



Media Relations Quarterly Report

Oct. 1- Dec. 31, 2022
2022-23 School Year





RESULTS-DRIVEN

Incoming News Media Inquiries: Oct. 1 - Dec. 31, 2022

Number of requests:

Estimated 50+

Total Mentions:

634

Schools
Patch
**ACPS Budget Proposal Includes
Staff Pay Increases, Facility
Resources**

**ACPS to Cut Ribbon on New
Family Learning Zone**

Alexandria City Public Schools will open its FACE Center and Family Learning Zone Tuesday, Nov. 29.

Alexandria
LIVING

BY ALEXANDRIA LIVING MAGAZINE STAFF
NOV. 28, 2022 8:59 A.M.



RESULTS-DRIVEN

Top Topics in Media Inquiries and News Coverage

- Safety and security
- Enrollment, capacity, absenteeism
- Governor Youngkin's transgender policy
- School staffing shortages and recruitment
- Proposed budget for next fiscal year
- ACHS sports coverage
- Post-pandemic learning loss and mental health supports
- Interim superintendent and superintendent search
- COVID-19 protocols for return from school breaks

Alexandria Times

How is ACPS handling teacher recruitment and retention?

October 27, 2022

513



Recruiting more teachers to fill empty classrooms will help control the class sizes and help kids get a more personalized education experience. (File photo)

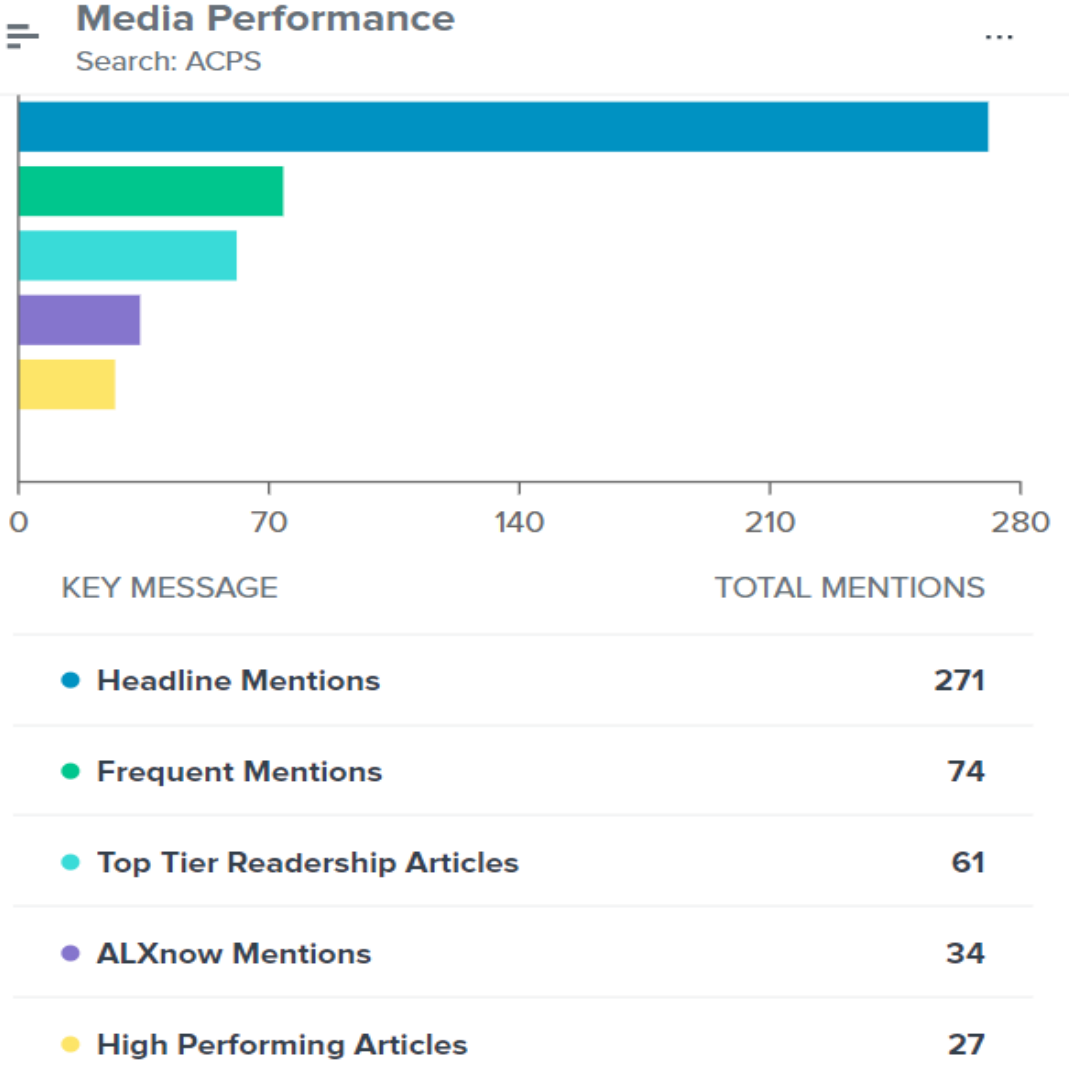
Media Performance



RESULTS-DRIVEN



Source: Cision



Sentiment of Earned Media



Sentiment

Search: ACPS

...



634 total mentions

SEARCH NAME

TOTAL MENTIONS

● Positive

107 (27%)

● Neutral

217 (55%)

● Negative

70 (18%)



RESULTS-DRIVEN



RESULTS-DRIVEN

How ACPS News Coverage Compares to Nearby Divisions: Oct. 1-Dec. 31, 2022

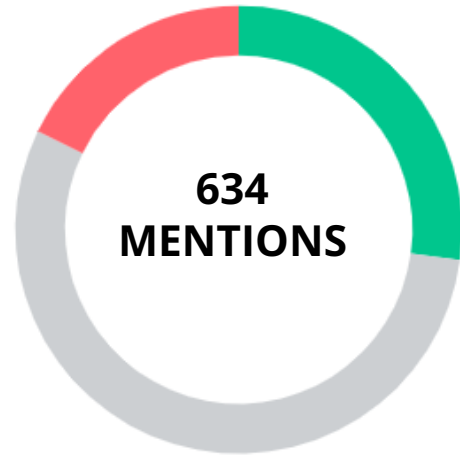
- **ACPS**
 - 634 mentions; positive (27%); neutral (55%)
- **Loudon**
 - 124 mentions, positive (27%); neutral (44%)
- **Fairfax**
 - 1.9k mentions; positive (20%); neutral (51%)
- **Arlington**
 - 81 mentions; positive (36%); neutral (60%)

Comparison ACPS with FCPS



RESULTS-DRIVEN

Sentiment
Search: ACPS



SEARCH NAME

TOTAL MENTIONS

● Positive

107 (27%)

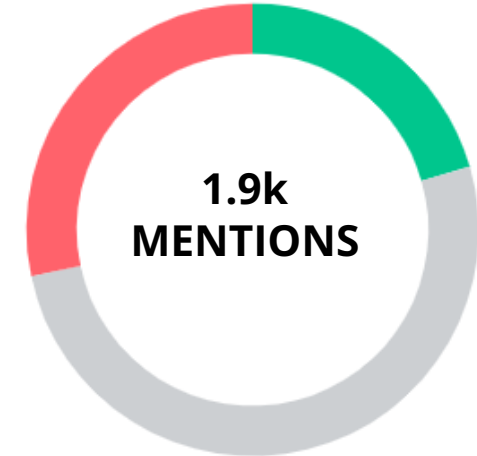
● Neutral

217 (55%)

● Negative

70 (18%)

Sentiment
Search: Fairfax County Public Schools



SEARCH NAME

TOTAL MENTIONS

● Positive

305 (20%)

● Neutral

762 (51%)

● Negative

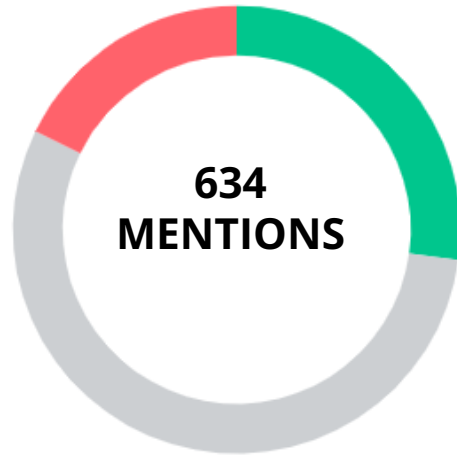
421 (28%)

Comparison ACPS with LCPS



RESULTS-DRIVEN

Sentiment
Search: ACPS



SEARCH NAME

TOTAL MENTIONS

● Positive

107 (27%)

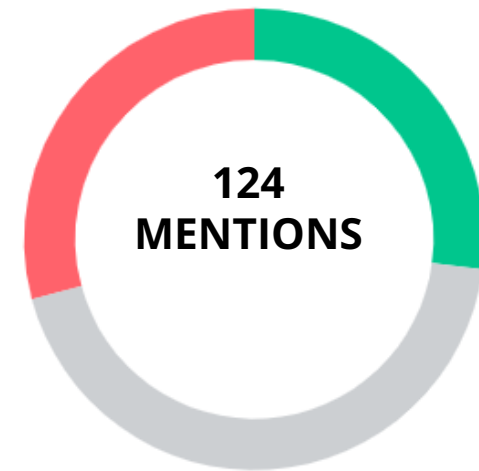
● Neutral

217 (55%)

● Negative

70 (18%)

... **Sentiment**
Search: Loudon County Public Schools ...



SEARCH NAME

TOTAL MENTIONS

● Positive

13 (27%)

● Neutral

21 (44%)

● Negative

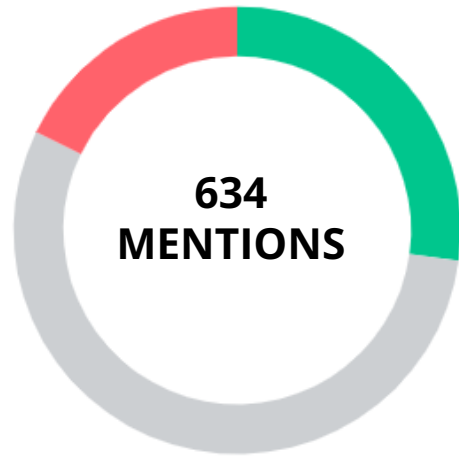
14 (29%)

Comparison ACPS with APS



RESULTS-DRIVEN

Sentiment
Search: ACPS



SEARCH NAME

TOTAL MENTIONS

● Positive

107 (27%)

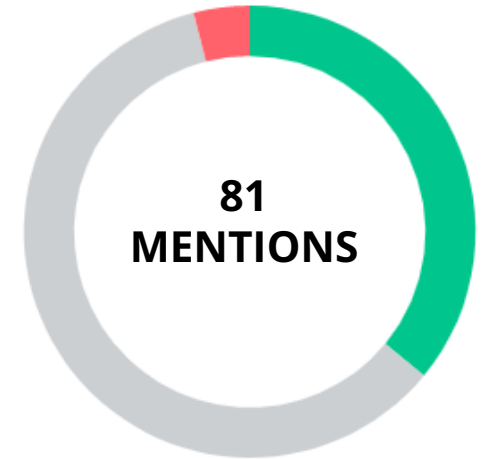
● Neutral

217 (55%)

● Negative

70 (18%)

... **Sentiment**
Search: Arlington Public Schools



SEARCH NAME

TOTAL MENTIONS

● Positive

27 (36%)

● Neutral

45 (60%)

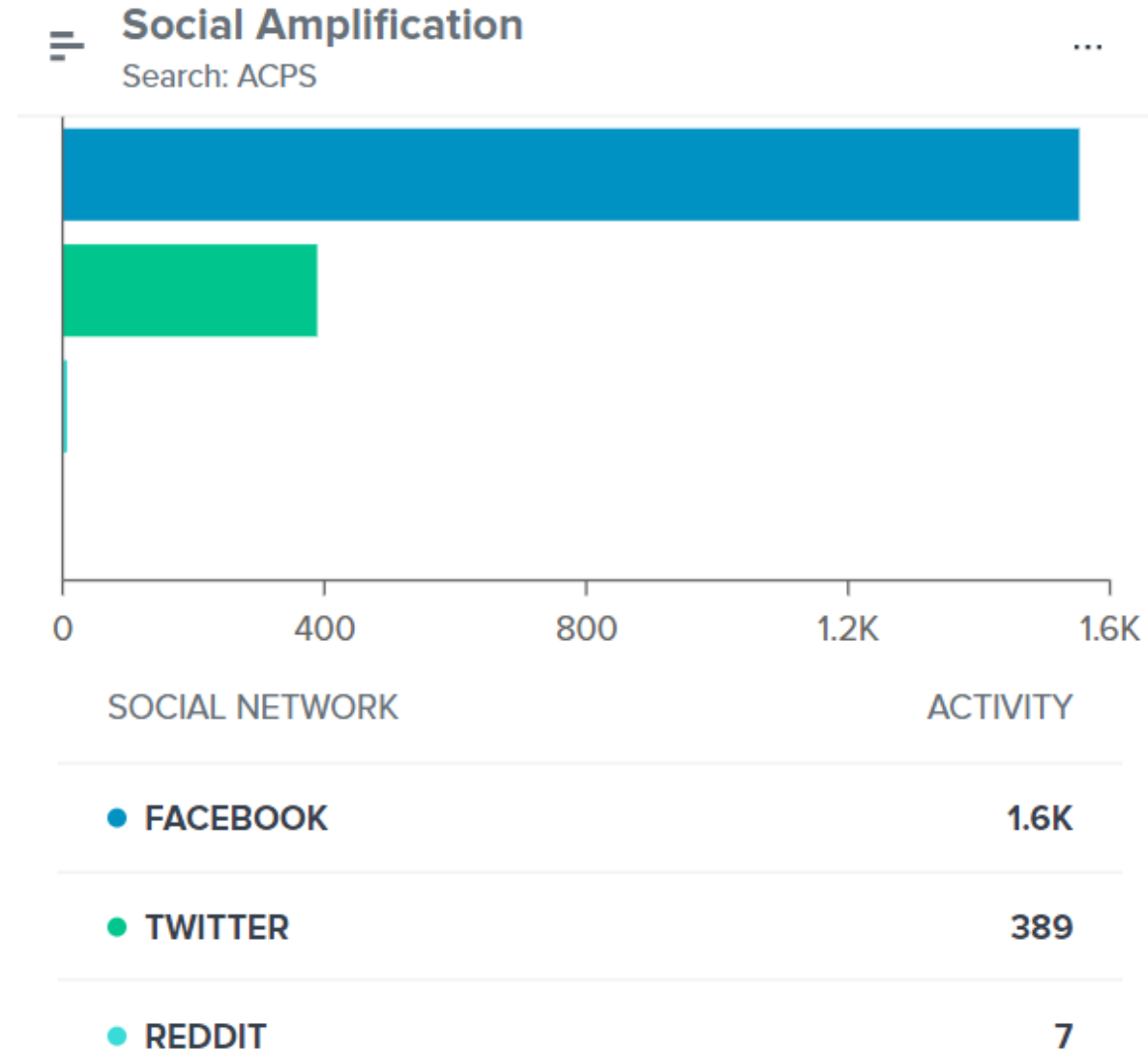
● Negative

3 (4%)

ACPS News Amplified by Social Media



RESULTS-DRIVEN



Quarter Two Media Events & School Visits



RESULTS-DRIVEN

1. Alexandria Athletic Hall of Fame
2. Fox 5 Live Pep Rally–ACHS
3. Ribbon-cutting for new FACE Center
4. Culinary Arts Initiative–ACHS
5. Author of Tuskegee Airmen at Ferdinand T. Day
6. Band Program–ACHS
7. Pandemic Recovery–Cora Kelly

Noah and Josephus Lyles to be inducted into ACPS Athletics Hall of Fame

James Cullum May 24, 2022 at 9:30am



ALXnow
Everything Alexandria



RESULTS-DRIVEN

ACPS Leadership in the News

| | |
|-------------------------|----|
| ● Meagan Alderton | 17 |
| ● Dr. Melanie Kay-Wyatt | 16 |
| ● Julia Burgos | 5 |
| ● Dr. Alicia Hart | 3 |
| ● Dr. Marcia Jackson | 2 |

Aggregate Readership

| MEDIA TYPE |  TOTAL READERSHIP |
|---------------|--|
| Total | 2.8B |
| ● Online News | 2.8B |
| ● Television | 1.2M |
| ● Blogs | 304K |

Source: Cision



WELCOMING

Top Mentions by School

1. Alexandria City High School: 182
2. George Washington Middle School: 61
3. Francis C. Hammond Middle: 15
4. Ferdinand T. Day Elementary: 7
5. Mount Vernon Community School: 7
6. William Ramsay Elementary: 5



Source: Cision



WELCOMING

Highlights for this Quarter

- National Coverage: The Wall Street Journal, The Washington Post, NEA Today, Axios
- Op-ed by School Board Chair in The Washington Post
- Joint press statement with City of Alexandria communications team on Attorney General Miyares' visit to ACHS
- Strengthening relationships with local news outlets, including WTOP, WJLA, WUSA and Zebra
- Alexandria Times monthly school news roundup and op-ed
- Media highlights are featured on ACPS web page, social media and in a monthly column for the *ACPS Insider* newsletter

FOX 5 Field Trip: Alexandria City HS Gingerbread House fundraiser for scholarships

4 minutes left



FOX 5 FOX 5 FIELD TRIP ALEXANDRIA CITY HS GINGERBREAD HOUSE FUNDRAISER
8:48 37°



WELCOMING



School News

Author of Children's Book on the Tuskegee Airmen Visits Ferdinand T Day School

Zebra

'Supporting them the best way we can': a renewed focus on teacher retention in Alexandria

by Heather Graf | Monday, October 3rd 2022



A RENEWED FOCUS ON TEACHER RETENTION IN ALEXANDRIA



- STUDENT SUCCESS
- YOUR RIGHTS & WORKPLACE
- PROFESSIONAL EXCELLENCE
- ADVOCATING FOR CHANGE
- Action Center
- COVID-19: Creating Safe and Just Schools
- Racial & Social Justice
- Funding for Students & Schools
- Educator Pay & Benefits
- Every Student Succeeds Act
- New From NEA



NEA NEWS

When the Bands Go Marching in



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