



## SAMPLE MEDIA PITCH

**[INSERT DATE]**

Dear [INSERT NAME OF TELEVISION MEDIA REPRESENTATIVE/EDUCATION PRODUCER/EDUCATION REPORTER]:

According to the 2010 U.S. Census data, the Asian American and Pacific Islander (AAPI) population is projected to reach nearly 40 million people by 2050. Data also show AAPI students will experience a 35 percent increase in college enrollment over the next decade. Unfortunately, AAPI students often have the lowest educational attainment rates in the country and nearly 65 percent of adults 25 or older, in some AAPI subgroups, will never attend college.

The good news is [INSERT ORGANIZATION'S NAME] is partnering with a new public awareness effort, the “We’re the Changing Face of America” campaign, to help increase access and completion among Asian American and Pacific Islander (AAPI) students. We’re asking that you to consider writing a three-part series on AAPI students. Your broadcast will send a clear message about the need increase awareness and go a long way in prompting action among your viewers.

The requested series could explore the following themes:

- **Part I: The Problem**—An overview of the impact of longstanding stereotypes and misperceptions about the AAPI community.
- **Part II: The Risk Factors**—A look at America’s national college completion goals and how supporting AAPI students can help our nation achieve those targets.
- **Part III: The Solution**—A practical action plan campus administrators, higher education leaders, and policymakers can follow to help increase college access and completion among AAPI students.

The “We’re the Changing Face of America” campaign is directed by the Asian & Pacific Islander American Scholarship Fund (APIASF) and the National Commission on Asian American and Pacific Islander Research in Education (CARE)—the leading AAPI student- and research-focused organizations, respectively. The campaign was created to help ensure that past access and success challenges experienced by the AAPI student population do not continue.

We urge you to embrace this issue and support America's fastest-growing population. Media coverage has proven to help raise awareness among its audiences and motivate change. Please consider including a series on AAPI student access and completion to your news programming to raise awareness about this critical issue.

For more information about the "We're the Changing Face of America" campaign, visit [www.changingfaceofamerica.com](http://www.changingfaceofamerica.com).

Please contact [INSERT CONTACT'S NAME AND INFORMATION] to discuss the proposed series. Thank you in advance for your consideration.

Sincerely,