

## Memo to Colleges:

As part of our ongoing effort to ensure that as many media outlets, news organizations, labor groups and organizations and veteran services offices know about our Advance Wisconsin – Manufacturing outreach efforts this year, we’re looking to leverage the state’s news media and specialty media as part of our “earned media” strategy.

### Suggested Next Steps for You:

Here are three release templates we’d like to offer to your college and thoughts on how you might use them. They’re fairly self-explanatory with the ultimate goal of minimizing the work on your end!

- **General Media news release.** You would simply localize the press release to fit your own college’s advanced manufacturing programs and course availability. Insert your quotes – and local wage information. If it works for you, please send to your entire media list, dailies, weeklies, radio, TV and other media on your list within by July 16th.
- **Veterans Only news release.** Localize the veterans-only press release the same way as described above. Send the “veterans only” press release to County CVSOs. (each county has its own County Veterans Service office). *To find them, go to [wicvso.org](http://wicvso.org) and click on the counties you’re targeting.*

In addition, send the “veterans only” press release to your local chapters of American Legion, VFW, AmVets. (A number of cities also have local veterans assistance centers.)

- **Labor Groups/Organizations news release.** Localize the “labor groups/organizations” press release the same way as described in the “general media” release section. Send the release to local labor temples and locals of statewide labor unions.

### Next Steps for Us:

- On a statewide level, the TAACCCT Grant Team will follow up in three weeks by sending statewide press releases to all media, statewide veterans groups and statewide labor groups, Department of Workforce Development (DWD) and the Department of Veterans Affairs. That way, we’re sure to hit all media at least once.

We’ll monitor for success, then follow up with a proposed Letters to the Editor strategy and an opinion piece strategy.

- In the meantime, we’ll be looking for good human interest stories that we might use statewide or region wide – stories that tell the advanced manufacturing story and how their training has improved their lives. If you have any new stories beyond the spotlights, please share with us.
- If you’d like to us to work with you on feature story development; editorial page editors, TV, and other targeted media such as business and minority publications, please contact me for further assistance.

Please understand that these are simply tools and resources for you to use and an offer to provide any help we can.