



FOR IMMEDIATE RELEASE: Tuesday, February 3, 2009  
Contact: Jessica Belt  
Phone: 617-224-4816

## **NOW SHOWING: NEW MEFA VIDEO SERIES ON COLLEGE PLANNING** *Families Tuning to Cable TV and Watching On-Line for Trusted Advice on College Planning*

BOSTON – Building on its nationally recognized outreach efforts, MEFA now offers an informational video series guiding parents and students through the process of applying for college and for financial aid. The three-part series is already being broadcast on local access channels across the Commonwealth and video clips will soon be available on-demand at [www.mefacounselor.org](http://www.mefacounselor.org).

"Every year, MEFA's college financing seminars attract enough people to fill Fenway Park, and this video series is an effective way to deliver advice you can trust to families across Massachusetts. MEFA videos allow parents and students to get advice from a trusted source if they cannot attend a MEFA seminar. Now they can find MEFA's experts on cable TV or on-demand at [www.mefacounselor.org](http://www.mefacounselor.org)," said Thomas Graf, Executive Director of MEFA.

The 90-minute series is being distributed by request to any local access channel, and will soon be available for download by local access channels at [www.mymasstv.org](http://www.mymasstv.org), a Web site providing original content for community access channels statewide. MEFA produced the video series in conjunction with Cambridge Educational Access, which provided the studio, equipment and staffing. MEFA staff and guest experts appear in the series, answering questions and providing detailed information on college financing. MEFA plans to produce additional programs, with the next installment focusing on college savings.

"Cambridge Educational Access is honored to be able to produce these video seminars for MEFA," said Matt Landry, Production Assistant and Ed.M candidate at the Harvard Graduate School of Education. "It is part of our mission to create media content by and for youth and it was a pleasure to work with an organization working to open doors for the same population. This information is critical for many students to be able to finance a college education and we are happy to be able to play it on our channel."

The video series is the latest avenue for MEFA's outreach program, which was recognized by the College Board in 2007 as a best practice worthy of replicating nationwide. Annually, MEFA's staff holds more than 400 seminars statewide that attract over 40,000 parents and students to discuss college financing, admission and early planning and savings. In addition, MEFA offers email alerts and tips on college admissions and financial aid to parents who sign up either at a seminar or at [www.mefacounselor.org](http://www.mefacounselor.org). The alerts remind parents of important filing deadlines and the tips offer suggestions for avoiding common mistakes.

Public and private high schools and local access channels may request a free copy of the video directly from MEFA, and soon, the video will be available to download at [www.mymasstv.org](http://www.mymasstv.org).

###

MEFA is a non-profit self-financing state authority, not reliant on state or federal appropriation, that works to make higher education more accessible and affordable for students and families in Massachusetts. Nearly 30 years ago, MEFA was created by the state legislature at the request of Massachusetts colleges and universities. MEFA provides community education programs, college savings plans, and low-cost financing options. In its nearly thirty year history, MEFA has issued \$3.5 billion in bonds and has assisted hundreds of thousands of families in financing a college education.