

**Pitch Letter**

**UK Education Abroad & Exchanges Scholarships**

To:  
Dear Ms.

What was once seen as unaffordable, University of Kentucky Education Abroad & Exchanges officials have worked to create more scholarship opportunities for its students that wish to study abroad.

Beginning in the Fall semester of 2018, students will have access to \$40,000 worth of new scholarship opportunities. The scholarships range from \$1,000 to \$5,000 and students can apply for multiple. UK EA identified costs as a barrier preventing students from studying abroad and sought to provide scholarships for exchange programs. With new opportunities, students can eliminate cost as a factor that deters them from traveling abroad.

I have attached stories and media spots for you to use, research or publish. Please do not hesitate to contact me at (317) 750-0144 or you can email me at alexishicks@uky.edu. I hope to work together one day to share the wonderful opportunities UK EA has to offer its students.

Thank you for your time.

Sincerely,

Alexis Hicks

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## **ITP #1**

FOR IMMEDIATE RELEASE

### **University of Kentucky Education Abroad & Exchanges Spotlights its Students in 2018**

**Lexington, Ky.—Feb. 20, 2018—** Lack of finances deter students from education abroad programs, however, new scholarship opportunities for exchange programs with Education Abroad & Exchanges allows University of Kentucky students to travel the world at an affordable price.

UK EA identified cost as a barrier preventing students from studying abroad and sought to provide scholarships for exchange programs. To combat this issue, officials said they plan to award scholarships ranging from \$1,000 to \$5,000 adding up to \$40,000 total in funding for the 2018-19 academic year.

Niamh Minion, Assistant Director of EA, found her way to UK after realizing her passion for travel. Currently, she works in accord with partner programs to provide students more opportunities to study abroad.

“We wanted to create opportunities to have an affordable experience. Students pay tuition close to what they would at UK. So, I think that is why we chose to look at finding options to make it cheaper than it would be to go here at UK,” said Minion.

Education abroad enables students to study, intern, teach, research or participate in service abroad. The University offers six different programs: UK faculty-directed, UK partner, UK Exchange, UK Consortia, UK Direct and UK Organization. UK EA chose to highlight exchange programs specifically for the 2018-19 academic year.

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UK EA provides the opportunity to earn international credit allowing students to personalize their abroad experience. Students can select their courses, programs and destinations regardless of major. However, what turns students away is the high program costs.

Finances tend to limit the number of students participating in education abroad programs, because of this EA chose to highlight funding as an area of improvement for the 2018-19 academic year. Officials said UK EA will award scholarships on a first come, first serve basis, enticing students to apply for exchange program scholarships early.

Program fees are not the only obstacle students face when looking to study abroad, high application fees serve as an added barrier. The EA center allocated money to assist students in financing their substantial program fees as well. Starting next fall, the university allows eligible students to use their financial aid awards towards program fees. Beginning in the 2018-19 academic year, the university allows eligible students to use their financial aid awards towards program fees.

Susan Meredith, EA Advisor, Alumni Engagement and EAPA Program Coordinator, works directly with students on a daily basis. Serving as an advisor, Meredith has witnessed the frustration students feel once discovering the high cost of some exchange programs.

“Starting next fall, students can match financial aid from the Pell Grant, and use it towards their program fees. This will serve as added funding support in addition to scholarships students may receive,” said Meredith.

Finances are not the only barrier preventing students from study abroad, lack of opportunity in English-speaking countries serves as an added barrier. Swansea University in Wales, United Kingdom, recently partnered with UK EA and plans to award four scholarships

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worth more than \$1,000.

The new exchange program in Wales, United Kingdom, allows students to travel abroad at a low cost, while providing an opportunity to study in an English-speaking country. EA strives to offer students with opportunities to study in countries that speak English, since many exchange programs offered require an understanding of a foreign language.

“EA chose Swansea because it was another option for students to study in an English-speaking country. Not many programs are offered in English-speaking countries that also offer a variety of study areas, an exchange program in the UK accommodates this,” said Minion.

Swansea is a top 200 university for international students offering a wide range of study areas. With more than 160,000 students from 120 countries, the British university provides a multicultural experience. Students can dive into the history of Welsh culture and learn the legend of King Arthur because of the South Wales location.

Exchanges programs similar to the one offered at Swansea University, allow students to pay UK tuition while studying internationally. The South Wales program qualifies for one of the newly offered scholarships during the 2018-19 academic year.

UK EA wants to attract new students to apply for this program since it provides a new opportunity to study in an English-speaking country, with an added possibility of receiving a \$1,000 scholarship. Minion said next year UK EA will focus on diminishing the stereotype that education abroad programs are expensive by allotting better scholarship opportunities to students.

“Once students realize that UK EA is willing to make it affordable for them to study abroad, I really believe more will apply and show interest,” said Minion.

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**Word count:** 801

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## **Education Abroad & Exchanges Announces a New Program**

### **University of Kentucky Education Abroad & Exchanges**

#### **Backgrounder**

Education Abroad at the University of Kentucky provides students the opportunity to earn credit internationally allowing students to explore the world on their terms. Students personalize their abroad experience by choosing the courses, programs and destinations. UK Education Abroad & Exchanges offers various programs of varying lengths and cost with different destinations.

UK EA enables students to study, intern, teach, research or participate in service abroad. The university has ties to six different programs types: UK faculty-directed, UK partner, UK exchange, UK Consortia, UK Direct and UK Organization. Each program offers students a unique experience.

Education abroad allows students to maximize a UK degree by broadening perspectives and altering ways of living. Employers seek individuals exposed to different cultural values applicable to real-world situations and transferable skills. Studying abroad prepares students for the competitive world that awaits after graduation.

UK EA emphasizes that studying abroad is an investment. A student's global experience leads to academic, professional and personal benefits. While abroad students learn self-confidence and develop culturally sensitive skills.

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Skills learned abroad enable students to build relationships and network in a professional setting. UK students can open themselves up to new job markets and show a willingness to relocate for a career opportunity. Employers notice that students that study abroad display leadership qualities and adaptability skills vital to the workplace. Education abroad can set individuals apart, but only if a student chooses to immerse themselves in the culture.

This year, UK valued improving student programs and scholarships for the 2018-19 academic period. The university will offer a new exchange program through Swansea University in Wales, United Kingdom. Swansea is a top 200 university for international students offering a wide range of study areas.

With more than 160,000 students from 120 countries, the British university provides a multicultural experience. Students can learn the unique history of Welsh culture, and the legend of King Arthur because of the South Wales location.

Exchange programs like the one offered in South Wales, allow students to pay UK tuition while studying internationally. UK EA provides more incentive for students to apply by offering scholarships that assist in covering program fees. As a whole, the EA center worked to provide \$40,000 worth of scholarships for the 2018-19 academic year.

The EA center placed an emphasis on assisting students in financing their substantial program fees. UK values its students participating in education abroad programs. UK EA announced in 2017 its effort to award scholarships and program fee reductions for the 2018-19 year.

With initiatives in place, students can now participate in an exchange program abroad with an added chance of receiving a scholarship.

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Many students write off education abroad programs because of cost barriers. UK EA strived to diminish the costly reputation abroad programs have by allotting more money to students. Starting next fall, students will receive scholarships ranging from \$1,000 to \$5,000 adding up to \$40,000 total in funding.

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## **Service Journalism**

### **UK Offers Six Steps to Make Studying Abroad Affordable**

**Lexington, Ky.—May 2, 2018**—With the high cost of tuition, UK students wish to study abroad at an affordable price, University of Kentucky Education Abroad & Exchanges shared steps to make a student’s dream a reality.

Students now have more scholarship opportunities beginning the Fall 2018 semester. Here are tips for finding a scholarship created just for you.

1. First, begin by going to the UK Education Abroad & Exchanges website and select “browse scholarships” under the tab on the far right.
2. Next, browse by scholarship title or input specific criteria based on major, GPA, academic standing or term you wish to study.
3. Then hit “apply” to browse all scholarships that fit the following criteria.
4. Apply to all scholarships to maximize your options and increase your rate of success.
5. Afterwards, select “creative fundraising” under the tab on the far right to view alternative ways to raise money.
6. Lastly, contact your EA advisor to learn more about scholarships and other ways to receive aid for studying abroad.

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With these simple steps any UK student can maximize their options for studying abroad at an affordable price. UK EA officials ask that students confide in their advising services to make studying abroad a reality.

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### **Radio Spots**

#### “Study Abroad Today” :30 Sec. PSA—As Recorded

(sfx: sprinting down the hall)

Girl 1: Brittany! I just got accepted into my study abroad program in London.

(sfx: jumping up and down)

Girl 2: That’s great! How are you going to pay for it?

(sfx: disappointing sound)

Girl 1: Well, I never thought about that.

Anncr: UK EA wants to make studying abroad affordable. Head to our website and browse scholarships and creative ways to raise money today! Turn studying abroad from a dream into a reality!

#### “Study Abroad Today” :10 Sec. PSA—As Recorded

(sfx: pacing down a hall)

Girl: Mom I just got into my study abroad program but now I am worried because it is really expensive. Can I still go?

Anncr: Stop what you are doing now and apply for scholarships with UK EA. Make studying abroad a reality.

#### “Study Abroad Today” :10 Sec. PSA—As Recorded

(sfx: breathing really hard)



Boy: Mom, I just got into my study abroad program but now I'm worried because my buddy said his program was expensive.

Annecr: Don't stress, apply for scholarships with UK EA and turn studying abroad into a reality.