



# NEWS RELEASE

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CONTACT: Carole Solov  
(916) 526-7991

## **CALIFORNIA STUDENT AID COMMISSION RECEIVES TOP AWARDS** *Student Outreach Efforts Applauded*

**Rancho Cordova, CA** – These days it's applause-only for the California Student Aid Commission and its many award-winning outreach efforts. Recently, the Commission walked away from the Sacramento Advertising Club's Addy Awards Competition with two awards of excellence. Then the State Information Officers Council awarded the Commission three top awards at its 2002 awards ceremony held in early May. This week the Commission received a Merit Award from the International Association of Business Communicators, IABC, for innovative and promotional artwork in the production of a teacher/student notebook.

"These awards demonstrate the dedication of the Commission and its staff to Cal Grant outreach," said Diana Fuentes-Michel, the newly appointed Executive Director of the Commission. "It's an honor to be working with this level of talent, and I look forward to continuing award-winning Cal Grant outreach to California's students."

Topping the list of award-winning products with a Grand Prize and Gold Prize from the State Information Officers Council, and a Silver Award from the Sacramento Advertising Club's Addy Awards, is a unique tool kit of instructional materials for use by high school teachers when assisting high school seniors with the completion of the Free Application for Federal Student Aid, or FAFSA. The tool kit supplies teachers with a classroom instructional guide, poster, a list of tips for completing the FAFSA, an instructional video, a CD with teen radio spots for school PA systems, and more. The IABC award-winning teacher/student notebook is included in the tool kit and provides a clever reminder of the FAFSA application process and the Cal Grant deadline. The acclaimed public relations and advertising firm of Runyon, Saltzman & Einhorn, Sacramento, provided extensive support in developing this classroom resource kit.

In addition to the Cal Grant outreach materials, the Commission produced two award-winning videos to bring attention to the many state financial aid opportunities available to students pursuing a teaching career. The videos, "Teaching Careers Make a Difference" and "La Pedagogia si Tiene un

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Impacto” drew rave reviews and a Silver Award from the State Information Officers Council. The videos are distributed to all college-level teaching programs and school districts statewide. The Commission engaged the services of the San Francisco-based video production company, eIMAGE.

With over 180 members, the Sacramento Advertising Club acts as a catalyst for the attainment of the highest quality standards in the practice of the advertising profession. The Sacramento Addy Awards, sponsored by the Club, honor creativity in advertising and communications throughout the greater Sacramento area. The constant goal of the Addy Awards is to encourage raising the standard of craftsmanship in the market. The IABC is the premier international knowledge network for professionals engaged in strategic business communication management. The organization links communicators in a global network that inspires, establishes and supports the highest professional standards of quality and innovation in organizational communication. The State Information Officers Council, in existence for over 30 years, is a not-for-profit organization dedicated to providing support, educational information, networking and other opportunities to the public information, communication, editorial and publication professionals in state service. The 2002 statewide competition sponsored by the Council drew 140 entries in 9 categories, including audio-visual production, media relations, writing and photography.

The California Student Aid Commission is charged with administering the \$650 million Cal Grant program – the nation’s largest performance- and need-based financial aid program for graduating high school seniors, and other students, who want to go to college and don’t have the money. Additionally, it administers the country’s largest loan assumption program for students in teacher credential programs. For further information on the Commission’s Cal Grant program and other programs offering financial aid opportunities to students, visit the Commission’s Web site at [www.csac.ca.gov](http://www.csac.ca.gov) .

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*The California Student Aid Commission is the state’s principal provider of intersegmental statewide grant aid to postsecondary students. Founded in 1955 as the California State Scholarship Commission, the Commission’s primary programmatic responsibilities include operation of the Cal Grant program, which will distribute over \$650 million to California’s college students during the 2003-2004 school year, and several targeted state scholarship and loan forgiveness programs. The 15-member Commission oversees the activities of its non-profit student loan services auxiliary, EDFUND. The Commission is headquartered in Rancho Cordova, California.*

California Student Aid Commission and its associated graphic are the service mark of the California Student Aid Commission.