



2019 MEDIA TOOL KIT



*Sponsored by
Ford Motor Company Fund*

Since 2010, Ford Driving Dreams Grants has invested more than \$2 million and impacted more than 2,260 students and 74 LULAC councils across the U. S. and Puerto Rico. For the ninth consecutive year, Ford Motor Company Fund - the philanthropic arm of Ford - and the League of United Latin American Citizens (LULAC) have selected 8 LULAC councils to receive high school drop-out prevention program grants. Eight LULAC councils each will receive a \$20,000 grant over two years. Additionally, three grantee recipients from 2017 – LULAC Council #5294 in Pilsen, IL; LULAC Council #2890 in Hollister, CA; and LULAC Council #20009 in Philadelphia, PA, were selected to receive a \$10,000 grant to continue their programs for one additional school year given their remarkable impact in their communities. All LULAC councils implement their programs in partnership with a local education entity.

Austin, TX - Council #22325

Council #22325 and LULAC National Educational Service Center Inc. (LNESEC) plan to increase Latino youth graduation rates through a model of intensive academic intervention. They hope to give value to students' education beyond a transcript and fully immerse them in the possibilities available to them such as scholarships and internships. Their over encompassing program will include working with counselors, college visits, and diverse STEAM-focused workshops, amongst others, to help students attain the confidence to graduate and go on to pursue a path of higher education.

Buttonwillow, CA - Council #3272

Council #3272 and Taft Oil Technology Academy will be working together to steer at-risk students into STEM-related academic paths. The council has the advantage of having STEM-related talent base to draw from, and they plan to transfer that expertise over to the at-risk students in the form of engineering, biology, geology and electrical engineering workshops. In addition to these educational and technical workshops, these partners will provide other resources such as professional etiquette workshops, motivational speakers for both students and parents, and tutoring to engage the students and encourage them to be excited for their futures.

Cataño, PR- Council #14834

Council #14834 is working with No Limits Youth Ministry to create a better tomorrow for Latino youth in their community. They plan to address the desire of students to become leaders, professionals and entrepreneurs but lack the tools and mentors to motivate and assist them on achieving their academic goals. They will do so by providing various workshops that will allow students to become engaged in fields that may interest them such as a robotics design, body basic science, STEM, art design and video games.

Muscatine, IA - Council #371

Council #371 and Muscatine County Agricultural Ext. District hope to empower Latino students and their parents through greater collaboration between parents, staff, youth, and community partners to promote academic success and explore options for post high school education. They hope to aid students and their families with the tools and knowledge necessary to help Latino youth reach higher education. Their plan consists of workshops through the Juntos: Together for a Better Education program; afterschool club meetings focusing on STEM, leadership, civic engagement, communication and healthy living; academic coaching; activities/events centered around STEAM and leadership development; STEAM-oriented camps; and collaborating with the district by sharing data gathered through their projects.

Phoenix, AZ - LULAC Council #1208

LULAC Council #1208 and Chicanos Por La Causa (CPLC) Community Schools plan to offer a modified curriculum to better equip high school students and their families with a college ready culture and the tools necessary to improve students' access to higher education and careers. They will encourage them to participate in the program by offering the advising program as a graduation requirement in hopes of preparing graduating students and their families. The program design and curriculum will consist of a series of workshops, a campus visit and tour, STEAM labs, and a student-lead service learning project that will emphasize the important role both students and families play as they prepare for higher education.

Santa Ana, CA - LULAC Council #2848

Council #2848 and Anaheim High School ILC are working to get students to look towards the future and realize that a world of opportunity awaits them through their Independent Learning Center (ILC) program. The program has a wide array of resources and activities to provide the support and motivation necessary for students to gain confidence in their abilities. Some of these activities include career guest speakers from diverse fields, college fieldtrips, volunteering, science nature hikes, and science labs. Through these experiences, they hope to increase students' level of hope and awareness as to the many options for them after high school.

West Liberty, IA - LULAC Council #310

LULAC Council #310 and their partner West Liberty Community School District (WLCSD) believe in the power of a focused instruction and community programming to help students complete high school and postsecondary education. Their programs include The Dual Language Program, STEM Robotics Summer Camp, and Noche de Ciencias. Their goal is to introduce students in the WLCSD to the skill set provided by STEM/STEAM programs and expose them to all the opportunities of education and careers that arise from these fields. A key factor for success will be the various partnerships they have throughout the community.

Woodstock, IL - Council #5296

Council #5296 and Waukegan to College (W2C) plan to get at-risk students in the community back on track with education by providing them with services that will help them to pursue a college degree. Their four major projects are to ensure students connect with programs that will expose them to opportunities leading to STEM careers, further expand their mentorship program in partnership with PepsiCo, recruit students for the National Convention in Milwaukee, WI, and award scholarships to top-qualifying students. Elements of their multifaceted program involve monthly workshops, one-on-one counseling, weekly tutoring, summer enrichment, mentoring and college access programming.

RENEWAL COUNCILS FROM 2018

Hollister, CA - Council #2890

LULAC council #2890 is working with Gavilan College and San Benito High School to provide career and personal development courses and STEM activities such as manila mechanics and trebuchet as well as college access activities like financial aid workshops and mentorship. This council's focuses on methods proven by empirical research and best educations practices. These programs will help to prepare the students for the next step of higher education and get them ready to take on real-world issues.

Philadelphia, PA - Council #20009

Council #20009 wants to help develop more leaders within the Hispanic community and provide quality educational opportunities. The council also provides tutoring, mentoring, help with college applications and financial aid resources, role models and better access to transportation, all so that Philadelphia's youth can see a better future fueled by their academic achievement. These programs are meant to keep students from dropping out of school, a significant issue within the community. They have a STEAM program that is being incorporated with the partnership of Temple University.

Pilsen, IL – Council #5294

Council #5294 is developing Chicago's youth leadership skills by having college students mentor high school pupils, and by putting great emphasis on exposing local youth to a wide array of career options. Through the Youth Health Service Corps, Council #5294 is helping develop the doctors and nurses of the future and driving Chicago students to go further.

About Ford Motor Company Fund

- Ford Motor Company Fund is the philanthropic arm of Ford.
- Ford Motor Company Fund – the philanthropic arm of Ford - has been working with community partners for more than 60 years to advance education, safe driving skills and other initiatives that strengthen communities and help make people's lives better.
- The correct name is Ford Motor Company Fund. Ford Fund is **not** the same as the Ford Foundation.
- There is **no** affiliation between Ford Motor Company Fund and the Ford Foundation.

Talking Points about Ford Driving Dreams Grants

- **[Name of Council]** is proud to have been selected as one of 8 councils for the 2019 Ford Driving Dreams Grants program.
- For the next two years, we will be working with **[Education Partner]** and community partners to motivate and provide support for students to achieve on-time high school graduation.
- Ford Driving Dreams Grants is a program developed by Ford Motor Company Fund - the philanthropic arm of Ford - in partnership with LULAC to help Hispanic/Latino youth drive their dreams forward.
- LULAC councils are challenged to develop or expand upon programs that offer local solutions to empower Latino youth to complete their high school education on-time and pursue higher education.
- Ford and LULAC select 10 LULAC councils annually. Eight LULAC councils are selected to receive a two-year \$20,000 grant to work with an education partner. Also, given their success, two recipients from the previous year are selected to receive a \$10,000 grant to continue their programs with Ford Fund's support for an additional school year. This year, three councils were selected for the one-year extension and will each receive \$10,000 to continue their efforts.
- Ford Driving Dreams Grants launched in 2010, and to date 74 grant recipients have worked to keep about 2,260 students on the road to graduation.
- Ford Motor Company Fund – the philanthropic arm of Ford - was founded with the principle that education is a top priority. It supports innovation in education to develop the future workforce and create leaders that will drive tomorrow.
- Ford Driving Dreams Grants promotes on-time high school graduation in the Latino community at the local level in cities across the country.
- It is through education that we give leaders the tools to empower future generations, and it is through this collaboration between Ford Motor Company Fund, LULAC and the councils that we hope to impact the future success of the Hispanic/Latino community.
- Hispanics are the largest minority group in U.S. college campuses, and while they are making major inroads and are multiplying the number of 18- to 24-year-olds enrolled in a two- to four-year college, Hispanics still lag in obtaining a college degree.



TRADITIONAL COMMUNICATIONS & SOCIAL MEDIA

Launch:

- Steps to announce your program:
 - Prepare a media advisory and press release* (templates provided on pages 13 & 14.)
 - Announce the launch of the Ford Driving Dreams Grants program.
 - Identify principals, teachers, and students with energetic attitude who can speak to the media about their expectations and hopes for the program.
 - Distribute press release to your local news outlets.
 - Post news release and photo on your website and promote it on social media with a link to the announcement.
 - Distribute press release to your community contacts, networks, board members. Invite them to share the news in their newsletter.

NOTE: Make sure you obtain permission and release forms for the students and, if under 18 years old, their parent/guardian, before they participate in any media activities.

Post-Launch:

- Once your program has been launched, make sure you keep the media aware of your newsworthy activities/ milestones.
 - Invite media to participate in some of the program's activations, as a volunteer or during an interactive session.
 - Always have strong visual elements for television and photo-ops such as the LULAC logo and/or FDD Grants logo on a backdrop or poster.
 - When inviting media to an event, be sure that your logistics are organized and coordinated well in advance.
 - Identify and prepare student(s) in advance.
 - Identify and prepare a staff member to talk about the program. (refer to talking points)
- Capture compelling success stories from students and parents by collecting quotes, testimonials or video.
- When appropriate, hold an event where you can highlight success stories with students who are moving on to the next grade or graduating from high school.

Press Release: In some cases, the press release will be distributed once an event has taken place to inform the media of the key elements that took place. You should include pictures of the event. Sometimes media cannot attend your event, but they will still be interested in covering the story, the press release will provide recap information of what took place during the event. The release should highlight the student's success, and include statistics that underline the impact of your program.

Media Advisory: Advisories are used to invite press to an event and give a snapshot of activities for media opportunities so they can schedule on their calendar. For example, ribbon cutting, opening of a new center, graduation, etc.

ALWAYS:

Keep LULAC National up to date on the news stories that you secure. Also, keep the main office abreast of your success stories for future opportunities to highlight your story in the national magazine, website and on social media. Also, if you receive a media request for an interview with a Ford Fund spokesperson, please contact Carmen Marsans at (703) 807-0500 or cm@comunicad.com

MAKING NEWSWORTHY STORIES

What Makes a Story Newsworthy?

- **Impact:** A story that impacts people, will impact the community and might peak the media's interest. Ask yourself: "Is this story interesting to a large group of people in my community?" Find issues that connect directly to your program and are examples of success.
- **Proximity:** An event, such as a fundraising or a volunteering component that will bring together the community makes for a great local story.
- **Timing:** Monitor what national/local education reporters are covering and look for a connection to your program. Reach out to local outlets during this window of opportunity.
- **Human Interest:** Stories that include important transformation in a person's life, appeal to a larger audience and demonstrate the program's impact. Make sure you capture an element of emotion within your story with themes of triumphs in adversity, acts of selflessness and perseverance that result in a better quality of life.
- **Uniqueness:** Try to find a differentiating factor(s) that makes your story different from others and highlight it. Ask yourselves: "How can I make this story stand out from the rest?"
- **Conflicts:** Point out how your story solves or addresses a national problem or local concern through the program and its initiatives.
- **Research / Studies:** The media loves data. It helps frame your story in the context of a larger issue and show its impact. Capture numbers that demonstrate the impact of your program, like grade improvement; attendance; disciplinary referrals; and ultimately graduation rates for the participants of your program. A good source for education data is the National Center for Education Statistic at www.nces.ed.gov or Pew Research Center at www.pewresearch.org

Elements of a good story

Simple



Emotional



Truthful



Valid



Visual



STORYTELLING

First things first, update your media list.

BUILDING THE MEDIA LIST

- **Newspapers:** Read the local and community newspapers and local news website. Follow news on social media to see who is writing about education or other relevant issues. Look for those who cover high school/school districts, demographics, Latino issues, community issues, or higher education.
- **Google Alerts:** Set up several Google alerts with keywords and make a note of the reports and media outlets covering stories similar to Ford Driving Dreams. Sample keywords: “Latinos,” “education,” or “youth” and “[CITY]” or “[NAME OF YOUR PARTNER ORGANIZATION].”
- **Television:** Look online for your local TV stations’ website to identify the reporters who cover education and relevant issues. Watch local public affairs shows or community affairs programming. If you can’t find any information on who to call from the website, call the main telephone for the local news station. Hint: Call between 10:00am – 12:00pm or 1:00pm-2:00pm for pitching or information when the news departments are not as busy or on deadline.

MUST-KNOWS WHEN WORKING WITH THE MEDIA

- **Know the reporter:** Reporters have a “beat,” make sure you contact those covering education or relevant issues. Monitor their coverage and who consistently covers issues on education, Latinos, and others. Knowing their beat before you contact them will get their attention.
- **Return calls or e-mails ASAP:** If a reporter or editor shows interest in your pitch, follow up with them as quickly as possible, consider that they have deadlines. If you are responsive with a quick turnaround, they will seek you for future news stories.
- **Understand deadlines:** Reporters usually work under tight deadlines and often need information quickly. Most reporters will seek their stories before noon to tape no later than 2:00 pm. Don’t be shy about asking a reporter their deadlines so you are aware of them in the future.
- **Do not promise what you can’t give:** Reporters work under various angles in one story. It is very likely that they will ask to interview an expert, a representative, a student, a parent, or a combination of some of them. Check availability and quickly respond to the reporter.

Through social media channels, you can build community, promote your program, and showcase the important work your Council is doing. Suggested channels to use while promoting your program include Facebook, Twitter, and Instagram.

Below is a list of **handles** and **hashtags** to us in your program activation, and **sample copy for your posts**:

Handles

Ford Driving Dreams

@forddrivingdreams [Instagram & Facebook]

Ford Fund

@FordFund_ [Twitter]

@fordfund [Instagram & Facebook]

LULAC

@LULAC [Twitter, Instagram]

@lulac.national.dc [Facebook]

Hashtags

#FordDrivingDreams

#FordGivesBack

#FordFund

#FDDGrants

#LULAC

#LULACPrograms

Sample Copy for Posts

Thanks to the @FordDrivingDreams #FDDGrants program, we can help high school students graduate on time and pursue a higher education! @FordFund supports the educational goals of our students with a \$20,000 grant to fund our **[SHORT PROGRAM DESCRIPTION]** in partnership with @LULAC and **[LOCAL PARTNER ORGANIZATION]**.
#FordDrivingDreams #FordGivesBack #LULACPrograms
[ADD PHOTO OF STUDENTS PARTICIPATING IN PROGRAM]

Join us at **[LOCATION]** for our @FordDrivingDreams #FDDGrants program, thanks to the support of @fordfund in partnership with @LULAC and **[LOCAL PARTNER ORGANIZATION]** with students from **[NAMES OF SCHOOL(S)]**.
#FordDrivingDreams #FordGivesBack #LULACPrograms
[ADD PHOTO OF EVENT FLYER/SETUP]

We just wrapped up **[NAME OF EVENT OR PROGRAM]**. Thanks to @FordDrivingDreams, @FordFund, @LULAC, and **[LOCAL PARTNER ORGANIZATION]**, **#FDDGrants** served **[NUMBER OF STUDENTS]** experienced a world of possibilities for their future careers! **#FordDrivingDreams #FordGivesBack #FordFund #FDDGrants #LULAC #LULACPrograms**
[ADD PHOTO OF STUDENTS AT EVENT WITH FDD GRANTS BRANDING]

Social Media Guidelines

Best practices, risk, and reporting to consider when managing your channels and FDD Grants program promotion:

Best Practices

- Comment, share and like Ford Fund and Ford Driving Dreams social media channels.
- Use relevant hashtags such as **#FordDrivingDreams** and **#FDDGrants**
- Tag partner organizations and influential community persons involved in your program.
- Keep posts short and always include a visual image or graphic.
- Cross promote your event with partner organizations, schools, and other community partners.
- Respect your audience by providing information that contributes to the conversation surrounding the subject matter.
- Be a helpful addition to the conversation.
- Provide a link to sources of public information whenever possible to lend credibility to your post.
- Plan ahead – create an editorial calendar to help keep track of posts, copy, assets and event-related hashtags.
- Use high-quality photos and video on your posts, when possible. Cell phone videos and photos are also encouraged.
- Strive for high quality with every post – including checking spelling, grammar, and use of emojis.

External Risk

- All social media channels should be aware of negative comments and articles that could become widespread on social media causing concerns to partners.

Internal Risk

- Be mindful of who has access and can post on behalf of your account(s). We recommend checking access on a quarterly basis or after a change in personnel. A quarterly basis or personnel change is also a great time to update account passwords to decrease risk.

Reporting

- Please report to LULAC on the success of your social media program promotion and provide total reach, engagement, and impressions.



Please **LIKE** @FordDrivingDreams on Facebook and **FOLLOW** on Instagram





MEDIA ADVISORY & PRESS RELEASE

[INSERT YOUR LETTERHEAD]

[Date]

[Headline]

What: [Provide a short description of what the event is about. You can include what will be taking place to provide a “visual” that TV stations may become interested in capturing. For example, mention that local students will be participating in a hands-on workshop, a pep rally, musical performance, etc.]

When: [Date and time]

Where: [Location, room name if applicable] [address, City, State, Zip]

Who: [LULAC Council ###] [Education Partner] [Local students]

Media Contact: [Name of person designated to communicate/interact with media]

[Organization, i.e. LULAC Council #XXX]

[Phone number]

[Email address]

###

[ADD COUNCIL BOILERPLATE]

*Boilerplate: Information that briefly describes the organization [in this case, the Council].

INSERT YOUR LETTERHEAD

FOR IMMEDIATE RELEASE

Contact:

[NAME]

[ORGANIZATION, i.e., LULAC Council #XXX]

[CONTACT NUMBER AND EMAIL]

Ford Driving Dreams Grants Help [area/city] Students Pursue Higher Education

City, State, (Month, Day, 201X) – As preparations begin for a new school year, [NUMBER] students from [SCHOOL NAME] will get an extra push this fall to graduate high school on time through [INSERT PROGRAM NAME]. Working with [EDUCATION PARTNER], LULAC Council [#XXXX] will help [CITY] students remain engaged in school and pursue a higher education through [MENTORING/TUTORING/ FILL IN SHORT PROGRAM DESCRIPTION.]

LULAC Council [NAME], one of the 2019 Ford Driving Dreams Grants winner received \$20,000 to implement a program over the course of two school years that helps students graduate high school on time in [CITY/GEOGRAPHIC AREA].

“Helping young people succeed is a constant effort we have made possible in association with Ford Motor Company Fund – the philanthropic arm of Ford - so students can graduate high school on time and pursue a college education. Today, we celebrate and recognize the work of the Councils who are making sure that their communities are being empowered through academic excellence,” said LULAC’s Chief Operating Officer XXXXXXXXXXXX.

[INSERT INFORMATION ABOUT THE PROGRAM...i.e., [NAME OF COUNCIL] designed a program aimed to encourage Latino students graduate on time through X,Y, Z...what are the various initiatives that are part of the overall program]

[INSERT COUNCIL QUOTE]

Recent studies show that even though dropout rates are decreasing and college enrollment is increasing for Hispanic youth, they continue to lag behind when compared to other groups. In [STATE], education data indicates [PROVIDE EDUCATIONAL STATS ABOUT YOUR STATE].

“We are very proud of our work with LULAC, because together we are able to provide the resources to help the Councils build brighter academic futures for thousands of students in their own communities,” said Joe Ávila, manager, community development, U.S. and Latin America, Ford Motor Company Fund. “Education has long been a priority for Ford, and we are committed to helping our youth acquire the tools they need for future success.”

The Ford Driving Dreams Grants program was launched in 2010, and to date, 74 grant recipients have worked to keep more than 2,260 students on the road to graduation. The program’s selection process considered the best practices for engaging students, such as mentorship programs, after-school volunteers, extracurricular programs, and parental involvement. In addition, each grant recipient developed sustainable programs that reflect the local education landscape and rely on partnerships with local education institutions. The LULAC Councils will begin implementing their programs this fall. For more information on Ford Driving Dreams Grants, visit www.lulac.org/ford. Ford Motor Company Fund, the philanthropic arm of Ford, invests more than \$10 million a year in scholarships and other education initiatives.

###

[ADD COUNCIL BOILERPLATE]

PRESS RELEASE TEMPLATE



RESEARCH

It is important to use **credible** sources. Your audience will expect **current** and **factual** information.



Focus areas

- Education
- Latinos in the U.S.
- Latino Dropout /Graduation rates
- Hispanic College Enrollment in the U.S.



Data collection sources

- National Education Center For Statistics
- Hispanic Trends Pew Research Center
- Pew Research Center
- Census Bureau
- Forbes



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