

# SCFA EVENT September 2011 WELCOME BACK and "Can You Hear Us Now??" (Connecting with the Media) Workshop

this letter is being sent to all SCFA members  
September 17, 2011

## In This Issue

### Links

SCFA Website:  
[www.ucscfa.org](http://www.ucscfa.org)

[Earned Media](#)  
by Alice Sunshine

**RSVP to the "Can You Hear Us Now" Event**  
by clicking on this link

**Campaign for the Future of Higher Education**

Dear SCFA Colleagues,

Welcome back to school! We hope that you have had a productive summer of research and that you are now ready to come back to teaching, as well.

We still are part of a great public university, but, as you know, public, accessible, quality education is under attack all over the country.

This year CUCFA and all our associated FAs are joining the CSUs and CCs of California in the "Campaign for the Future of Higher Education" [CFHE], a national campaign that includes the voices of the faculty from our universities, colleges, and community colleges, students, and our communities-not just administrators, politicians, foundations and think tanks-in the process of making change. The aim is to ensure that curriculum, pricing, and structure of our nation's higher education systems are good for our students and the quality of education they receive.

For faculty to bring our message to the public, we need to communicate with the media. So as a service to our members and our community, ...

... WE INVITE YOU to a free SCFA-sponsored EXCELLENT WORKSHOP on our campus taught by Alice Sunshine, Publicity Director for the California Faculty Association (the organization that represents the faculty of the twenty-three campuses of the

California State University system).

The workshop will be September 30, from 1 to 4 pm, at the UCSC Bay Tree Conference Center (also called the Career Center, in the same building as the Bay Tree Bookstore). A BOX LUNCH WILL BE SERVED STARTING AT 12:15, but you'll need to RSVP for both lunch and the workshop. By gathering a little early and breaking bread (sandwiches from Emily's, actually) together, we can strategize and discuss and socialize before the workshop begins. **Please RSVP to this event by clicking on the link to the left of this letter. We need to know how many people will be attending in order to plan accordingly.**

I attended Alice's program "Can You Hear Us Now?: Earned Media and Other Communications Strategies" at the AAUP Summer Institute in 2010. I learned so much that I had not been aware of concerning media availability, how to create events and visuals that the media will cover, organizing yourself and your group for media coverage, and other topics. The following is a description of her program at the summer institute, which will give you an idea of what topics will be covered at our workshop. The program will be somewhat modified to meet the current needs of the SCFA.

*Can You Hear Us Now?: Earned Media and Other Communications Strategies*

*For all attendees.*

*The fast pace and sheer volume of news today means your chapter or conference media communications strategy needs to be both smart and realistic. This hands-on workshop will train you to be a media "organizer" and effective spokesperson. Learn how to evaluate your message's news potential and craft a media outreach program that attracts attention. Participants will discuss tactics for feeding stories to local media markets and generating "media availability" opportunities. It's not enough to get noticed, though-before grabbing the media's attention, you need to plan what to do once you've got it! In small teams, participants will practice the "nine-second sound bite" and other techniques for making the most of your media moment. Playback and constructive critique will be part of the drill.*

Of course, this workshop is a public service for our faculty and our members - you are probably involved with programs and outreach that you'd like to publicize, having to do with your research and teaching. That's fine! We want to give you --to give us--knowledge of these tools

that can then be used for any organization you're involved with.

We have included a link to an article by Alice Sunshine about media outreach.

**Again: Please RSVP to this event by clicking on the link to the left of this letter. We need to know how many people will be attending in order to plan accordingly.**

Cordially,

Shelly Errington  
On Behalf of the SCFA Executive Board



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