



## **2008-09 Media Recap**

### **College and Career Convention December 4-5, 2008**

#### Television

- December 1, 2008, KMEX-34, 4 live shots (live), A Su Lado
- December 4, 2008, KMEX-34, 6 p.m. news hour
- December 4, 2008, KLCS-58, News You Can Use
- December 9, 2008, KVEA-52, Buenos Dias

#### Radio

- November 30-December 4, Radio PSAs on KLVE 107.5 FM, KTNQ 1020 AM, La Nueva 101.9 and HOT 92.3 FM
- November 23, 2008, KTNQ 1020 AM, 25-minute special program w/ Alma Salazar
- November 23, 2008, HOT 92.3 FM, half-hour segment with Josefa Salinas
- November 30, 2008, La Nueva 101.9 FM, live 10-minute segment

#### Print

- December 4, 2008, L.A. Watts Times, Notebook section

#### Online

- December 3, 2008, Los Angeles Times, The Homeroom blog



# Los Angeles Times

December 3, 2008

## **(The Homeroom)**

### Cash for College

Middle school and high school students and their parents can learn more about the college application process at the seventh annual Cash for College: College and Career Convention taking place at the Los Angeles Convention Center on Thursday and Friday.

The two-day conference will run from 8:30 a.m. to 1 p.m. each day and include workshops on writing a personal essay and choosing a major, as well as presentations on understanding the federal financial aid form, known as the FAFSA, and how to apply for scholarships. Visitors can also speak with more than 100 exhibitors from colleges and companies.

On Thursday, there will be a session from 6 p.m. to 9 p.m. for students who want to make an early commitment to college. Teens who pledge to begin preparing for higher education will be eligible to win a \$1,000 scholarship, 10 of which will be raffled off that night.

The event is free and open to the public. For more information, go to [www.lacashforcollege.org](http://www.lacashforcollege.org).

--Corina Knoll



Vol. XXX, No. 992

SERVING LOS ANGELES AND SURROUNDING AREAS

October 12, 2006

**(NOTEBOOK)****Cash for College Convention Slated**

The Cash For College 2008 College & Career Convention will be held Dec. 4 and 5, 8:30 a.m. to 1:30 p.m., at the Los Angeles Convention Center, 1201 S. Figueroa St., Los Angeles.

About 3,000 parents and students are expected to attend Family Night, Dec. 4, from 6 to 9 p.m., at the Convention Center's South Hall. Ten students and their families who make an "Early Commitment to College" will be presented with a Russell J. Hammer Scholarship in the amount of \$1,000. Scholarship winners will be selected during the event via random drawing.

The convention will feature colleges and universities throughout California and the United States, speakers and exhibits on college life, interactive career demonstrations, and information about scholarships and other financial aid — all designed to help students understand the importance of college.

The convention is free and open to the public.

Information: [www.lacashforcollege.org](http://www.lacashforcollege.org).

**February 2, 2009  
Official Launch of Financial Aid Workshops**

## TV

- February 2, 2009 – KMEX-34, Primera Edicion (live shots), at Franklin H.S. w/ kids, parent, counselor, Alma
- February 2, 2009 - KABC-7
- February 2, 2009 - KNBC-4
- February 2, 2009 - KCBS-2
- February 2, 2009 - KCAL-9
- February 2, 2009 - KAZA-54
- February 2, 2009 - KMEX-34
- February 2, 2009 - KFTR-46
- February 2, 2009 - KVEA-52
- February 2, 2009 - KLCS-58
- February 4, 2009 – KMEX-34, A Su Lado, w/ volunteers, Alma, Alejandro
- February 5 – KVEA-52, Buenos Dias, w/ Alma Salazar
- February 6 – KVEA-52, Al Medio Dia, Interview w/ CFC Ambassador
- February 12 – KVEA-52, Buenos Dias, w/ Alma
- February 13 – Telemundo-52, Al Medio Dia, w/ Claudia Juarez

## Radio

- Beginning week of January 26 - PSAs on KLVE 107.5 FM, La Nueva 101.9 FM, Recuerdo 103.9 FM, KTNQ 1020 AM
- Sunday, November 30, 2009 - La Raza 97.9 FM and LATINO 96.3 FM special psa
- February 2, 2009 - KFWB News 980 AM

## Print Coverage

- Beverly Press, February 5, 2009
- North East Sun, February 5, 2009
- LA Watts Times, February 12, 2009



EGP PHOTO BY EDGAR RASCON

From left to right: City Council President Eric Garcetti, Mayor Antonio Villaraigosa, Councilmen Ed Reyes, Chamber of Commerce President Gary Toebben and a group of Franklin High students show their support for Cash for College.

## Paving a Financial Path to College

Students, regardless of age, income or immigration status, can get help at 40 locations on Saturday.

**Edgar Rascon**  
EGP Staff Writer

City leaders were at Benjamin Franklin High School in Highland Park on Monday to announce the return of the Cash for College program workshops being held this weekend.

"More than ever during these challenging economic times, students and their families need access to scholarships and financial aid to pay for college," said Gary Toebben, President of the Los Angeles Area Chamber of Commerce, one of the many Cash for College program sponsors.

The Cash for College Campaign strives to in-

form students and their families about the benefits of attending college and the financial resources available.

Workshops will take place at over 40 high schools, community colleges and community centers across Los Angeles on Saturday, Feb 7. Families will receive free professional assistance with filing the necessary paperwork, including the application for Federal Student Aid (FAFSA) and Cal Grant GPA Verification Forms. The FAFSA is used by both public and private financial aid and scholarship groups to determine financial based need.

An AB540 advisor, who is there to assist undocumented students and parents who do not speak English, will also be on-site. The speakers made clear that all students have access to financial aid programs despite their immigration status.

See COLLEGE Page 4



COMP  
Los Angeles, CA  
(Los Angeles Co.)  
Watts Times  
Newspaper  
(Cir. W. 25,375)

FEB 12 2009

Allen's P. C. B. Est. 1888

## Students Explore Opportunities to Get Money for College

BY SYLVESTER RIVERS  
CONTRIBUTING WRITER 559

With the continuing economic crisis being a focal point for many, students looking for ways to pay for college were able to identify potential resources by attending Cash for College workshops that took place at 40 different locations in and around Los Angeles Feb. 7.

"People don't go to college because they think it's only for the wealthy," said Alejandro Guzmán, communications manager for the L.A. Area Chamber of Commerce, the organization that hosted the series of workshops. "That's a big misconception and that's part of our message. We're trying to tell people it's not just for the wealthy; we may be in economic turmoil but there is plenty of money out there for those willing to do the research, apply and ultimately get these resources."

The CFC workshops identify both federal and private funding sources, help undocumented students target available funding, and there is no age limit for participation.

Martha McCaffery and her daughter Kristina Murray were in attendance at workshops held at Los Angeles High School. "I came to get more money for school," Murray said. "It's so expensive; I try to do anything I can."

McCaffery said she was surprised at the small number of blacks in attendance.

"I just wish more African Americans would take advantage of the resources available," she said. "This isn't the first time we noticed this; we

came before to take a college entrance test and there weren't many African American students."

One other advantage of attending the workshops was that students were able to participate in a study by an organization called MDRC, a research company studying the impact that scholarships have on recipients' progress during their first year of college. The students who participated in the study were entered into a random drawing for the opportunity to win from \$500 to \$4,000 in scholarships. The winners of the Performance Based Scholarship will be announced in May.

Blanca Morales attended the CFC workshop in 2007 and won a \$2,500 scholarship from that year's random drawing. And after writing an essay and submitting a video entry, she was also awarded a \$3,500 grant to become one of the 24 ambassadors for the CFC program in California.

"My parents or friends didn't go to college," she said. "I'm the first in my family to attend college."

Morales is in her second year at Santa Monica City College as a biology major and plans to transfer to the University of California's Los Angeles campus. The CFC workshop also helped her obtain a scholarship from the Rotary Club.

For students who missed the workshops on Feb. 7, they will have the opportunity to attend others up to March 2. Interested participants can search online at [www.calgrants.org](http://www.calgrants.org) for workshops in their area or check the Notebook section of the *L.A. Watts Times*.



Tyrone D. Washington/ LA Mayor's Office

Mayor Antonio Villaraigosa (center) was joined by City Council President Eric Garcetti (left), Councilman Ed Reyes, Los Angeles Area Chamber of Commerce President & CEO Gary Toebben, and dozens of Franklin High School students, during a press conference for the new citywide Cash for College workshops.

## Cash for College Program Offers Students Help With Financial Aid

Los Angeles Mayor Antonio Villaraigosa on Monday encouraged students to attend Cash for College Financial Aid Workshops being held at more than 40 locations across Los Angeles on Saturday, February 7. Villaraigosa was joined for the announcement by members of the Los Angeles Area Chamber of Commerce, City Council President Eric Garcetti, Councilmember Ed Reyes, and dozens of students and parents.

"This year, more than ever, it is imperative that students understand that the dream of paying for a college education is not out of reach," Villaraigosa said. "Cash for College keeps that dream alive, and I encourage students and families to take advantage of this tremendous resource."

This year, as families are relying increasingly on financial aid, students are eligible for up to \$4,000 in additional scholarship money as part of a national research study by MDRC, and by attending a Cash for College Financial Aid workshop. Helping researchers understand how to maximize the effectiveness of scholarship programs, the MDRC study will evaluate retention and performance among groups of students receiving scholarships in differing amounts and

durations. The MDRC study was made possible through grants from the Bill and Melinda Gates and College Access Foundations.

By attending a Cash for College workshop, students and their families become eligible for the scholarships and all will receive free, one-on-one professional assistance completing the Free Application for Federal Student Aid (FAFSA) and Cal Grant GPA Verification Forms, needed to qualify for more than \$40 million in state, federal and other types of financial aid. Each workshop also offers an AB540 advisor to help undocumented students maximize the financial aid available to them. Financial aid is available to all students regardless of age, income or immigration status.

"Here in Los Angeles and across the nation, 21st century employers require a skilled workforce," said Gary Toebben, president and CEO of the Los Angeles Area Chamber of Commerce. Cash for College Financial Aid Workshops will be held in the local area at Hollywood High School, 1521 N. Highland Ave., Los Angeles High School, 4650 W. Olympic Blvd., and Belmont High School, 1575 W. 2nd St. For more information visit [www.lacashforcollege.org](http://www.lacashforcollege.org).



**July 30, 2009  
Scholarship Awards Reception**

TV

- KMEX-34 – 5:30 a.m., Primera Edicion, Two live shots w/ Alma Salazar and scholarship recipient
- ABC-7 – 11 p.m. Eyewitness News, w/ L.A. Area Chamber Board Chair Fran Inman and scholarship recipients

Radio

- **\*\*Pending\*\*** - KPCC 89.3 FM - Adolfo Guzman Lopez following up with CFC scholarship recipients