



Alexandria City Public Schools

Media Relations Quarterly Report

April 1 - June 15, 2023

2022-23 School Year: Quarter 4



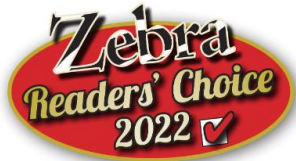


Incoming News Media Inquiries (April 1 - June 15, 2023)

Number of Requests: 66 Total Mentions: 1.9K*

School News

898 Alexandria City High School
Grads Participate in June 3
Commencement Ceremony



Patch

At-Risk Student Counseling
Program In VA Boosted With
Federal Money

* Source: Cision analytics including broadcast and online coverages during the quarter April 1, 2023 - June 15, 2023.



WELCOMING

Top Topics in Media Inquiries and News Coverage (April 1- June 15, 2023)

- ACPS Permanent Superintendent
- School staffing and recruitment
- ACPS summer meals
- Safety and security
- Substance abuse prevention
- ACHS Minnie Howard Steel Placement Ceremony
- ACPS Staff: Principal of the Year and Teacher of the Year
- ACPS FY24 Budget

Only on 7News: Dr. Melanie Kay-Wyatt talks about her new role as ACPS' superintendent

by Joy Wang | Wed, May 10th 2023, 4:45 AM EDT



ACPS summer meal distribution

June 15, 2023

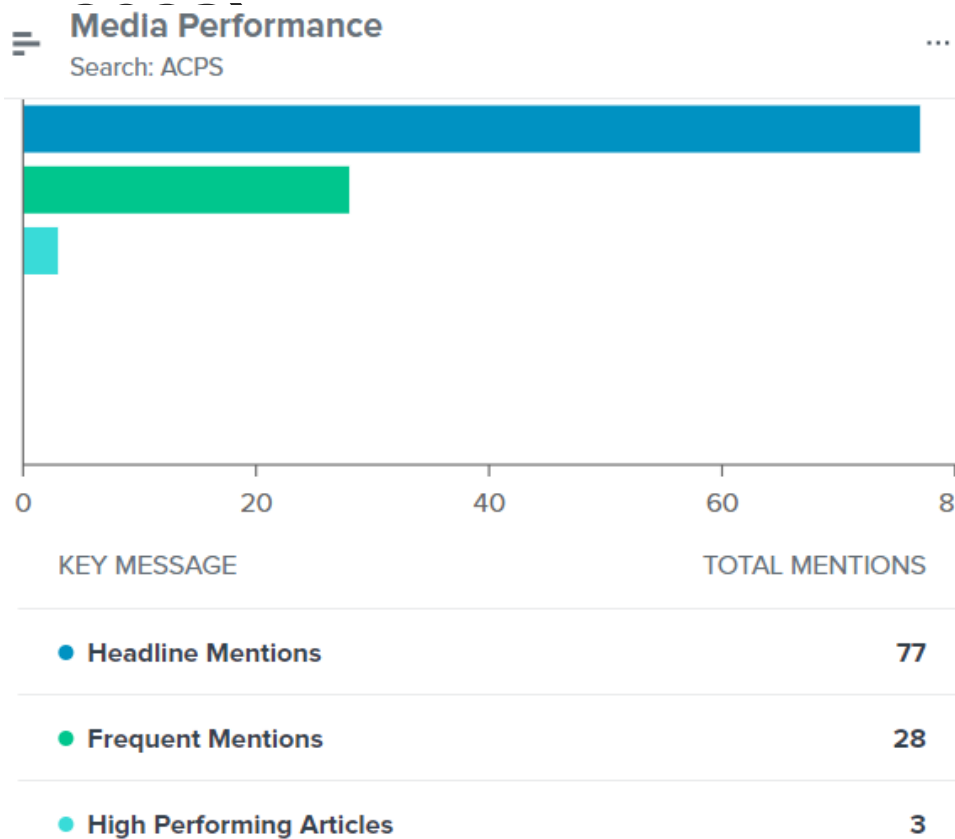


RESULTS-DRIVEN

Media Performance (April 1- June 15,



Source: Cision



Sentiment of Earned Media (April 1- June 15,

2023)

 **Sentiment**
Search: ACPS



90% of the ACPS news mentions rated for sentiment are positive or neutral

SEARCH NAME	TOTAL MENTIONS
● Positive	73 (38%)
● Neutral	99 (52%)
● Negative	18 (9%)

* Source: Cision analytics of overall total mentions online during the quarter April 1, 2023 - June 15, 2023. Note that broadcast stories are not included in sentiment analytics.

RESULTS-DRIVEN





Math Teacher Kokonis Story Analytics

Mr. Kokoni's story was broadcasted and published by 491 TV stations and online news sites nationwide.

Math Teacher Kokonis

Shared with your team

Showing metrics for Math Teacher Kokonis Apr 1, 2023 - Jun 15, 2023

Total Mentions

491

+ 49000% vs. Previous 76 days



Social Shares

3,910

+ 390900% vs. Previous 76 days



(April 1 - June 15, 2023)

Source: Cision



Math Teacher Kokonis Story Analytics (cont.)

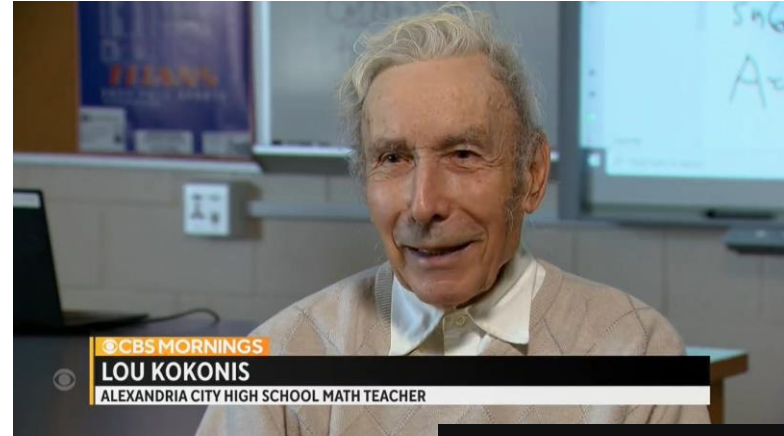
91-year-old Virginia math teacher has no plans to retire after decades at same school

Published **Apr 20, 2023** by **Scott MacFarlane, Analisa Novak**

Almost a quarter of a million teachers are expected to retire this year nationwide. But even at 91, math teacher Lou Kokonis isn't one of them. Kokonis has taught math for 63 years at Alexandria City ...

Readership
37,840,118

Sentiment
Positive



CBS Mornings



Published **Apr 20, 2023** by **KBZK**

>>> The schools of this country are facing a massive wave of retirements with almost a quarter million teachers likely to leave the classroom for good when this school year is over. There is one math ...

Viewership
1,099,214

Sentiment
Neutral



ACPS News Coverage Sentiment Compared to Nearby Divisions (April 1 - June 15, 2023)

- **ACPS**
 - 1.9K mentions (190 rated for sentiment); positive (38%); neutral (52%)
- **Fairfax**
 - 1.1K mentions; positive (31%); neutral (57%)
- **Arlington**
 - 111 mentions; positive (19%); neutral (62%)
- **Loudon**
 - 65 mentions, positive (19%); neutral (37%)

* Source: Cision analytics

Sentiment Comparison ACPS with ECPS

Sentiment
Search: ACPS

ECPS
Sentiment

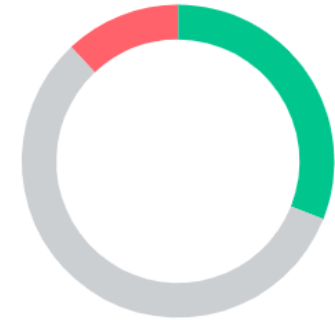
Search: Fairfax County Public Schools



SEARCH NAME TOTAL MENTIONS

● Positive	73 (38%)
● Neutral	99 (52%)
● Negative	18 (9%)

1.9K Total Mentions (190 Rated)*



SEARCH NAME TOTAL MENTIONS

● Positive	343 (31%)
● Neutral	630 (57%)
● Negative	132 (12%)

1.1k Total Mentions*

* Source: Cision analytics of overall total mentions online during the quarter April 1, 2023 - June 15, 2023. Note that broadcast stories are not included in sentiment analytics, such as Math Teacher Kokoni's story.



Sentiment Comparison ACPS with

APC

Sentiment
Search: ACPS

Sentiment
Search: Arlington Public Schools



SEARCH NAME	TOTAL MENTIONS
● Positive	73 (38%)
● Neutral	99 (52%)
● Negative	18 (9%)

1.9K Total Mentions (190 Rated)*



SEARCH NAME	TOTAL MENTIONS
● Positive	41 (26%)
● Neutral	97 (61%)
● Negative	20 (13%)

111 Total Mentions*

* Source: Cision analytics of overall total mentions online during the quarter April 1, 2023 - June 15, 2023. Note that broadcast stories are not included in sentiment analytics, such as Math Teacher Kokoni's story.

RESULTS-DRIVEN





RESULTS-DRIVEN

Sentiment Comparison ACPS with LPS

Sentiment
Search: ACPS



SEARCH NAME

TOTAL MENTIONS

● Positive

73 (38%)

● Neutral

99 (52%)

● Negative

18 (9%)

1.9K Total Mentions (190 Rated)*

Sentiment
Search: Loudon County Public Schools



SEARCH NAME

TOTAL MENTIONS

● Positive

19 (29%)

● Neutral

37 (57%)

● Negative

9 (14%)

65 Total Mentions*

* Source: Cision analytics of overall total mentions online during the quarter April 1, 2023 - June 15, 2023. Note that broadcast stories are not included in sentiment analytics, such as Math Teacher Kokoni's story.



ACPS News Amplified by Social Media

(April 1 - June 15, 2023)

NorthernVirginia

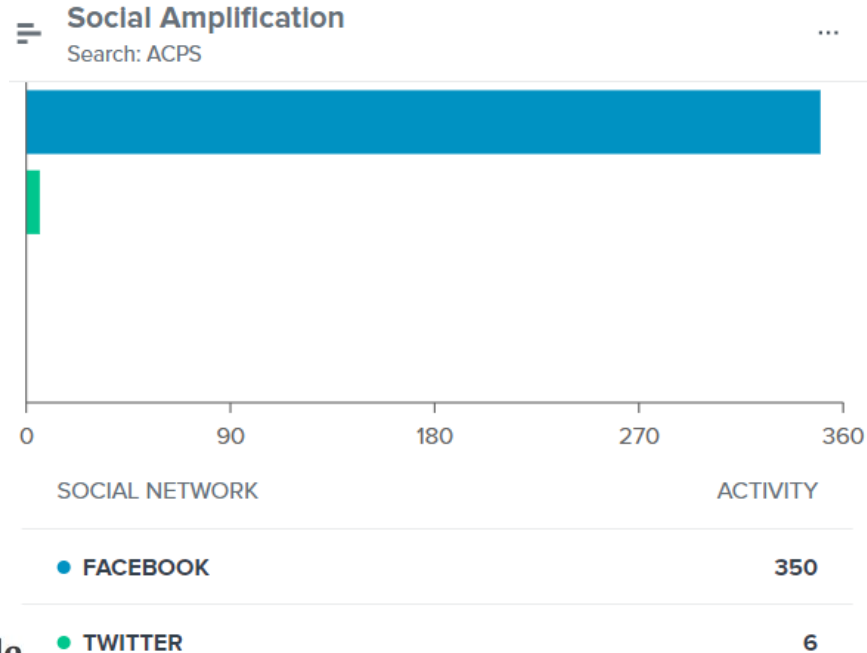


EDUCATION

How to Avoid Summer Educational Slide

Try these activities and tutoring sites to keep kids engaged and learning when they're not in school.

By Maggie Roth | June 15, 2023



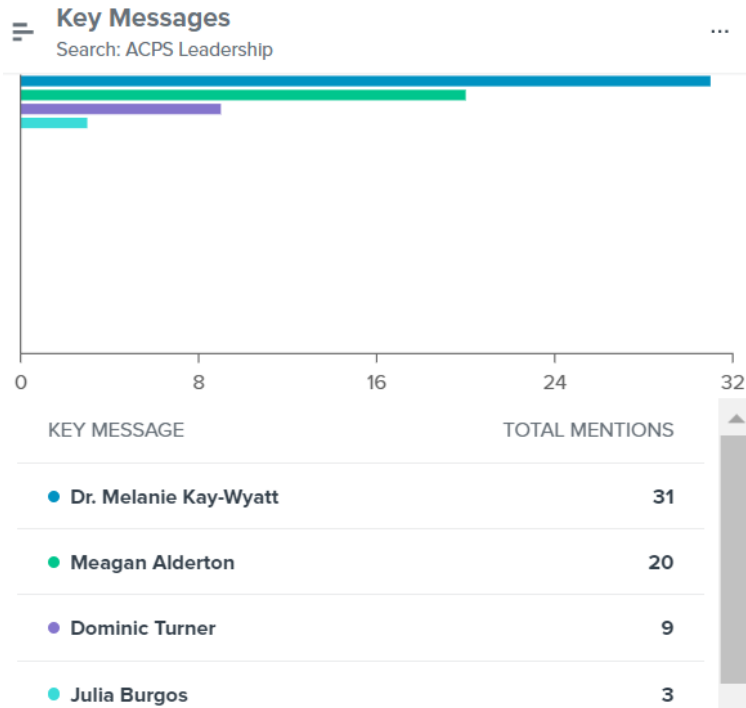


Quarter Four: Media Events & School Visits

1. Central Office: Permanent Superintendent
2. Cora Kelly: Pandemic Learning Recovery
3. William Ramsay: Social Emotional Academic Learning (SEAL)
4. Francis C. Hammond: Student Backpack Donations
5. Samuel Tucker: Custodian Achieves 42-year Career Milestone
6. ACHS: Students' Winning Human Trafficking Video
7. ACHS: Titan Class of 2023 Graduation
8. ACHS: Math Teacher Lou Kokonis
9. Mt. Vernon: Principal of the Year and George Mason: Teacher of the Year
10. Patrick Henry: Promotion Ceremony



ACPS Leadership in the Online News

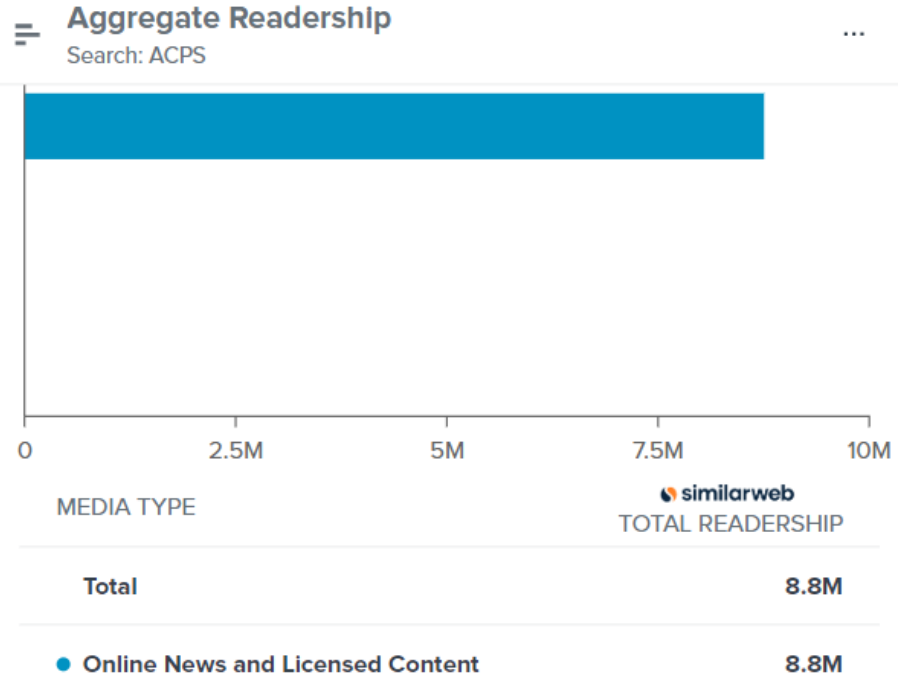


(April 1- June 15, 2023)

Source: Cision



Aggregate Readership/Viewership (April 1- June 15, 2023)

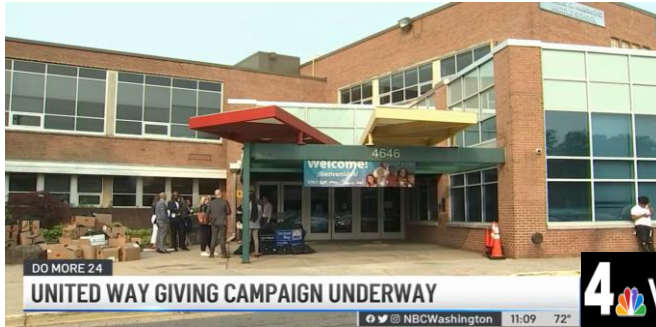




Top 5 Schools Mentioned

1. Alexandria City High School: 934
2. George Washington Middle: 237
3. Mount Vernon Community: 64
4. John Adams Elementary: 32
5. William Ramsay Elementary: 30

Northern Virginia



EDUCATION

Mural Inspired by Black Lives Matter Documents History, Future of Alexandria City High School



News Highlights for this Quarter

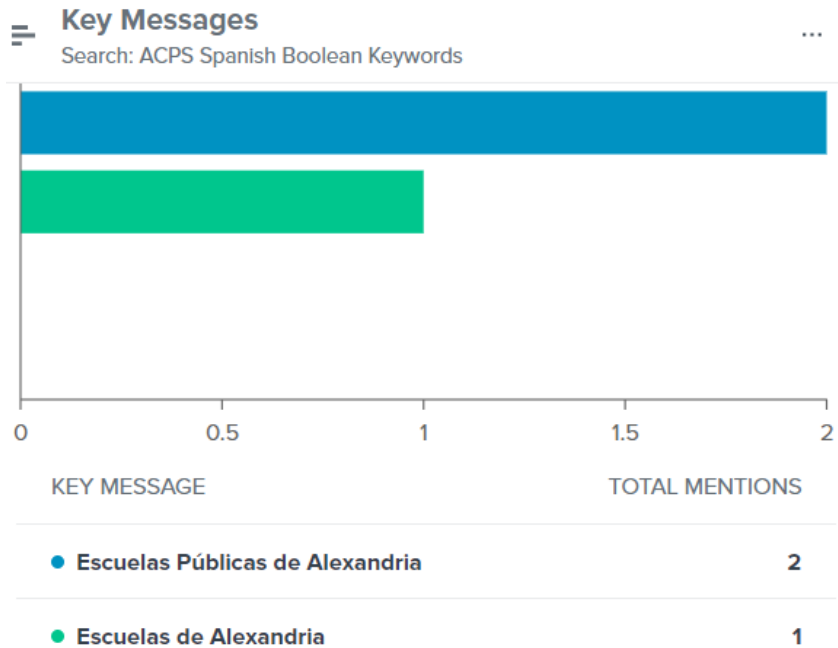
- Regional news coverage of announcement of ACPS permanent superintendent, Dr. Kay-Wyatt
- Local coverage of ACHS Class of 2023 graduation
- ACHS Math Teacher Lou Kokonis story on CBS national news coverage
- Cora Kelly featured in USA Today national coverage of K-12 pandemic learning loss recovery
- Local news stories on Minnie Howard topping off ceremony
- Regional news coverage of new weapons abatement pilot program
- Stronger relationships with regional news outlets, including Spanish media, Univision and Telemundo networks
- Media highlights are featured on ACPS web page, social media and in a monthly column for the *ACPS Insider* newsletter



ACPS in Spanish News

(April 1- June 15, 2023)

Source: Cision





Moving Up

Corey Reynolds speaks at Patrick Henry promotion ceremony.



Students at Patrick Henry K-8 School attend the June 12 promotion ceremony for students who have completed eighth grade and will enter high school in the fall of 2023.



New Minnie Howard Campus 'Topping-Out' in Alexandria a Huge Success

Ceremony marks the completion of the building's frame





Principal of the Year creates a welcoming environment where students can succeed

June 7, 2023 / By Sarah Holland



Free Summer Meals For Children To Be Offered At Alexandria Schools

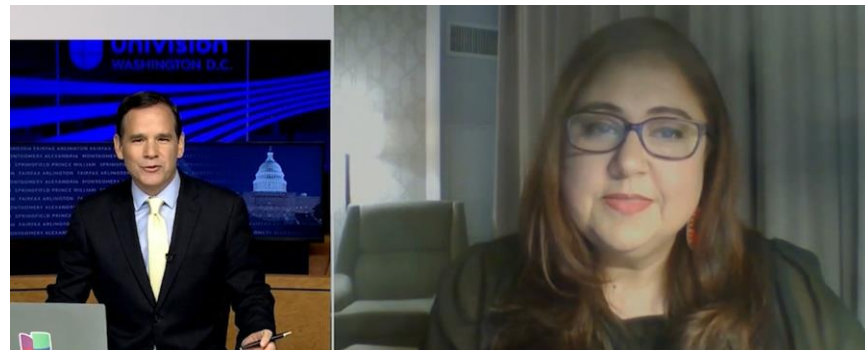
Patch

At five school locations, Alexandria City Public Schools will offer free breakfast and lunch for children during the summer.



UNIVISION

Nueva jornada de entrega de alimentos



COMIDAS DE VERANO EN ALEXANDRIA





Alexandria City Public Schools

Questions?

Julia Burgos, Chief of School & Community Relations

Kathy Mimberg, Executive Director of Communications

Issmar Ventura, Media Relations Specialist



Interim Superintendent

Dr. Melanie Kay-Wyatt

School Board

Meagan L. Alderton, Chair
Jacinta Greene, Vice Chair

Willie F. Bailey, Sr.
Kelly Carmichael Booz
Abdel-Rahman Elnoubi

Christopher Harris
Tammy Ignacio

Michelle Rief
Ashley Simpson Baird