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MEDIA ADVISORY

Heritage University to be Featured in Nationally Aired NPR Documentary

AIR DATE CHANGE FROM PREVIOUS PRESS RELEASE

(Update: The air date of “The New Face of College” has been changed to **SUNDAY, NOVEMBER 16, 2014 at 10:00 a.m. on KYVT 88.5 FM**)

Toppenish, WA – Heritage University is one of three U.S. colleges selected to be profiled in a National Public Radio documentary titled “The New Face of College.” Produced by American Public Media, the documentary examines the rapidly changing demographic makeup up of college students, revealing that only 20 percent of college-goers today fit the stereotype of young, single, full-time students who finish a degree in four years. College students today are more likely to be older, part-time, working, and low-income than they were three decades ago. Many are the first in their families to go to college.

“The New Face of College” shows how Heritage University, the University of Texas at El Paso (UTEP) in El Paso, Texas, and Amherst College in Amherst, Massachusetts, are adapting to serve these new students. It explains changing demographics, and explores what colleges must do to remain engines of social mobility.

“With this documentary, American Public Media has done a thorough job of explaining the changing demographics of college students, and how schools like UTEP and Amherst, are evolving to meet the needs of these students, a mission upon which Heritage University was founded and has vast experience in. In many ways Heritage is the model for other universities to understand how best to serve the new student population,” said Heritage University President John Bassett.

This past April, APM producer Samara Freemark spent a week at Heritage University, and interviewed more than a dozen students, faculty, administrators and staff for the documentary. During this time, Freemark witnessed in action, the Heritage effort to provide quality higher education to multicultural people who have been educationally isolated; who are first generation college students; and what is being done to overcome social, educational and financial barriers to higher education.

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“The opportunity for Heritage University’s mission and the success we have had in creating opportunity for the students of the Yakima Valley is extremely gratifying. What was once thought to be an outlandish dream, Heritage is now recognized for its leadership in providing high quality education to populations that are talented and deserving, but were too often not recognized, or worse, neglected. The country is filled with students who have capacity and tenacity to succeed, but do not have access to the traditional higher education system. Heritage provides this to our students every single day, and we are pleased to have the opportunity for our successes to be shared with the country,” said David Wise, Vice President of Marketing at Heritage.

“The New Face of College” will begin airing next week in 45 media markets across the country, including seven of the Top 10. KUOW-FM in Seattle will broadcast the documentary Monday, September 22, 2014 at 9:00 p.m. **The story will air on Northwest Public Radio News Service stations, statewide, on Saturday, November 16, at 10:00 a.m. In the Yakima area, the program will be carried on KYVT 88.5 FM.**

A link to both the full radio documentary and a written story that contains additional information about all three universities can be found online at www.heritage.edu/apm.

For more information, contact David Wise at (509) 865-0717 or wise_d@heritage.edu.

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Heritage University is a non-profit, independent, regionally accredited institution of higher education offering undergraduate and graduate education across the state of Washington.