

Press Events

Making student climate work visible.

Students often launch strong programs and solve real problems, but those achievements go unnoticed.

Top College USA helps student teams turn milestones into media-ready moments with a clear hook, a strong scene, and a story that shows why it matters now.



Media Visibility

Turn student milestones into newsworthy moments that get seen and shared.



Event Framing

Build a clear hook and scene that invites reporters to show up.



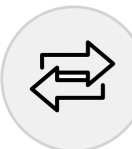
Reporter Outreach

Connect with the right reporters and give them everything they need.



Community-Facing Storytelling

Make stories relatable, relevant, and reflective of student leadership.



Challenge

Student projects were getting results, but the work was staying under the radar. The challenge was turning quiet accomplishments into visible public moments that could inform, inspire, and engage the community.



Narrative Shift

Top College USA reframed the story by building clear, human-centered stories around milestone events like a lettuce harvest, a cafeteria launch, an art contest, or a public comment. The focus was on impact, people, and solutions local audiences cared about.



Communications Assets

We developed a full suite of materials to make it easy for journalists, partners, and students to tell the story.







- Media advisories
- Press releases
- TV pitch language
- Reporter outreach
- Student remarks
- Partner remarks
- Event descriptions
- Photo opportunity planning



Outcome

Press events increased visibility, attracted new partners, and strengthened student leadership. Stories reached local media, engaged audiences, and advanced the work on campus and in the community.

What We Built

 Media Advisory	 Press Release
 TV Pitch	 Quote Sheet
 Student Remarks	 Event Description

“*Local media needs a scene, a reason to show up, and a reason to care now.*”

— Top College USA

Project Snapshots



Event Flyer



Press Release



Student Speaker



Media Photo Op