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Please copy Amanda Garcia and Marco Guajardo from Texas AFT on all requests for assistance.

Key Questions:

1. Am I able to tie this back to the student experience?
2. Does this connect to workforce or economic development?
3. Does this harm the reputation of the institution or devalue degrees?

How we can help:

- Drafting media advisories, press releases, op-eds/LTEs, and other earned media support
- Partnering on press strategy ahead of major events
- Support fielding interview requests from press
- 1:1 prep calls and talking point development ahead of interviews