in Education (COE)](#) is a nonprofit organization, established in 1981, dedicated to furthering the expansion of college opportunities for low-income, first-generation students, and students with disabilities in all 50 states, Washington, D.C., the Pacific Islands, and Puerto Rico. Its membership includes more than 1,000 colleges and agencies. Through its numerous membership services, the Council works in conjunction with colleges, universities, and agencies to help low-income students enter college and graduate. Nearly 870,000 students and students with disabilities each year receive college access and retention services through our member colleges and agencies.

About the Federal TRIO Programs

[TRIO programs](#) provide academic tutoring, personal counseling, mentoring, financial guidance, and other supports necessary for educational access and retention. TRIO programs provide direct support services for students, and relevant training for directors and staff. Through our numerous membership services, the Council works in conjunction with colleges, universities, and agencies to help low-income students enter college and graduate. Nearly a million low-income students and students with disabilities each year receive college access and retention services through our member colleges and agencies.

Media Contacts at COE

Terrance L. Hamm
Associate Vice President, Communications and Marketing
terrance.hamm@coenet.org

Trauvello Stevenson
Digital Media Manager
trauvello.stevenson@coenet.org

Letter from the President

Dear Colleague:

I am excited to share with you this *Media Relations Handbook for TRIO Professionals*—a practical guide to help you amplify the powerful stories of our students, programs, and communities.

As you know, TRIO programs have transformed the lives of millions of students from low-income, first-generation backgrounds and students with disabilities. These students are achieving what once felt out of reach: graduating from college, launching careers, and giving back to their communities. Yet, despite decades of impact, far too many decision-makers and members of the public remain unaware of the life-changing support TRIO provides every day.

That is why your voice—and your visibility—matters now more than ever.

This handbook is meant to empower you with tools to partner with the media, host impactful events, and share stories that move hearts and influence policy. Whether you're pitching a local journalist, organizing a press-worthy rally, or helping a student write an op-ed, the goal is the same: to increase awareness, inspire action, and protect the future of TRIO.

You are not just practitioners. You are trusted messengers for our students, families, and communities. By using this handbook to spotlight your work and celebrate TRIO's impact, we can reach new audiences, build stronger coalitions, and ensure that every student—regardless of background—can succeed.

Thank you for your continued advocacy and commitment to educational equity. Together, let's make TRIO impossible to ignore.

Sincerely,

Kimberly Jones
President

WHAT MAKES A STORY NEWSWORTHY?
MEDIA LANDSCAPE

To effectively raise awareness for TRIO programs, it's essential to understand how the media works, what kinds of stories they tell, and how you can contribute to the narrative. This section provides a crash course in today's media landscape, demystifying the types of outlets, roles within the newsroom, and the elements that make a story newsworthy.

Types of Media

1. **Print Media**
   Includes newspapers, magazines, and journals. Though readership has shifted online, traditional print outlets still influence public discourse, especially in local communities and among policymakers.
2. **Broadcast Media**
   Encompasses television and radio. Local TV news is a powerful tool for reaching broad audiences. Public radio and community stations often welcome education-focused content.
3. **Digital Media**
   Online news sites, blogs, and e-newsletters. These can have niche audiences, like higher education professionals or regional policymakers, and are often more flexible in publishing advocacy or op-ed pieces.
4. **Social Media**
   Platforms like X (formerly Twitter), Facebook, Instagram, LinkedIn, and TikTok. These amplify news coverage, tell your story directly, and connect with reporters and supporters in real time.

Key Media Roles and How to Work with Them

- **Reporters/Journalists**
  Write stories based on interviews, research, and press releases. Build relationships by offering clear, timely, and newsworthy information.
- **Editors**
  Assign stories and determine what gets published or aired. Craft concise, compelling pitches to catch their interest quickly.
- **Producers (TV/Radio)**
  Plan segments and book guests. Offer brief, visual, or emotionally engaging stories that suit broadcast formats.
- **Columnists/Opinion Editors**
  Write or publish opinion pieces. Contact them when you want to place an op-ed or highlight a student success story that ties to a policy issue.
- **Photographers/Videographers**
  Visual content is essential. Provide access to engaging, consent-approved visuals that show TRIO in action.

News, Editorials, and Features: What's the Difference?

- **News Stories**
  Focus on timely, factual reporting. These may cover a TRIO rally, a student advocacy campaign, or new data about college access. Keep your press releases and pitches rooted in current events or new developments.

- **Editorials**
Reflect the official opinion of the media outlet. You can influence editorials by pitching your story to the editorial board or sharing compelling policy perspectives.
- **Feature Stories**
Offer in-depth, human-centered storytelling. These might profile a TRIO alumnus or explore how TRIO supports first-generation students over time. Feature stories are less time-sensitive but rich in emotion and detail.

What Makes a Story Newsworthy?

Journalists look for stories that include one or more of the following:

- **Timeliness** – Is it happening now or soon? Is it tied to a legislative vote, event, or breaking news?
- **Proximity** – Is it local or connected to the community the media outlet serves?
- **Impact** – Who does it affect and how many people? How is a TRIO program transforming lives?
- **Human Interest** – Does it evoke emotion or share a compelling personal journey?
- **Conflict or Tension** – Is there a problem that needs solving (e.g., proposed TRIO cuts)?
- **Prominence** – Are public figures, local leaders, or high-profile institutions involved?
- **Novelty** – Is it surprising or inspiring? A TRIO alum becoming a doctor after overcoming great odds qualifies.

Understanding the media is the first step to mastering it. In the sections that follow, you'll learn how to pitch a story, plan events that attract coverage, write op-eds, and build strong media relationships that amplify TRIO's mission.

BUILDING RELATIONSHIPS WITH

PRINT JOURNALISTS

Working with Print Journalists

Print journalists—whether working for daily newspapers, education magazines, or campus news outlets—remain some of the most influential voices in shaping public understanding of TRIO's impact. This section offers actionable steps to build meaningful relationships with reporters, pitch stories effectively, and provide information that helps shape accurate, compelling coverage of your TRIO program.

How to Build Relationships with Local Education or Community Reporters

Establishing trust and familiarity with local reporters can pay long-term dividends for your program's visibility.

- **Identify the Right Reporters**: Look for those who regularly cover education, human interest, social justice, or local community issues. Most newspaper websites list reporter beats and contact information.
- **Reach Out Early—Not Just When You Need Something**: Introduce yourself before you have a pitch. Send a quick email or LinkedIn message to let them know you're available as a source on college access, student support services, or educational equity.
- **Be a Resource**: Reporters remember sources who respond promptly and offer credible insights, even when the story isn't directly about them. If a journalist covers education policy changes, for example, you might offer to explain how it affects low-income or first-generation students.
- **Stay in Touch**: Add them to your mailing list for press releases and event invites—but don't overwhelm them. Share only what's relevant to their beat.

How to Pitch Stories for Print Outlets (Daily Papers, Local Magazines, Campus News)

Print outlets are most interested in stories that are timely, relevant, and well-framed.

- **Craft a Clear, Concise Pitch**: In your email, include:
  - A compelling subject line
  - A short paragraph outlining the "what, who, when, where, and why it matters"
  - A strong local angle or tie to larger education or policy trends
  - A hook or story arc (e.g., "Local TRIO student accepted to six Ivy League schools")
- **Lead with Impact**: Highlight how the story affects the local community or ties to national issues like education equity or workforce development.
- **Offer Interviews and Visuals**: Mention students or staff willing to talk, and suggest opportunities for photos.
- **Follow Up**: If you don't hear back within 2–3 days, follow up politely with a brief reminder and offer additional information.

Tips for Giving On-the-Record Quotes

When speaking with a reporter:

- **Stay Focused**: Stick to the core message you want to convey about TRIO's impact and importance.
- **Be Authentic and Respectful**: Speak plainly and from the heart, especially when sharing student stories or community impact.
- **Avoid Jargon**: Translate acronyms like "SSS" or "EOC" into plain language (e.g., "TRIO Student Support Services").

- **Assume Everything You Say is On the Record**: Unless you explicitly agree otherwise in advance, always speak with the understanding that your comments may be published.
- **Prepare a Soundbite**: Have a memorable quote ready—something succinct, passionate, and specific.

Sample TRIO Soundbites

- "TRIO doesn't just help students stay in school—it gives them a reason to believe they belong there."
- "TRIO is not charity—it's investment in the talent our country can't afford to waste."
- "We don't give handouts. TRIO gives students the tools to change their lives."
- "You can't talk about equity in education and leave TRIO out of the conversation."
- "TRIO students are future doctors, teachers, engineers—and they're proving every day that zip code doesn't define destiny."
- "TRIO makes sure the first-generation college student isn't the last in their family to go to college."
- "TRIO programs level the playing field—not by lowering the bar, but by lifting up the students."
- "Behind every TRIO success story is a student who didn't give up—and a program that refused to let them."
- "If we want to break cycles of poverty, we have to invest in programs like TRIO that change generational outcomes."
- "When Congress supports TRIO, they're voting for smarter classrooms, stronger families, and a better economy."
- "Our students work two jobs, care for family, and still show up—TRIO helps them stay and succeed."
- "TRIO doesn't just help students get to college—it helps them through college."
- "Every TRIO student is living proof that opportunity, when matched with support, unlocks potential."
- "Cutting TRIO isn't just a budget decision—it's a decision about whose future matters."
- "In TRIO, we don't ask, 'Can our students succeed?' We ask, 'What do they need to thrive?'"

What Print Reporters Look for: Compelling Narratives + Hard Facts

The best stories blend personal impact with policy context:

- **Narratives**: Share student or alumni stories that showcase resilience, transformation, and success. Include quotes, challenges overcome, and future goals.
- **Hard Facts**: Support every narrative with data. How many students does your TRIO program serve? What percentage are low-income or first-generation? What's your graduation or transfer rate?
- **Context**: Explain how local TRIO efforts fit into the national landscape. Mention proposed funding cuts or policy changes when relevant.

How to Provide Background Info, Fact Sheets, and Visuals to Reporters

Make it easy for journalists to get the facts right and enrich their story:

- **Prepare a TRIO Fact Sheet**: Include national and local impact numbers, a short program description, and key talking points.
- **Offer Background Briefings**: If the topic is complex (e.g., proposed Pell changes), schedule a short call to walk the reporter through it.
- **Provide Photos with Consent**: Have a small archive of high-resolution images of TRIO events or students (with signed media releases) ready to share.

- **Link to Additional Resources**: Include COE resources, student testimonials, and previous news coverage as needed.

Working with print media is not just about publicity—it's about public education. Every story told through your local paper or magazine brings TRIO's mission to life and builds public will to sustain and grow these vital programs.

TALKING POINTS AND **CRAFTING MESSAGES**

Crafting Your Message

Clear, compelling messaging is essential for raising awareness and building support for TRIO programs. Whether you're preparing for an interview, writing an op-ed, or pitching a story to the press, your message should be consistent, human-centered, and tailored to your audience and medium.

TRIO Talking Points and the "Elevator Pitch"

A well-crafted elevator pitch quickly communicates what TRIO is, why it matters, and what you're asking of your audience. This is especially helpful in interviews or when introducing TRIO to someone unfamiliar with it.

Sample Elevator Pitch:

"The Federal TRIO Programs are a set of nationwide outreach and support services that help students from low-income backgrounds, first-generation college students, and individuals with disabilities access and succeed in higher education. From middle school through graduate school, TRIO helps nearly 900,000 students each year reach their full academic and professional potential."

Core TRIO Talking Points:

- TRIO has served more than **6 million students** since its founding in 1964.
- TRIO includes **seven distinct programs**, supporting students from middle school through doctoral studies.
- TRIO is **evidence-based and outcomes-driven**, with data showing higher retention, graduation, and postsecondary success rates for participants.
- TRIO is **not a handout**—it's a highly effective investment in future leaders, educators, scientists, and professionals.

Using Student and Alumni Stories to Make Impact Personal

Statistics prove TRIO works—but stories make people care. Humanize your message by highlighting students who have overcome significant challenges and achieved success through TRIO. Always get permission before sharing someone's story.

Tips for Effective Storytelling:

- Focus on one student's journey: obstacles, the turning point, and outcomes.
- Use emotion, but stay authentic—let the student's voice shine through.
- Tie the story back to broader themes: opportunity, equity, resilience.

Example:

"Before TRIO, I didn't know if college was for me. I was working part-time, caring for my younger siblings, and unsure how to even apply. My TRIO advisor sat down with me one-on-one, helped me fill out the FAFSA, and walked me through the admissions process. Now I'm on track to graduate with my nursing degree—and I'm the first in my family to do it."

Including Local and National Data

Pair personal stories with data to show TRIO's impact at scale.

National Data Examples:

- Nearly 900,000 students served annually across all 50 states, DC, Puerto Rico, and Pacific Islands.
- TRIO participants are **more likely to stay in college**, maintain higher GPAs, and graduate.

Local Data Tips:

- Include number of TRIO participants in your state, district, or institution.
- Highlight partnerships with local high schools, colleges, or employers.
- Share success metrics: graduation rates, degrees earned, scholarships awarded.

Example:

"Last year alone, our Upward Bound students at Riverside High earned more than $300,000 in college scholarships—and 90% enrolled in college."

Tailoring Messages for Different Media

Each media type requires a different approach to delivering your message:

Media Type	Style	Tips
TV Interviews	Short, punchy soundbites (5–10 seconds)	Rehearse key lines. Speak with energy. Avoid jargon. Stay on message.
Radio	Conversational, clear	Use vivid language and emotion. Smile when you speak—it comes through!
Print	Quotes with context (1–3 sentences)	Offer data and anecdotes. Give clear, concise answers. Provide quotes the reporter can easily pull.
Op-Eds	Persuasive and narrative	Start with a hook. Include a clear argument, data, and a personal story. End with a strong call to action.
Social Media	Brief, bold, visual	Use hashtags like #TRIOWorks. Include photos, short videos, and links to student success stories or petitions.

Final Tip: Practice saying your message aloud. Whether you're in front of a camera or behind a keyboard, confidence and clarity make all the difference.

CREATING EFFECTIVE MEDIA MATERIALS

Creating Effective Media Materials

To engage media successfully, TRIO programs must be equipped with clear, compelling materials that help tell our story quickly and effectively. From press releases to student story forms, this section provides the foundational tools you'll need to promote your TRIO events, advocacy efforts, and student successes.

Press Release Template and Tips

What Is a Press Release?

A press release is an official statement issued to media outlets to announce something newsworthy—like a scholarship awarded, a visit from a Member of Congress, or student achievement.

Tips for Writing a Strong Press Release:
- Write in third person (like a news article).
- Lead with the most newsworthy information.
- Include a compelling quote from a student, staff member, or partner.
- Keep it to one page.
- Include contact info and organizational boilerplate.

Sample Press Release Template:

> **FOR IMMEDIATE RELEASE**
> [Date]
>
> Contact:
> [Full Name]
> [Title]
> [Phone Number]
> [Email Address]
>
> Headline: TRIO Students at [Your Institution] Celebrate National First-Gen Day with Uplifting Event
>
> [City, State] — On [date], students in the Federal TRIO Programs at [institution name] came together to celebrate their achievements during [event title or occasion], highlighting the powerful impact of federally funded student support services.
>
> [Insert 2–3 sentences with more details about the event or program success.]
>
> "[Insert quote from a TRIO student or director about how TRIO helped them]," said [Name], [Title].
>
> TRIO programs like [Upward Bound/SSS/McNair/etc.] serve low-income, first-generation, and underrepresented students. [Insert one or two sentences with local data or context.]
>
> ### *About TRIO*
>
> *Federal TRIO Programs are educational opportunity outreach programs designed to support students from disadvantaged backgrounds. Today, TRIO serves nearly 870,000 students in nearly 3,500 programs across the country.*
> ###

Media Advisory Template for Upcoming Events

What Is a Media Advisory?

A media advisory is a short, to-the-point invitation for journalists to attend and cover your event.

Media Advisory Template:

> **MEDIA ADVISORY**
> [Insert Logo or Letterhead]
> [Date]
>
> **What**: TRIO Celebrates [Event Name or National TRIO Day]
> **Who**: TRIO Students, Alumni, Staff, Community Partners, and Local Officials
> **When**: [Date and Time]
> **Where**: [Event Location]
> **Why**: To raise awareness of the impact of TRIO programs and to celebrate the achievements of first-generation and low-income college students.
>
> **Visuals**: [e.g., Student testimonials, award presentations, elected officials speaking, performances]
>
> **Media Contact:**
> [Name, Title, Email, Phone]

Sample Pitch Emails

What Is a Media Pitch?

A media pitch is a brief, personalized email to a specific journalist explaining why your story is relevant to their audience.

Sample Pitch:

> **Subject**: TRIO Students in [City] to Host [Event] – Great Story Opportunity
>
> Dear [Journalist's Name],
>
> I'm reaching out to share a great story idea about an inspiring group of local students participating in the federally funded TRIO program at [Institution Name]. On [date], these students—most of whom are first in their families to attend college—will host [event name] to showcase their achievements and highlight the need to protect educational access for all.
>
> We would love to invite you to the event or speak with one of our TRIO students whose story really embodies resilience and success. Let me know if you'd like to attend or interview someone in advance.
>
> Best,
> [Your Name]
> [Your Title/Program Name]
> [Contact Info]

Fact Sheet: What Is TRIO and Who Does It Serve?

TRIO at a Glance:

- **What are TRIO Programs?**

  TRIO includes eight federal outreach and student services programs designed to identify and provide services to individuals from disadvantaged backgrounds.

- **Who Does TRIO Serve?**

  Low-income individuals, first-generation college students, and individuals with disabilities—from middle school through post-graduate education.

- **TRIO by the Numbers (as of FY2024):**
  - Nearly 870,000 students served annually
  - Nearly 3,500 programs nationwide
  - Serving all 50 states, DC, Puerto Rico, and U.S. territories

- **Programs Include:**
  - Upward Bound
  - Talent Search
  - Student Support Services
  - Educational Opportunity Centers
  - McNair Postbaccalaureate Achievement
  - Upward Bound Math-Science
  - Veterans Upward Bound

Student and Alumni Story Submission Form

Use this sample form to collect stories for media use, newsletters, or events.

Suggested Student/Alumni Story Fields:

- **Name**:
- **TRIO Program(s):**
- **Institution**:
- **Email/Phone (for follow-up):**
- **Graduation Year or Expected Date:**
- **Tell Us Your Story:**
  (How did TRIO help you? What challenges did you overcome? What are you doing now?)
- **Photo Permission:** □ Yes □ No
- **Would you be willing to speak to the media?** □ Yes □ No

STEPS TO WRITING A PERSUASIVE *OPINION EDITORIAL*

What Makes a Good Op-Ed

Opinion editorials (op-eds) are persuasive, personal, and timely pieces that allow individuals to speak directly to the public and decision-makers. For TRIO professionals, students, and alumni, op-eds are an essential advocacy tool to elevate the impact of TRIO programs and highlight the urgent need for continued support and investment. A compelling op-ed can help build local momentum, influence policymakers, and connect community members with the mission of TRIO.

Key Qualities of a Strong Op-Ed

- **Clear Argument**: The central message or call to action should be stated early and supported throughout.
- **Timeliness**: Tie the piece to a current issue, such as proposed funding cuts or upcoming education legislation.
- **Personal Relevance**: Use lived experience or firsthand examples from TRIO programs to humanize the issue.
- **Concise Language**: Avoid jargon. Op-eds should be accessible, engaging, and typically under 750 words.
- **Credibility**: Speak from a position of authority—as a TRIO participant, educator, or advocate.
- **Local Connection**: Emphasize how national policy decisions affect students and families in the local community.

Steps to Writing a Clear, Persuasive Op-Ed

1. **Lead with a Hook**
   Start with a compelling anecdote, statistic, or question that grabs attention.
2. **Present Your Argument**
   Clearly state your position on the issue and what you want the reader (or legislator) to do.
3. **Include a Personal or Student Story**
   Share a success story from TRIO that demonstrates impact. Make it relatable and vivid.
4. **Broaden the Lens**
   Add context with national or statewide data that shows how widespread the issue is.
5. **Anticipate Concerns or Counterpoints**
   Briefly acknowledge opposing views and explain why your position is stronger.
6. **Close with a Strong Call to Action**
   End by urging readers or elected officials to take a specific action—supporting legislation, protecting funding, or visiting a local TRIO program.

How to Pitch an Op-Ed to a Newspaper or Media Outlet

- **Identify the Right Outlet**: Consider the publication's audience and reach—local newspapers, regional education blogs, or national outlets.
- **Follow the Submission Guidelines**: Most outlets post word count limits and submission instructions on their websites.
- **Write a Cover Note**: Introduce yourself and explain why your piece is timely and relevant for their readers.
- **Offer Exclusivity**: Most newspapers won't accept op-eds that are submitted to multiple outlets at once.
- **Follow Up**: If you haven't heard back in a week, send a polite email to check in.

Sample Op-Ed Title and Opening

Title: Don't Cut TRIO—My Journey from First-Generation Student to Educator Proves It Works

Opening:
When I first set foot on a college campus, I didn't know what FAFSA stood for. I didn't know how to choose a major or talk to professors. What I did have was a TRIO advisor who guided me through every step. Today, I'm a college graduate and a mentor to students just like me. But now, Congress is proposing cuts to the very programs that made this possible.

Engaging Students and Alumni as Co-Authors

- **Collaborate Meaningfully**: Partner with a student or alum who has a compelling story to tell.
- **Support the Writing Process**: Offer guidance on structure, clarity, and purpose.
- **Credit the Voice**: Ensure the student or alum's perspective is front and center.
- **Combine Perspectives**: A dual-authored piece from a TRIO participant and professional can be especially persuasive, blending lived experience with policy insight.
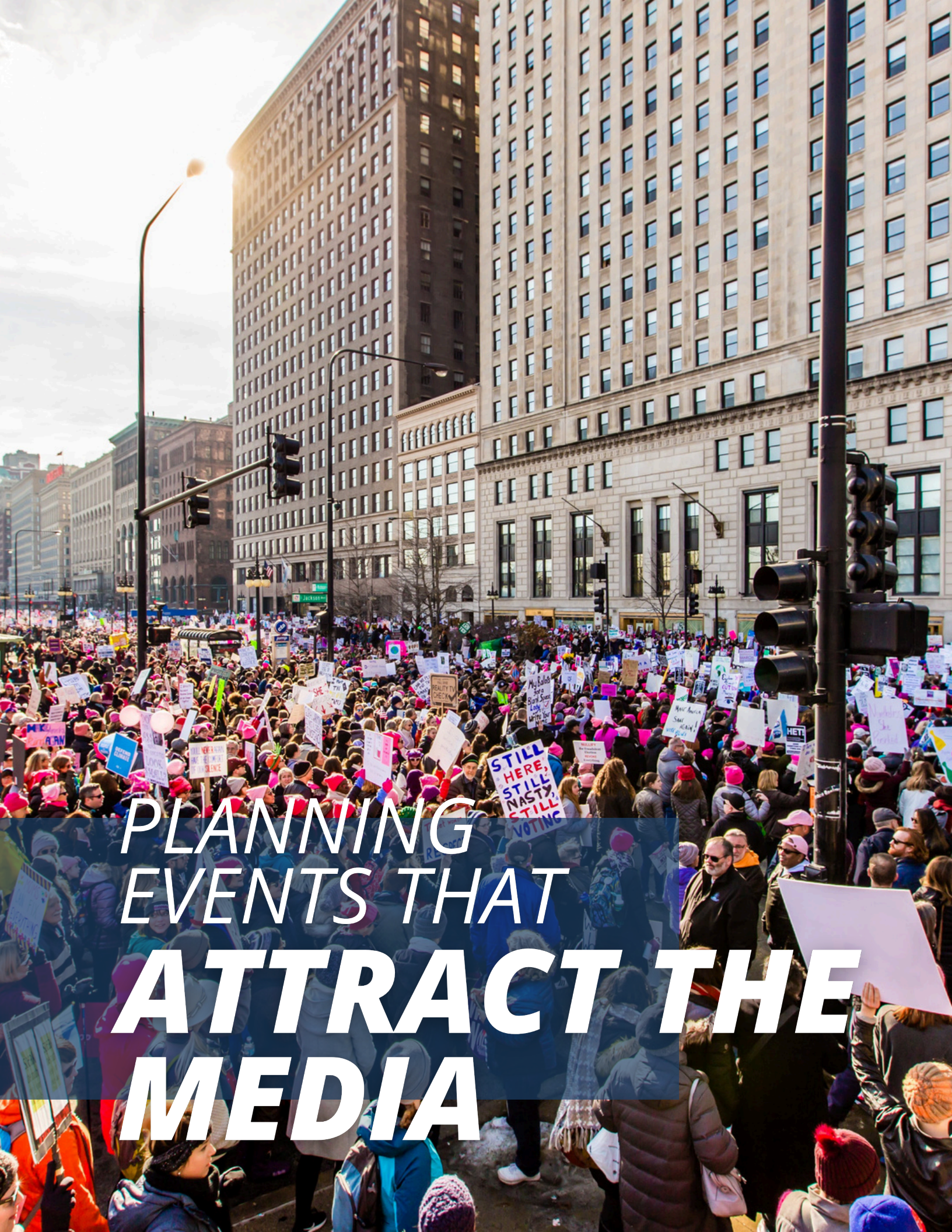
PLANNING EVENTS THAT *ATTRACT THE* MEDIA

Planning Events That Attract Media

Engaging the media in your TRIO events helps amplify your message, build public support, and influence decision-makers. By creating media-friendly events and partnerships, you can elevate the visibility of TRIO programs and demonstrate their lasting impact on students and communities.

Designing Media-Friendly Events

Certain event formats are particularly well-suited for media coverage, including:

- **Rallies or Advocacy Days**
  Show strength in numbers and community engagement. Use signs, chants, or coordinated colors for visual impact.
- **Press Conferences**
  Offer clear statements, compelling student voices, and Q&A opportunities for reporters. Keep remarks under 10 minutes total.
- **Award Ceremonies and Recognitions**
  Highlight student or alumni achievements, especially with tie-ins to education equity or community service.
- **Campus Tours for Officials**
  Invite media to follow local leaders as they tour TRIO programs and meet students.
- **Storytelling Events or Roundtables**
  Feature personal testimony from students, staff, or alumni. These are especially effective in intimate settings.

Pro Tip: Include visually striking backdrops (banners, signage, students in TRIO shirts) and clear branding.

How to Partner with Broad-Based Coalitions

Media attention grows when the story has broad support. Collaborate with:

- **K–12 Schools**: Partner on events that showcase college preparation for low-income students.
- **Nonprofits and Community Groups**: Align with organizations that support education, equity, or youth development.
- **Colleges and Universities**: Team up with departments or student affairs to boost visibility.
- **Student Government or Cultural Organizations**: Tap into student-led energy and networks.

Co-hosted events help increase turnout and message amplification, especially when each partner brings their audience, spokesperson, or publicity channels.

Key Elements of a Newsworthy Event

Journalists weigh several factors when deciding to cover an event:

- **Timeliness**: Link your event to breaking news, legislative activity, or awareness months (e.g., First-Gen College Celebration Day).
- **Visuals**: Outdoor rallies, group shots, student signage, and banners make for strong photography or video.
- **Spokespeople**: Have a mix of voices—student, alumni, professional, and leadership. Prepare 2-3 soundbites each.

- **Urgency**: Connect the event to a larger issue: a vote, a deadline, a policy decision, or a community crisis.
- **Access**: Ensure that media have a clear place to check in, film, interview participants, and get press materials.

Sample Media Timeline

Timeframe	Task
3–4 weeks out	Secure venue, confirm theme, book speakers, and request elected official participation.
2–3 weeks out	Begin promoting to partners and inviting local coalition members. Draft media advisory.
10 days out	Send media advisory to education reporters and local news desks. Promote on social media.
1 week out	Confirm spokesperson talking points. Prepare press kits, signage, and fact sheets.
2 days before	Follow up with reporters. Finalize run-of-show and logistics. Share photos/videos in advance, if applicable.
Day of	Set up media check-in, distribute press kits, record or photograph event, and collect quotes.
1–2 days after	Follow up with reporters who didn't attend. Send photos, a press release, or highlights.

Inviting Elected Officials, Trustees, or Local Celebrities

- **Reach Out Early**: Request their attendance at least 3–4 weeks in advance through formal letters or calls.
- **Provide Talking Points**: Make it easy for them to speak about TRIO's impact—supply a fact sheet and student story.
- **Feature Them in the Program**: Offer them a speaking slot, a tour, or a photo opportunity with students.
- **Consider a Recognition**: Present them with a certificate or plaque to incentivize participation and create a photo moment.
- **Coordinate with Their Staff**: Confirm logistics and ensure the media timeline accommodates their availability.

MEDIA ADVISORIES
AND GENERATING
EVENT
COVERAGE

Getting Coverage for an Event

Once your TRIO event is planned, the next step is making sure the media knows about it, covers it accurately, and helps share your message with the broader public. This section outlines how to effectively prepare and follow through on media outreach before, during, and after your event.

How to Write and Send a Media Advisory

A **media advisory** is a short, clear invitation to news outlets that tells them:

- **What** is happening
- **Who** will be there
- **When** and **where**
- **Why** it matters

Tips for writing your advisory:

- Use the headline to emphasize the newsworthiness (e.g., *"TRIO Students Rally to Urge Congress to Protect Federal Funding"*)
- Include a bulleted format for event details (who, what, when, where, why)
- Keep it to one page

When to send:

- Email the advisory to local and regional reporters 5–7 days before the event
- Follow up 2–3 days before the event with a phone call or personalized email

Following Up with Personal Calls to Reporters

Reporters receive dozens of advisories a week. To rise above the noise:

- **Call education or community reporters directly** to flag the event
- Mention any **visual opportunities**, high-profile speakers, or strong student voices
- Offer interviews ahead of time if applicable
- Be respectful of deadlines and follow their preferred contact method (email or phone)

Even if they don't plan to attend, they might still cover the event or request a quote or photo.

Preparing a Press Kit

Your press kit should be ready in both **print and digital formats** and include:

- **Event agenda** or run-of-show
- **Speaker bios**
- **TRIO fact sheet**
- **Quotes** from students, alumni, or program leaders
- **Media contact information**

Have copies ready at a welcome table and be prepared to email them to reporters who RSVP or follow up after.

Identifying and Training Spokespeople

Well-prepared spokespeople are key to telling the TRIO story with clarity and passion. You'll want:

- One **student or alumni** voice
- One **TRIO professional or program director**
- One **partner or official** (college administrator, school leader, etc.)

Prepare your spokespeople by:

- Providing talking points and fact sheets
- Helping them practice 2–3 concise soundbites
- Rehearsing for common media questions
- Emphasizing the power of personal stories

Managing Press On-Site

Create a welcoming and organized experience for reporters:

- Set up a **press check-in table** with a sign-in sheet and press kits
- Assign someone to **escort media** and coordinate interviews
- Ensure **sound quality** for speakers (use a podium mic if possible)
- Have designated areas for **photography or video**
- Capture your own **photos and video** for media follow-up and social media

Post-Event Follow-Up

Your event isn't done until your message is reinforced. **Send a follow-up email** within 24–48 hours to reporters who attended or expressed interest

- Include:
  - 2–3 quality **photos**
  - **Quotes** from speakers or students
  - A short **summary** of the event
  - **Thank you** message

Ask if they'd like additional interviews, photos, or data. Share any **news clips or coverage** with stakeholders, partners, and funders.

ENGAGING
ONLINE VIA
SOCIAL
MEDIA

Engaging via Social Media

Social media is one of the most powerful tools TRIO programs can use to raise visibility, expand reach, and influence decision-makers in real time. When used strategically, platforms like X (formerly Twitter), Instagram, Facebook, LinkedIn, and TikTok can amplify your message beyond your immediate community and catch the attention of journalists, elected officials, and the public.

Promoting Events and Coverage Online

Use your social channels to build momentum **before, during, and after** your event:

Before the Event

- Create a branded hashtag (e.g., #TRIOWorks, #ProtectTRIO)
- Share digital flyers, save-the-dates, and speaker highlights
- Post a countdown and reminders
- Encourage TRIO alumni, students, and partners to reshare

After the Event

- Post event highlights, photos, and quotes from speakers
- Share links to any media coverage
- Tag your institution, elected officials, and partners
- Thank attendees publicly and invite others to take action

Live-Tweeting and Streaming Media Events

Live coverage builds engagement and visibility:

- Assign someone to manage social media during your event
- Live-tweet key quotes and photos with event hashtags
- Stream on Facebook Live, Instagram Live, or YouTube
- Share stories and reels for behind-the-scenes content
- Pin the most important post or stream to the top of your feed

Best practice: Always test your audio and internet connection before going live.

Tagging Outlets and Journalists

Tagging raises your visibility and can lead to increased coverage or reposts:

- Tag **reporters, photographers, and outlets** who attend or cover your event
- Mention and tag **local elected officials** (they often reshare when mentioned)
- Use **#TRIOWorks** and tag **@COEWorks** (COE's account)
- Include **state and regional TRIO associations** when relevant

Tip: Don't over-tag — limit to 2–4 relevant accounts per post for best engagement.

Visual Storytelling: Infographics, Reels, Short Videos

Well-designed visuals grab attention and drive shares. Consider:

- Infographics with **local TRIO impact statistics**
- Reels or TikToks featuring **student voices or testimonials**
- Short videos explaining **what TRIO is and why it matters**
- Instagram carousels for multi-part storytelling
- Quote graphics with student or alumni reflections

Tools: Canva, Adobe Express, CapCut, or InShot make content creation easier even on a tight budget.

Sample Social Media Toolkit for TRIO Campaigns

To support TRIO professionals and students, provide a shareable toolkit that includes:

1. Suggested Posts

- "TRIO helped me get to and through college. Congress: Keep TRIO funding strong! #TRIOWorks"
- "Proud to stand with @COEWorks and the 860,000+ students served by TRIO. Our stories matter. #ProtectTRIO"

2. Graphics

- "What Is TRIO?" one-pager
- TRIO student success quote templates
- State-specific funding maps or impact snapshots

3. Hashtags

- #TRIOWorks
- #TRIOAdvocacy
- #FirstGenProud
- #ProtectTRIO

4. Tag Suggestions

- @COEWorks
- Your institution's social media handle
- Local elected officials (e.g., @SenatorBennet, @RepBoebert)

5. Call to Action

- "Share your TRIO story today and tag your representatives."
- "Post a photo from your TRIO experience and explain what TRIO means to you."

PREPARING FOR AND COMMUNICATING DURING A CRISIS

When your program faces negative press, policy threats, or public misunderstanding, a clear, proactive communications strategy is essential. This section provides guidance on preparing for crises and responding with professionalism and clarity.

How to Prepare for Negative Coverage or Policy Threats

Preparation is key to navigating challenging moments without losing public trust. Begin with:

- **Risk Assessment:** Identify potential vulnerabilities (e.g., funding cuts, controversial legislation, community backlash).
- **Crisis Plan Development:** Outline who speaks for your program, how decisions are made, and what protocols to follow.
- **Message Preparation:** Draft statements and gather impact data in advance, so you're not starting from scratch during a crisis.
- **Partner Coordination:** Stay in close communication with your institutional PR office and with COE's public policy office for strategic support.

Designating a Media Spokesperson

Having a trained and authorized media spokesperson avoids confusion and helps maintain message discipline.

- Choose a spokesperson familiar with both your program and media engagement.
- Ensure the spokesperson understands what's "on the record" and when to defer questions.
- Provide regular briefings and talking points aligned with local and national TRIO goals.

Designate a backup spokesperson, and ensure all staff members know who to refer media to.

Sample Holding Statement

In fast-moving situations where information is limited, use a holding statement to acknowledge the situation and indicate your next steps. For example:

> "We are aware of the situation and are reviewing all relevant information. Our priority remains the success and well-being of the TRIO students and communities we serve. We will share additional information as it becomes available."

Avoid speculation, and never confirm unverified facts.

Quick Response Checklist

When facing a crisis:

- Confirm facts internally before responding externally.
- Alert institutional leadership and COE communications staff.
- Prepare and circulate a holding statement.
- Brief the designated spokesperson and any key staff.

- Pause unrelated social media or public messaging.
- Monitor media coverage and social media conversations.
- Correct misinformation with facts, not emotion.
- Document all inquiries, responses, and public reactions.

Managing Social Media During a Crisis

Social media can amplify crises—but it also offers a platform for measured, direct communication.

- Temporarily suspend scheduled posts that are not crisis-related.
- Share only verified information. If needed, post the holding statement.
- Monitor hashtags, mentions, and comments for misinformation.
- Avoid emotional responses; use facts and link to official statements.
- Use pinned posts or stories to clarify your message at the top of your profile.
- If targeted or harassed online, take screenshots and report to the platform and your institution.

SHARING WITH STAKEHOLDERS AND *REPORTING RESULTS*

Measuring Success and Reporting Outcomes

Effectively engaging the media is only part of the strategy—tracking results and demonstrating impact is equally critical. This section outlines how to monitor coverage, evaluate success, and report outcomes to stakeholders, donors, and policy allies.

How to Track Media Mentions and Coverage

Keeping a record of your program's media appearances helps demonstrate visibility, value, and public engagement. To track mentions:

- **Create a Media Log:** Note publication name, date, title, link (if available), journalist name, and topic.
- **Set Google Alerts:** Use keywords such as your program's name, institution, and "TRIO" to receive email updates when those terms appear online.
- **Ask Partners to Share Mentions:** Coalition members, elected officials, or campus public affairs teams may track coverage and can loop you in.

Tools for Clipping and Monitoring Press

Several tools are available to help capture and organize media content:

- **Free Tools:**
    - Google Alerts (online articles)
    - Twitter/X and Facebook search functions (social media mentions)
    - Screen captures and manual bookmarks
- **Paid Services (for institutions or coalitions):**
    - Cision or Meltwater (professional press clipping and analytics)
    - TVEyes (monitors television and radio coverage)
    - Hootsuite or Sprout Social (track engagement and audience behavior)

Save PDFs or screenshots of any print, broadcast, or digital pieces for reporting and archiving purposes.

Evaluating Impact: Reach, Engagement, Advocacy Outcomes

Measuring success requires looking beyond the number of mentions. Consider:

- **Reach:** How many people were potentially exposed to your story? (Consider publication readership or social media impressions.)
- **Engagement:** Did the story generate shares, comments, or dialogue? Were allies, students, or officials tagged or quoted?
- **Action:** Did your media engagement lead to new advocates, event attendance, or messages to Congress?
- **Policy Influence:** Did your campaign support or prevent legislation, funding changes, or institutional action?

Tie media performance back to your broader goals: raising awareness, building partnerships, and defending TRIO programs.

Sharing Results with Stakeholders and Donors

Showcasing media results helps reinforce TRIO's impact and inspires continued investment and advocacy.

- **Create a Media Summary Report:** Include highlights, links, screenshots, key metrics, and quotes.
- **Share in Presentations and Newsletters:** Provide regular updates to your advisory board, institutional leadership, and program funders.
- **Visualize Impact:** Use charts, pull quotes, or photos to bring the story to life.
- **Celebrate Publicly:** Recognize students, alumni, and partners featured in the press. This reinforces community and increases visibility.

Strong, data-driven media tracking demonstrates your program's effectiveness—and helps build long-term champions.

SAMPLE RELEASES, TALKING POINTS, TEMPLATES AND GUIDES

A. Sample Press Release

FOR IMMEDIATE RELEASE
[Date]

Contact:
[Your Name]
[Your Title]
[Organization Name]
[Phone Number]
[Email Address]

Headline: TRIO Programs Help First-Generation Students Achieve College Success
Sub-headline: *Local College Provides Critical Resources for Low-Income, First-Generation Students*

CITY, STATE – Today, [Institution Name] celebrates the success of its TRIO programs, which have been instrumental in supporting first-generation, low-income students through graduation. These programs, which include Student Support Services (SSS), Upward Bound, and Educational Talent Search, are essential for helping students overcome the barriers to higher education.

"Our TRIO programs are an essential resource for students who may not otherwise have access to higher education," said [Name], [Title], at [Institution Name]. "Through mentorship, tutoring, and financial support, we are creating a pipeline to success for first-generation college students."

[Insert specific statistics, student success stories, or quotes from a program participant]. For more information on TRIO programs and how they help students, visit [website].

About [Institution Name]

[Institution Name] is dedicated to providing high-quality education and support services to students, particularly those from low-income and first-generation backgrounds.

###

B. Sample Media Advisory

MEDIA ADVISORY
[Date]

Contact:
[Your Name]
[Your Title]
[Organization Name]
[Phone Number]
[Email Address]

WHAT:
[Event Title] – [Brief Description of Event]

WHO:
[Spokesperson Name, Title]
[Additional Participants]

WHEN:
[Date & Time]

WHERE:
[Event Location]

WHY:
[Provide a brief rationale for why the event is significant, focusing on how it ties into TRIO's mission or the advocacy effort]

MEDIA OPPORTUNITIES:
- Interviews with program leaders and students
- Photo and video opportunities
- Quotes from key participants

Please RSVP by [RSVP Date] to [Email or Phone].

For more information, please contact [Your Name] at [Phone Number] or [Email Address].

C. TRIO Talking Points

What Is TRIO?

- TRIO programs are federal outreach and student services initiatives designed to identify and provide services for individuals from disadvantaged backgrounds.
- Funded by Congress and administered by the U.S. Department of Education, TRIO includes seven distinct programs that serve students from middle school through post-graduate study.
- TRIO supports first-generation college students, low-income individuals, students with disabilities, veterans, and students from foster care or rural communities.

Why TRIO Matters

- TRIO helps students who face systemic barriers succeed in high school, access higher education, graduate from college, and enter meaningful careers.
- By providing academic tutoring, personal counseling, mentoring, financial guidance, and other supports, TRIO levels the playing field for students often left behind.
- TRIO programs directly address issues of economic inequality, racial equity, and access to quality education.

Why TRIO Should Remain a Federal Initiative

- Access and retention services are an absolutely essential component of the federal strategy to ensure equal educational opportunity and national economic prosperity.
- Access and retention services are vital to ensure that expenditures on student financial aid are a sound investment.
- Educational opportunity is central to the good of society.
- Budget constraints at most colleges and universities have already eliminated most of the transition programs that would specifically target or serve potential students from low-income families.
- TRIO programs bring true socioeconomic diversity to college campuses nationwide.

Impact of TRIO

- More than 860,000 students are served by TRIO programs each year across more than 3,400 institutions and organizations nationwide.
- Over 6 million students have graduated with support from TRIO since its inception in the 1960s.
- TRIO programs boast higher college enrollment and graduation rates than national averages for low-income, first-generation students.

Programs That Change Lives

- **Upward Bound** and **Upward Bound Math-Science** prepare high school students for college through summer programming, academic support, and cultural enrichment.
- **Talent Search** helps younger students understand and navigate the path to college, often the first in their families to do so.
- **Student Support Services (SSS)** boosts retention and graduation rates for college students through tutoring, advising, and career planning.
- **McNair Scholars** prepares undergraduates for doctoral study through research and faculty mentoring.
- **Educational Opportunity Centers (EOC)** support adult learners returning to college with financial aid and admissions guidance.

- **Veterans Upward Bound (VUB)** helps military veterans transition to college and civilian life with academic and personal support.

Data That Supports TRIO

- TRIO students graduate at rates 15–20% higher than peers from similar backgrounds who do not receive services.
- According to COE data, students in Student Support Services are 16% more likely to stay in college and 10% more likely to earn a degree within six years than their peers.
- McNair participants are 2–3 times more likely to pursue a doctoral degree compared to their peers.

Return on Investment

- Every dollar invested in TRIO generates long-term economic benefits through increased earnings, reduced unemployment, and higher tax contributions.
- TRIO's success reduces reliance on social services and increases civic engagement and public service.

Student Stories

- Behind every statistic is a real story: a first-generation student attending college after growing up in foster care; a veteran rebuilding their future; a student from a rural town entering STEM research.
- TRIO changes the trajectory of lives, families, and entire communities.

Policy and Advocacy

- TRIO funding must be preserved and increased to meet growing demand—over 3 million eligible students go unserved each year due to limited resources.
- Bipartisan support for TRIO shows that investing in education and opportunity transcends politics.
- Local leaders, educators, and businesses can amplify TRIO's impact by supporting TRIO in schools, colleges, and policy conversations.

Educational Opportunity

- TRIO is not a handout—it's a hand up. It helps students unlock potential, not just access.
- TRIO is government in action: supporting students not because they're less capable, but because they've had fewer opportunities.
- When students succeed through TRIO, we all benefit—from stronger communities to a more educated and diverse workforce.

D. Student/Alumni Story Template

Student/Alumni Name:	
TRIO Program(s) Involved:	
Background Information: [Brief biography of the student, including family background, challenges faced, and how they became involved in TRIO]	
The Role of TRIO: [Describe how TRIO programs helped them—financial aid, mentoring, academic counseling, etc.]	
Success Story: [Describe a major achievement, such as graduation, internship, or acceptance to graduate school, facilitated by TRIO support]	
Quotes from the Student/Alumni: • "TRIO has been a lifeline for me throughout my college journey." • "Without the support I received from TRIO, I would not be where I am today."	
Current Position/Plans for the Future: [What the student/alumni is doing now or their aspirations for the future]	

E. Sample Op-Ed

Title: The Power of TRIO Programs in Leveling the Playing Field for First-Generation Students

By: [Author Name, Title]

In the United States, higher education has long been seen as the gateway to a better life, but for many first-generation college students, the barriers to success are insurmountable. TRIO programs play a critical role in helping these students—many of whom come from low-income backgrounds—access, navigate, and succeed in college.

The need for TRIO is undeniable. [Discuss student success stories, including how TRIO has helped students at a specific institution.]

Students from disadvantaged backgrounds often lack the support systems necessary to excel academically or to feel confident navigating the complex terrain of higher education. [Author provides data about the importance of TRIO programs in supporting first-generation students.]
TRIO offers academic counseling, financial literacy education, mentoring, and assistance in securing financial aid, all of which are critical for these students' success. [Discuss alumni success stories, including how TRIO has helped students at a specific institution.]

As Congress debates the future of TRIO funding, we must make sure these programs are adequately supported, as they provide life-changing opportunities for those who need them most. TRIO is not just an investment in students, but an investment in our nation's future.

[Provide a summary of the author's background and qualifications, highlighting their relevant experience or expertise, to establish the author's credibility and give readers a sense of why their opinion matters.]

F. Sample Event Media Plan

Event Title:	[Event Name]
Date and Time:	[Date, Time]
Location:	[Event Location]
Goal of the Event:	*Describe the primary objectives of the event, such as raising awareness about TRIO, advocating for funding, celebrating student success, etc.*
Target Audience:	*Media, TRIO participants, alumni, local community, etc.*

Key Messages

Message 1	
Message 2	
Message 3	

Media Outreach Plan:	1. Send media advisory [X] days before the event. 2. Follow up with phone calls to key reporters. 3. Confirm attendance and provide necessary materials (press kit, talking points, etc.). 4. Ensure event live-tweeting and social media engagement.
Key Spokespeople: [List names and titles of individuals who will speak at the event]	
Media Follow-Up Plan:	• Send event photos and press releases post-event. • Share media coverage with stakeholders and donors.

G. List of TRIO-Supportive Media Outlets

National Publications and Networks:

- *The Chronicle of Higher Education*
- *Education Week*
- *NPR Education*
- *Inside Higher Ed*

Regional Outlets: [List regional newspapers and websites that focus on higher education or community issues]	
Local TV and Radio Stations: [List notable stations that cover community events and education stories]	

H. Crafting Your Message: TRIO Media Toolkit Worksheet

1. TRIO Elevator Pitch [Use this space to draft your elevator pitch about TRIO. Keep it short, impactful, and easy to memorize.]	
2. Student or Alumni Story [Describe a student or alumni story that illustrates the impact of TRIO. Focus on their challenges, how TRIO helped, and the outcome.]	
3. Local and National Data [List local statistics and outcomes that show TRIO's impact in your community or institution.]	*Examples: number of TRIO students served, college enrollments, scholarships earned.*

4. Key Messages by Media Type: Customize your main message depending on the media format.

Media Type	Your Main Message	Additional Notes
TV Interview		
Radio Segment		
Print Story		
Op-Ed		
Social Media		

I. Characteristics that Distinguish TRIO Programs from Other Programs

In many communities, TRIO programs are the only programs that help students to overcome class, social, academic, and cultural barriers to higher education. The educational and human services, which distinguish TRIO programs from all other counseling programs in America, are as follows:

One-On-One: TRIO counselors have an opportunity to work one-on-one with each student. Unlike traditional counseling programs, TRIO professionals get to know each student on a first-name basis. TRIO counselors are personally committed to the success of their students.

Performance-Based: Each TRIO project operates against specific, measurable outcome objectives as clearly defined in each approved grant proposal. TRIO project directors are held accountable and must meet their stated objectives each year if they expect to remain funded and able to help participants in their targeted service area.

Early Intervention: Two of the TRIO programs, Talent Search and Upward Bound, are early intervention programs. These programs effectively reach students in grades six through twelve with "college potential" but often do not recognize or understand their academic and career options beyond high school. Each year, these two programs keep thousands of promising young, low-income, and minority students in school and focused on career and college success.

First-Generation & Low Income: Two-thirds of the students in the TRIO programs come from families with incomes under $31,200 (family of four), where neither parent graduated from college. In most cases, parents have no higher education experience, do not understand the postsecondary process, and do not necessarily value higher education.

Built on Relationships: Over a period of several months or years, TRIO professionals build both personal and professional relationships with their students. Such positive relationships are critical to the success of every TRIO program. The staff of each TRIO project creates a climate of support for students as they strive to move out of poverty and dependence. As a result of these strong positive relationships, many TRIO college graduates periodically return to their programs to encourage and inspire current students.

Tough Cases: Many students come to TRIO from neighborhoods filled with violence, discouragement, negativity, and hopelessness. In most cases, students in the TRIO programs are poor. A single parent raising several children, an older child helping to raise younger siblings, a physically disabled person with few financial resources, and a struggling high school student trying to escape a life of poverty describe the young people and adults who turn to TRIO for help and special assistance.

Consistent & Intense: TRIO projects and professionals are consistently available to their students. In fact, some TRIO programs enable students to meet with counselors during the summer, in the evening, or on weekends. Many TRIO professionals, as part of their specified program objectives, visit students at home to discuss courses or career plans.

Comprehensive Services: The academic and human services as administered through the TRIO programs are comprehensive and most go far beyond traditional services offered by high school or college counselors. Many TRIO students receive instruction in literature, composition, foreign languages, mathematics, and STEM (science, technology, engineering, and mathematics). In addition, students receive assistance in completing college admission and financial aid applications, tutorial services, and exposure to cultural events.

People Who Have Been There: Like students, many TRIO professionals had to overcome class, social, academic, and cultural barriers to succeed in higher education. As a result, they can effectively relate to their students and know how to motivate young people and adults in spite of the obstacles, which often serve to discourage students from low-income families.

Community-Based: The community, not the federal government, determines community need. TRIO projects are funded based on clear evidence that the project is needed in a particular community or town. Criteria used in determining need in a specific area include income level, educational attainment level, dropout rates, student-to-counselor ratio, social and economic conditions, and overall demographic data.

J. Glossary of Media Terms

Advisory (Media Advisory) – A short, time-sensitive notice sent to journalists to inform them of an upcoming event, press conference, or opportunity to cover a story.

Attribution – Indicating the source of a quote or piece of information in a story, such as "according to TRIO Director Jane Smith."

Background – Information provided to a journalist to deepen their understanding of a subject. It is typically not quoted directly but helps contextualize the story.

Beat Reporter – A journalist who regularly covers a specific topic or area, such as education, politics, or community news.

Boilerplate – A short, standard description of an organization included at the end of press releases.

Broadcast Media – Media that is transmitted through television or radio, either via traditional airwaves or digital platforms.

Byline – The name of the journalist who wrote the article, usually placed under the title.

Circulation – The number of copies a publication distributes on an average day. Often used to gauge the potential reach of a story in print.

Clip (News Clip) – A saved copy of a published article or recorded segment, often used to track coverage or create a media archive.

Editorial – An opinion piece written by the publication's editorial board that reflects the outlet's official stance on an issue.

Embargo – A request by a source that the information provided not be published until a specific date or time.

Exclusive – A story given to only one media outlet, often in exchange for prominent placement or deeper coverage.

Feature Story – A longer article that explores a topic in depth, often with a human-interest angle and more narrative style.

Hard News – Straightforward reporting on recent events or announcements, typically focused on facts and urgency.

Headline – The title of a news article or press release; it should grab attention and convey the main point quickly.

Holding Statement – A pre-drafted message prepared for crisis or breaking news situations, acknowledging an issue while a full response is developed.

Lead (Lede) – The first sentence or paragraph of a news story that summarizes the most important information.

Local Angle – The aspect of a story that ties it to a specific geographic area, making it relevant to regional or community-based outlets.

Media Contact – The designated person who coordinates media inquiries and responses for an organization.

Media Kit – A packet of materials (bios, fact sheets, press releases, visuals) provided to reporters to help them cover an event or story.

News Hook – A timely or compelling element that makes a story newsworthy, such as a new report, student success story, or upcoming legislation.

Off the Record – Information shared with a journalist that is not intended for publication or attribution. This should only be used with mutual agreement.

On the Record – Statements that can be published and attributed directly to the speaker.

Op-Ed (Opposite the Editorial) – An opinion article written by someone not affiliated with the newspaper's editorial board. These are submitted pieces that advocate for a viewpoint or policy.

Pitch – A brief message (usually an email) to a journalist suggesting a story idea, interview, or feature opportunity.

Press Conference – A live event where speakers address the media and answer questions. Used to make major announcements or respond to developments.

Press List – A curated list of media contacts and outlets to which press materials are sent.

Press Release – A formal written statement issued to media outlets to announce news, events, or programs.

Publicist – A person who manages publicity and media relations on behalf of an organization, individual, or cause.

Quote – Verbatim statements from individuals, used to add authority and emotion to a story.

Reporter – A journalist who gathers information and writes news stories.

Soundbite – A short, memorable quote or statement designed for broadcast or social media. Often used in TV and radio interviews.

Spin – A strategic or biased presentation of facts intended to shape public perception.

Stakeholder – An individual or group with an interest or investment in the success or impact of a story or initiative.

Statement – A written comment released to the media, often used for official responses or positions.

Stringer – A freelance journalist who contributes stories to media outlets but is not a full-time staff member.

Visual Assets – Photos, infographics, video clips, or other media that help illustrate a story for print, broadcast, or digital use.

Wire Service – A news agency (e.g., Associated Press or Reuters) that provides stories to multiple media outlets.