



# Media Relations Quarterly Report

July 1, 2022- Sept. 30, 2022  
2022-23 School Year





RESULTS-DRIVEN

# Incoming News Media Inquiries: July 1 - Sept. 30, 2022

**Number of requests:  
119**

**Total Mentions: 1,143**





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# Top Topics in Media Inquiries and News Coverage

- SROs, security protocols, safety
- Superintendent transition
- Governor Youngkin's transgender policy
- Staff shortages
- COVID-19 protocols
- Return to in-person learning, unfinished learning
- Social, emotional, academic learning (SEAL)
- Academic topics and the 2022-23 areas of focus
- CIP issues—capacity, enrollment





**RESULTS-DRIVEN**



# Media Performance

Search: ACPS

**Headline Mentions: 376**

**Top Tier Readership Articles: 103**

**Frequent Mentions: 74**

**ALXNow Mentions: 40**

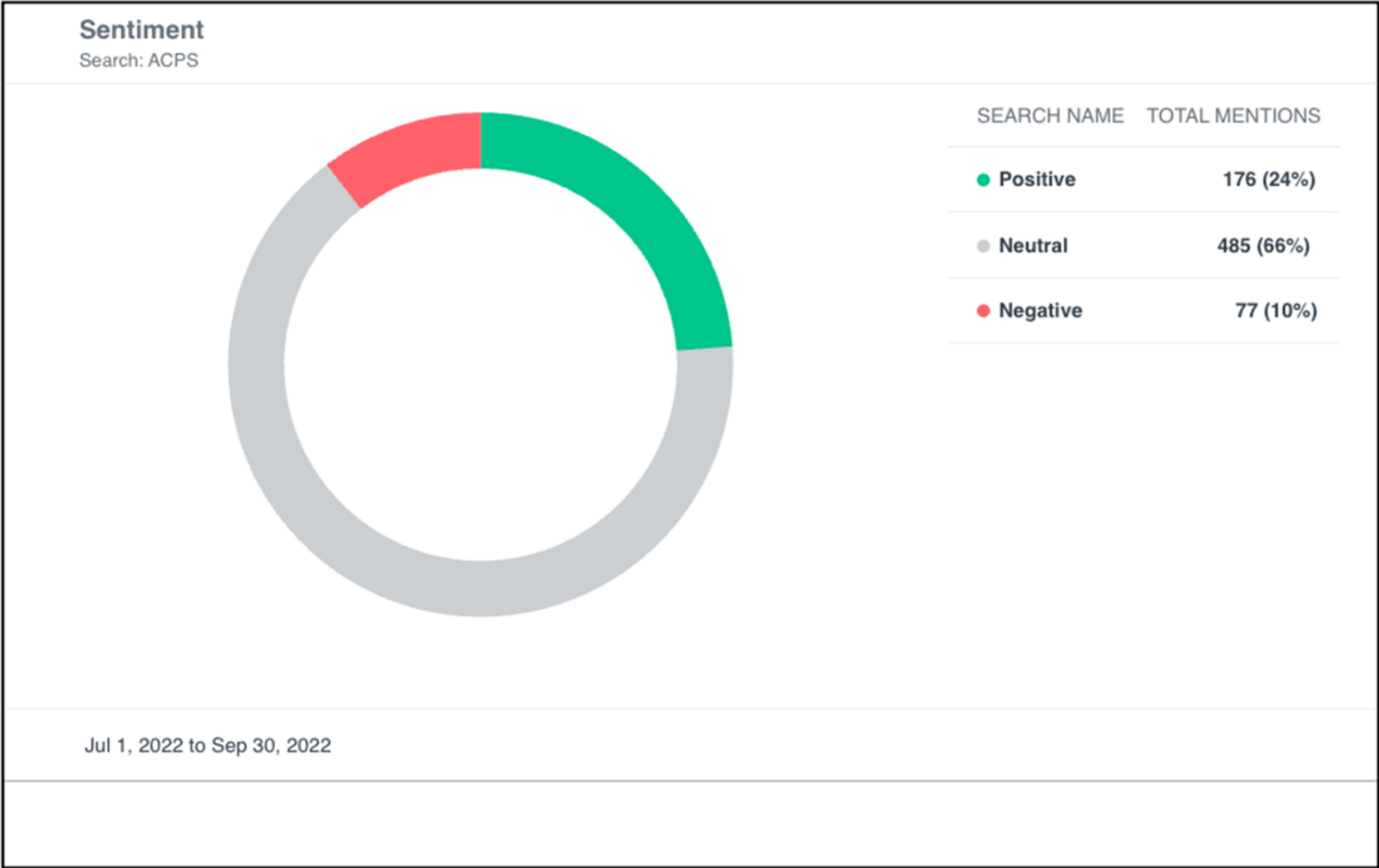
**High Performing Articles: 67**

*Source: Cision*

# Sentiment of Earned Media



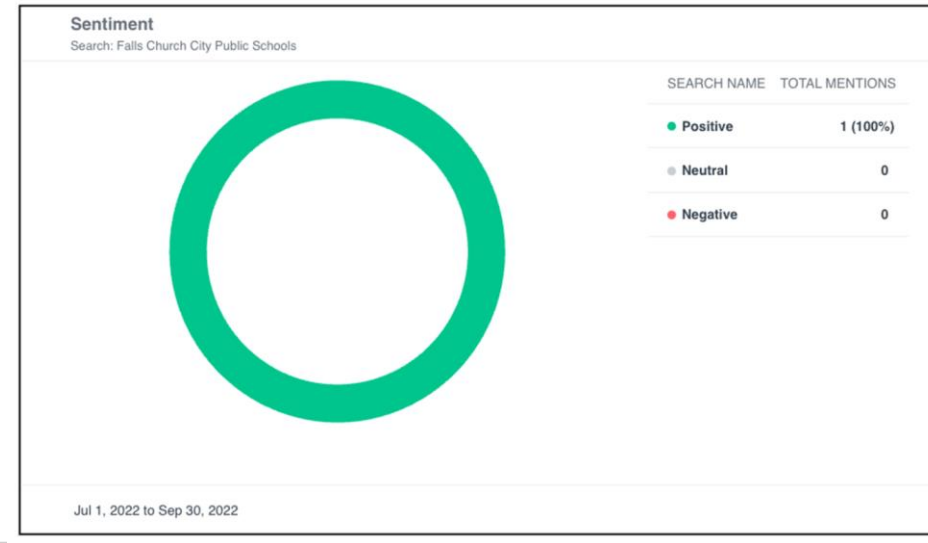
RESULTS-DRIVEN



# Comparison with APS, FCPS and FCCPS



RESULTS-DRIVEN





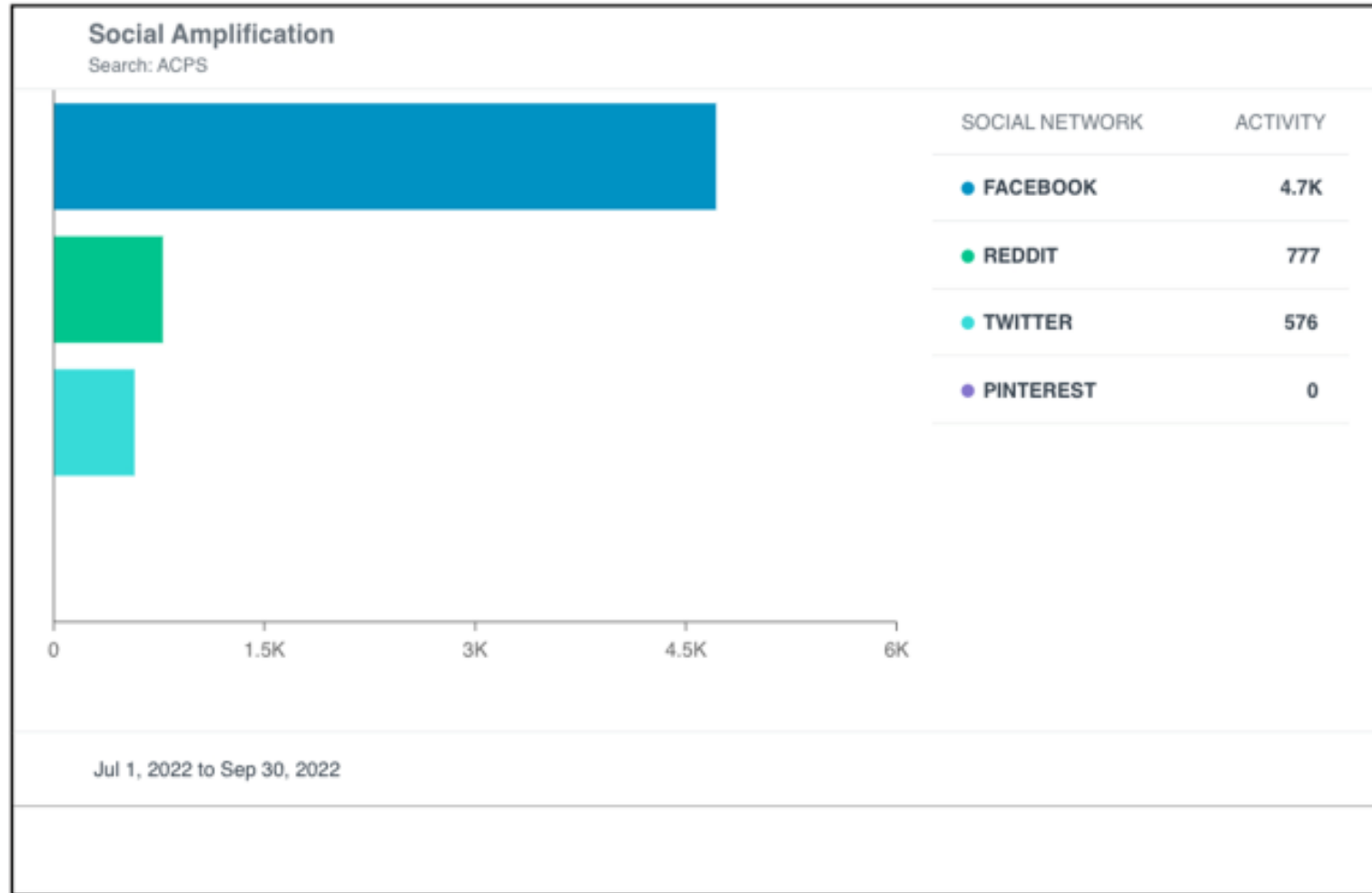
# How ACPS Compares to Nearby Divisions

- **ACPS**
  - 1,143 mentions; 176 positive (24%); 485 neutral (66%)
- **Falls Church**
  - 1 mention (positive)
- **Fairfax**
  - 3,372 mentions; 581 positive (25%); 1.3K neutral (55%)
- **Arlington**
  - 112 mentions; 38 positive (40%); 55 neutral (57%)

# ACPS News Amplified by Social Media



RESULTS-DRIVEN







RESULTS-DRIVEN

# Quarter One Media Events & School Visits

1. Step-Up to Kindergarten Orientation
2. First day of school press briefing–MVCS
3. Olympic Boxer Troy Isley returns to Lyles-Crouch Traditional Academy to speak with students
4. SEAL lesson-Hammond
5. Teacher retention-Brooks
6. Science Academy/Student
7. Nursing Program – ACHS
8. SEAL lesson–Cora Kelly
9. SEAL lesson-George Washington



WELCOMING

# Highlights for this Quarter

- National Coverage: Washington Post, Axios, Gray TV network, trade publications
- Sample stories: [SEAL in the classroom](#), [ACHS Nurse Aide Program](#), [Back to School](#), [Young Afghan Refugees in America Adjust to New Norms](#), [VA School Districts Respond to Youngkin's Policies Restricting Transgender Students](#)
- School Board Appoints Interim Superintendent
- Strengthening relationships with media - new reporters at AP & WJLA; increased stories with Gray TV; new trade publications
- WHUR 96.3 FM - Howard University's The Daily Drum Insight Segment—Back to School Conversations with Dr, Melanie Kay-Wyatt
- Alexandria Times monthly school news roundup and op-ed
- New site has webpage with media highlights and media relations



## “Kids want to share”: Schools work to help students overcome mental health issues in the classroom

The U.S. Department of Education urges districts to utilize federal funding to support emotional well-being in schools.



EDUCATION

## Meet Alexandria City Public Schools' new interim superintendent



Dr. Melanie Kay-Wyatt will officially start her post, overseeing the education of 15,000 Alexandria students, on Sept. 1.

ALEXANDRIA CITY PUBLIC SCHOOLS

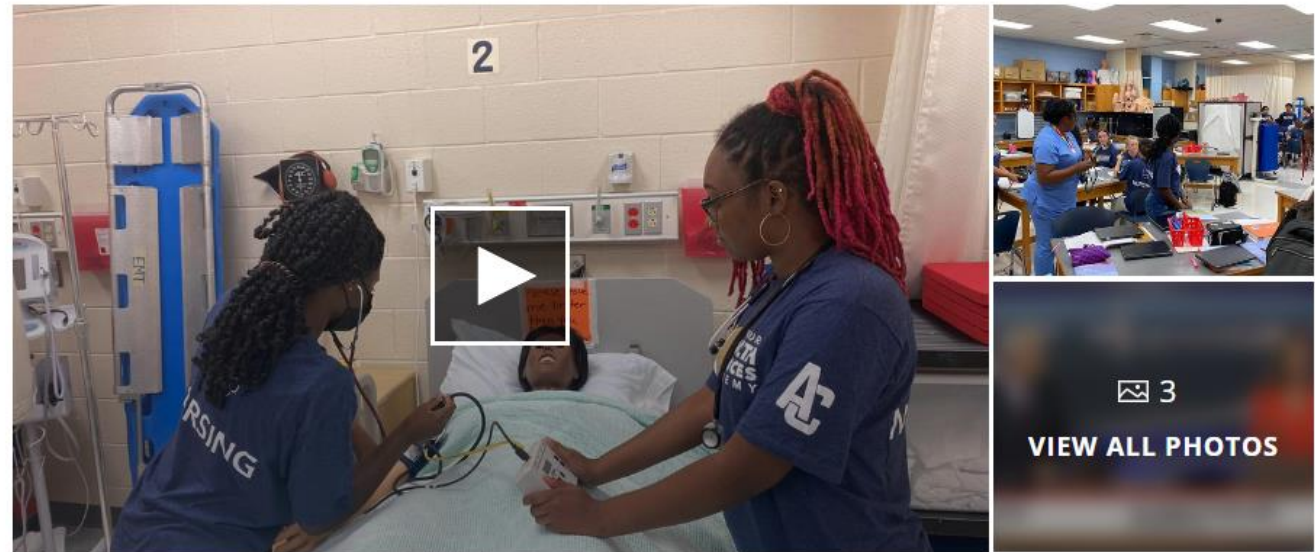
# ACPS school year begins

August 25, 2022



## Alexandria nurse aide program offers education and jobs for high school students

by Kim Jackson | Wednesday, September 14th 2022



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VIEW ALL PHOTOS

Alexandria City Public High students work on a mannequin, as part of their nurse aide training program. (7News)



# Amplifying Positive Stories & Relationships

ACPSk12Supt Dr. Melanie Kay-Wyatt and ACPS students and staff recently helped Alexandria ring in Constitution Week!

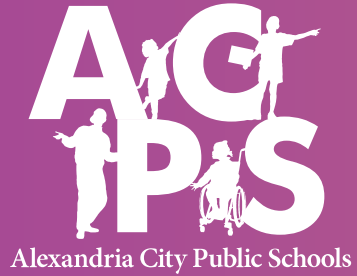


Robust First Day of School 2022-23 Media Coverage



Comms Team Celebrates Teacher and Principal of the Year with Washington Post





# Questions?

*Julia Burgos, Chief of School & Community Relations*

*Kathy Mimberg, Executive Director of Communications*

*Jeanene Harris, 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