



Media Blitz

Ask students to create commercials, news stories, and other promotional and/or informative pieces about going to college or specific college opportunities. Then launch a media campaign in your school and community. Students can:

Write radio ads about college or specific colleges or programs. Read these over the school intercom, or work with a local radio station to get them on the air.

Create television commercials. Show these in class or on local cable channels.

Design posters or brochures and distribute them in school and in the community.

Create a website or online ads.

Launch a social media campaign.

Adapted from a publication for the College Foundation of West Virginia (CFWV) initiative; used with permission from the West Virginia Higher Education Policy Commission.