

Instructions for 2017 Military Friendly® School Press Release Template

Embargoed Until November 10, 2016, 12:00PM ET

Congratulations on your Military Friendly® School designation for 2017! This template is available for your use when announcing your Military Friendly® status; however, the release is embargoed until after Victory Media's official announcement. You may publish your release anytime after 12:00PM Eastern Time on Thursday, November 10. Please follow our trademark and branding terms as described below and in our accompanying Branding Guide.

Thank you for your cooperation and congratulations on earning the Military Friendly® designation!

Template Guidelines:

1. The yellow highlighted fields indicate places for your institution's name or information.
2. Schedule your personalized release using your PR and communications channels after Thursday, November 10th at 12:00PM Eastern Time. **Please refrain from any public announcement about your designation before then.**
3. Make sure your release contains an active link to MilitaryFriendly.com, which will host the list of 2017 Military Friendly® Schools.
4. All logos and marketing support may be found at militaryfriendly.com/marketing-support. This page is private and only available to you through this link. Logos may be downloaded from this page to be included in your release and marketing materials.

Terms for Use of Intellectual Property:

You may reference your institution as a "2017 Military Friendly® School" **but must capitalize the term and use the registered trademark (®) symbol placed after the word "Friendly."** Size, specifications and use of the Military Friendly® logos can be found in our Branding Guide at militaryfriendly.com/marketing-support.

Note Regarding Special Awards:

This year, we are introducing new Top 10, Gold, Silver and Bronze awards in various categories. These are "over and above" the Military Friendly® School designation you have received. Awards will be announced publicly on Thursday, December 8. If your school has earned a special award, you will be contacted before then with the appropriate information and support materials.

Embargoed Until NOVEMBER 10, 2016 After Official Release by Victory Media

[Your School] Named to Victory Media's 2017 Military Friendly® Schools List

YOUR CITY (DATE, 2016)—**[Your School]** announced today that it has earned the 2017 Military Friendly® School designation by Victory Media, publisher of *G.I. Jobs*®, *STEM Jobs*™, and *Military Spouse*. First published in 2009, Military Friendly® Schools is the most comprehensive, powerful resource for veterans today. Each year, the list of Military Friendly® Schools is provided to service members and their families, helping them select the best college, university, or trade school to receive the education and training needed to pursue a civilian career.

Institutions earning the Military Friendly® School designation were evaluated using both public data sources and responses from Victory Media's proprietary survey. More than 1,700 schools participated in the 2017 survey; 1,273 were awarded with the designation. Ratings methodology, criteria, and weightings were determined by Victory Media with input from the Military Friendly® Advisory Council of independent leaders in the higher education and military recruitment community. Final ratings were determined by combining the institution's survey scores with the assessment of the institution's ability to meet thresholds for Student Retention, Graduation, Job Placement, Loan Repayment, Persistence (Degree Advancement or Transfer) and Loan Default rates for all students and, specifically, for student veterans.

[Insert quote from School President, Dean of Admissions, or Head of Military Programs, about your school's commitment to student veterans.]

According to Daniel Nichols, a Navy Reserve veteran and Chief Product Officer at Victory Media, "Our ability to apply a clear, consistent standard to the majority of colleges gives veterans a comprehensive view of which schools are striving to provide the best opportunities and conditions for our nation's student veterans. Military Friendly® helps military families make the best use of the Post-9/11 GI Bill and other federal benefits while allowing us to further our goal of assisting them in finding success in their chosen career fields."

For more information about **[Your School's]** commitment to attracting and supporting military students, visit **[Your School's]** website at **[Link to Your Homepage or Veteran Resource Web Page, If Available]**.

[Your School] will be showcased along with other 2017 Military Friendly® Schools in the annual *Guide to Military Friendly® Schools*, special education issues of *G.I. Jobs*® and *Military Spouse* Magazine, and on militaryfriendly.com.

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About Military Friendly® Schools:

The Military Friendly® Schools list is created each year based on extensive research using public data sources for more than 8,800 schools nationwide, input from student veterans, and responses to the proprietary, data-driven Military Friendly® Schools survey from participating institutions. The survey questions, methodology, criteria and weightings were developed by Victory Media with the assistance of an independent research firm and an advisory council of educators and employers. Data calculations and tabulations were independently evaluated for completeness and accuracy by EY. The survey is administered for free and is open to all post-secondary schools that wish to participate. Criteria for consideration can be found at: <https://militaryfriendly.com>.

About [Your School]:

Your Boilerplate Here

About Victory Media:

Founded in 2001, Victory Media is a service-disabled, veteran-owned small business (SDVOSB) that connects the military community to civilian employment, educational and entrepreneurial opportunities through its G.I. Jobs®, Military Spouse, Vetpreneur®, STEM JobsSM and Military Friendly® brands. Learn more about Victory Media at www.victorymedia.com.

For further information or to arrange interviews, contact:

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