



PR & MEDIA RELATIONS: SIMPLE TIPS FOR PROMOTING PAVE

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Howdy!

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PAVE Communications Manager

Proudly serving up newsletters, emails, Facebook content, websites, and more for PAVE since 2015!

Today I'll cover:

- Media/public relations tips
- Branding



MEDIA RELATIONS TIPS

Do it now!

Veteran's Day is only 3 weeks away!

Now is the perfect time to work on having stories produced!

Why?

Pitching stories about PAVE

A story in one of your school's publications or a local newspaper about the PAVE program on your campus is a great way to help spread the word about PAVE as well as your school's other programs for student veterans.

It can help the student veterans at your school become aware of PAVE or learn how it can support them.

— — —

Who?

Pitching stories
about PAVE

Editors and
writers at your
school's
newspaper

Staff in your
school's
communications
department

Writers at local
community
newspapers and
publications

How?

Pitching stories
about PAVE

Tip #1: State directly why
you'd like a story written
/ video made

How?

Pitching stories
about PAVE

Tip #2: Send helpful info
that will help them craft
the story

— — —

How?

Pitching stories
about PAVE

Tip #3: Identify
interviewees or provide
quotes

— — —

How?

Pitching stories
about PAVE

Tip #4: Mention the other veteran service and programming at your school and provide stats about your school's student veteran population

Example #1

UM-Flint celebrates 11 years as a Gold-Level Veteran Friendly School

By **LOGAN MCGRADY** On October 8, 2025 12:29 pm

f FACEBOOK

X SHARE ON X

✉ EMAIL

🖨 PRINT

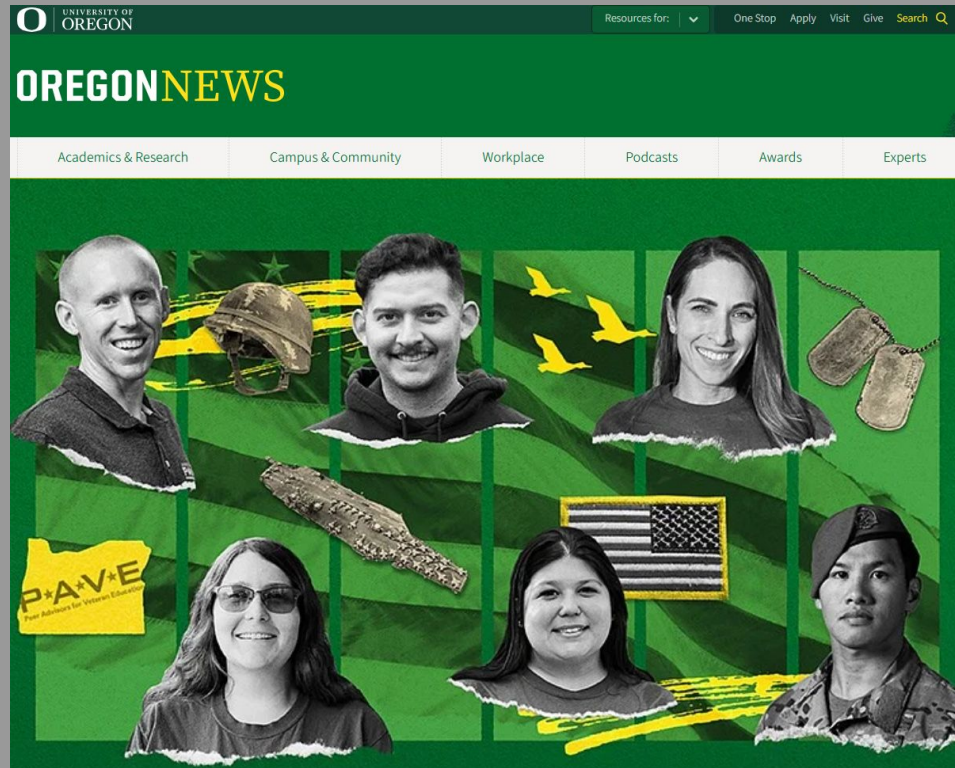


The University of Michigan-Flint has once again been recognized for its longstanding commitment to supporting student veterans. For the 11th consecutive year, the university has earned the Michigan Veterans Affairs Agency's prestigious Gold-Level Veteran Friendly School designation, highlighting UM-Flint's legacy of fostering an environment where student veterans can thrive through dedicated resources and community-building.

Fall 2025 article about UM-Flint

<https://news.umflint.edu/2025/10/08/um-flint-celebrates-11-years-as-a-gold-level-veteran-friendly-school/>

Example #2



Fall 2024 article about the University of Oregon PAVE team
<https://news.uoregon.edu/honoring-duck-veterans-2024>

Example #3

'Veterans serving Veterans': JCCC Veteran and Military Student Resource Center leading by example

Johnson County Community College has become a role model in helping their student Veterans succeed



KMBC NEWS 9abc

Updated: 10:56 PM CDT Jul 19, 2023 | [Editorial Standards](#)

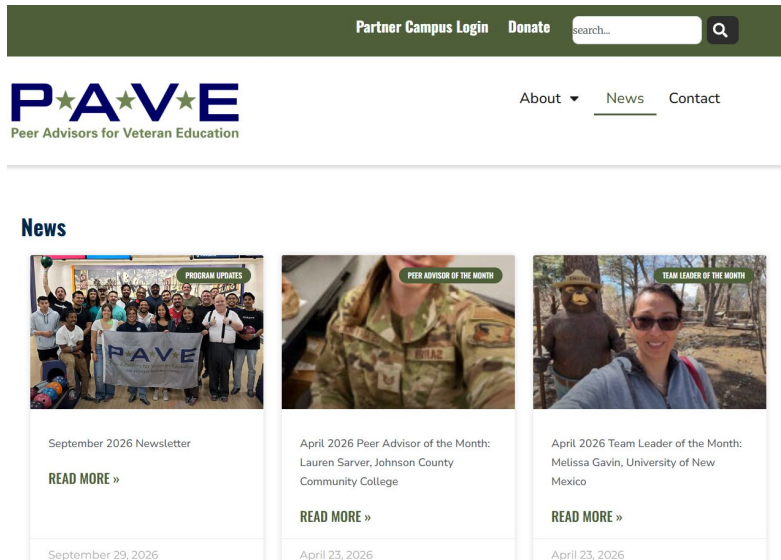
 Rob Hughes

KANSAS CITY, Mo. — For more information on the Johnson County Community College Veteran

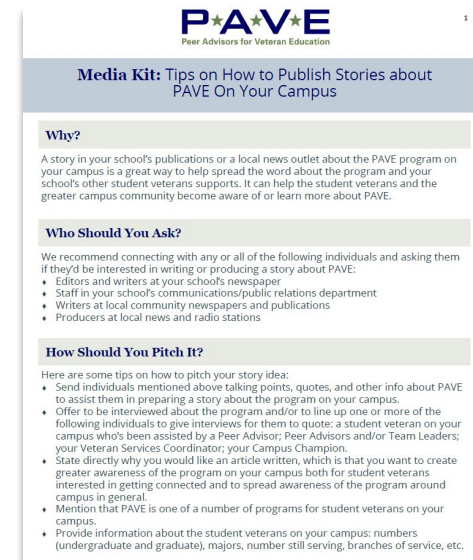
Summer 2023 local news segment and article about PAVE at Johnson County Community College

<https://www.kmbc.com/article/veterans-serving-veterans-jccc-veteran-and-military-resource-center-leading-by-example/44594675?fbclid=IwAR0Lia3ya5iFpFZGPD8aIxPB7-xi0Dg8hIAPnNONdZPX1J-HaQ8-yjsLzs>

More examples can be found at...



In News section on [PAVEOnCampus.org](https://paveoncampus.org)

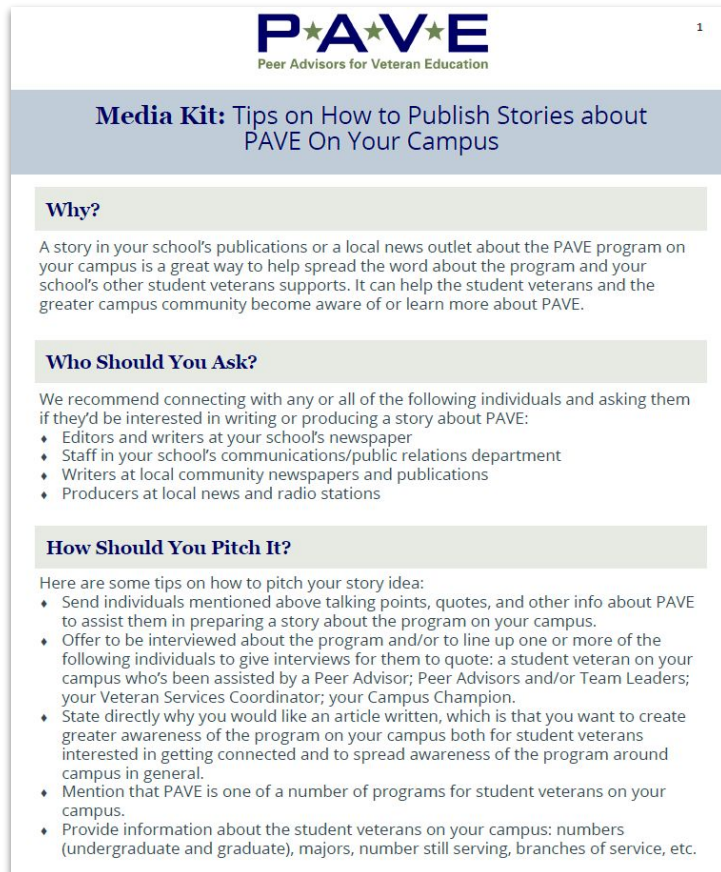


In the “PAVE Media Kit” PDF file in the Backpack section of the PAVE online platform: <https://pavetraining.org/training/Backpack/>

Who can spearhead this effort?

Peer Advisors who are studying communications, English, journalism, or marketing! (or anyone on the team who wants to!)

More examples can be found at...



Additional info is available in the
“PAVE Media Kit” file on the PAVE
Backpack

Do it now!

Veteran's Day is only 21 days
away!

Now is the perfect time to work
on having stories produced!



And then what?

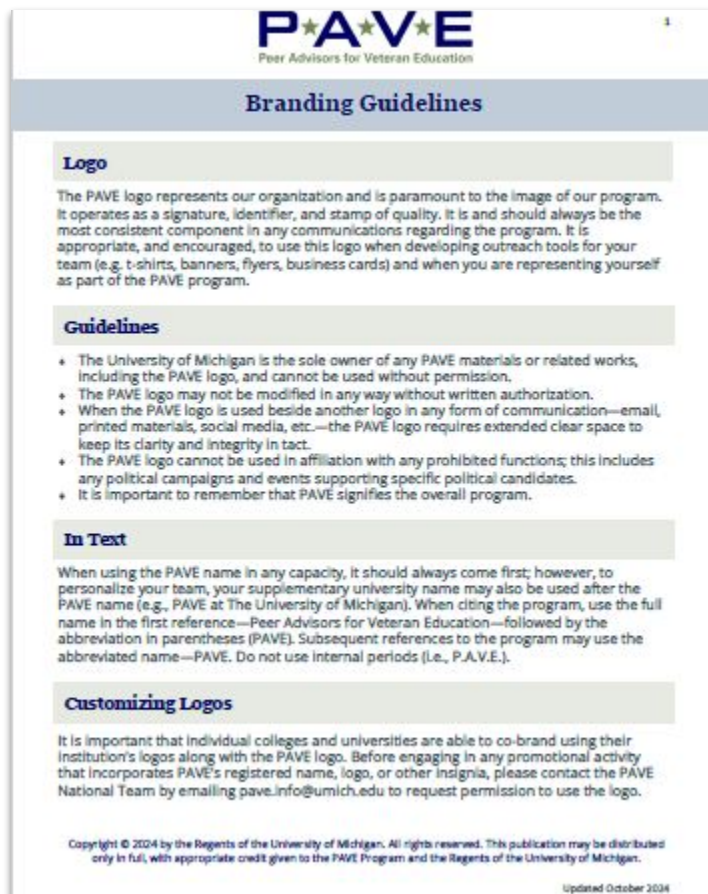
Tell us about it in your
biweekly reports!

THE PAVE BRAND



Raise awareness of PAVE on your campus
with branded materials & swag!

Additional info is available in...



Additional info is available in the
the **“PAVE Branding”** file in the
PAVE Backpack

EVENTS & PROGRAMMING FOR VETERANS DAY

What does your school have planned?

Take pics of your Veterans Day activities and share them in your biweekly reports!

Questions?

Contact Alyssa Wealty,
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