

Media Relations Interim Report

August 24, 2021- March 31, 2022
2021-22 School Year





Incoming Media Inquiries

Number of requests: 252

Total Mentions: 2,679



Top Topics in Media Inquiries and News Coverage

1. SROs
2. Mask mandate
3. Staff shortages
4. COVID-19 numbers/protocol/vaccinations
5. Return to in-person learning

**Completed Requests: 236
(92.6%)**

Not completed: 16

Why? Reporter went in another direction, did not hear back from colleagues/content experts, reporter asked inflammatory questions or questions about specific students where we could not provide information due to privacy concerns



Media Outlets

Most requests

1. ALX Now
2. Washington Post
3. WUSA9 (CBS)
4. WJLA (ABC7)
5. Fox 5 (WTTG)

News Outlet Viewership

1. 61,981 viewers
2. 58.3 million viewers
3. 5 million viewers
4. 3 million viewers
5. 3.7 million viewers

Cision Aggregate ACPS reach: **13.72 billion views**

- Online News: 13.7 B
- Television: 6.6 M

Frequent topics associated with ACPS in media coverage

COVID-19: 1.1K

Education/Instructional Issues: 913

ACPS Leadership: 165

- **COVID-19:** Learning during quarantine, mask mandates, vaccinations
- **Education:** Summer learning, in-person instruction
- **Leadership:** expanded on next slide

ACPS Leadership mentions in media coverage

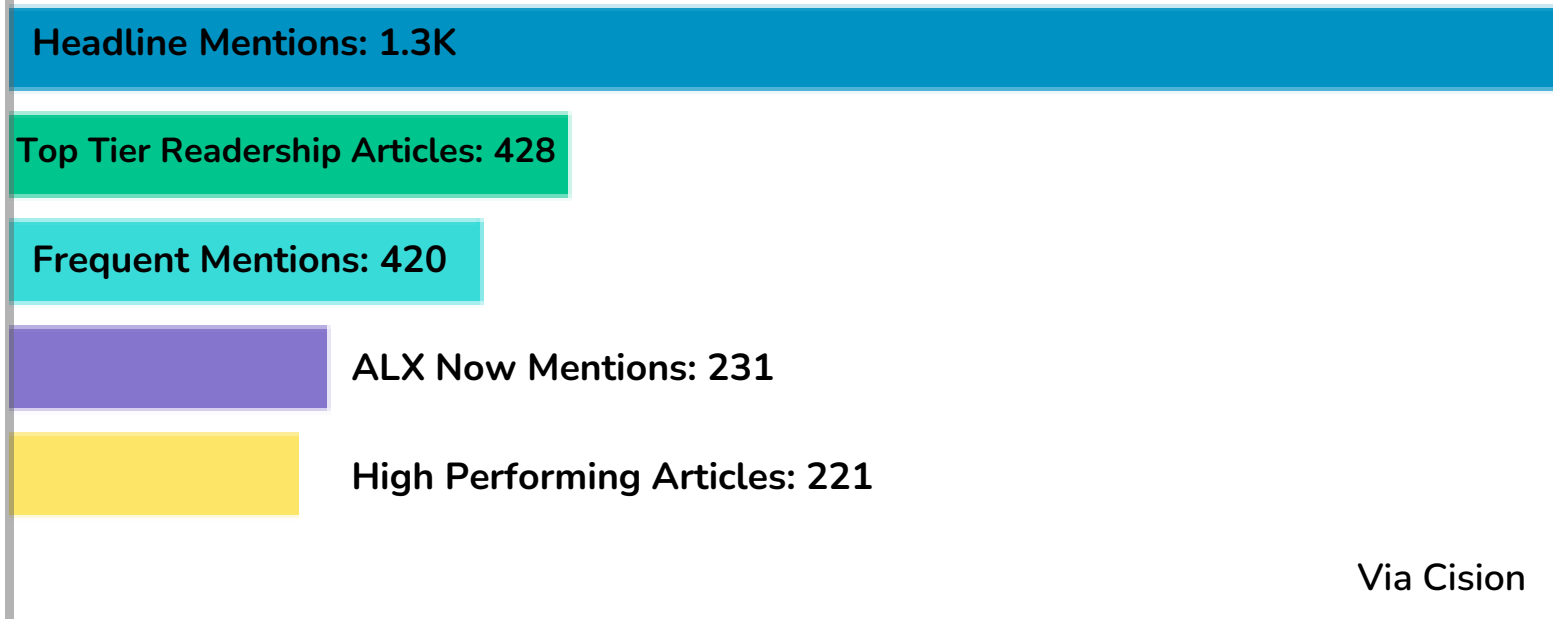
- Dr. Hutchings: 80
- Julia Burgos: 16
- Dr. Alicia Hart: 8
- Dr. Melanie Kay-Wyatt: 5
- Dominic Turner: 4
- Dr. Terri Mozingo: 3
- Dr. Gerald Mann: 1
- School Board Chair Meagan Alderton: 48



Media Performance



Search: ACPS



Via Cision

Coverage by School

Schools covered: 13/19

School covered most: ACHS

Schools not yet covered in 2021-22: Jefferson-Houston, Patrick Henry, Early Childhood Center, Charles Barrett, John Adams, Mount Vernon

Sentiment



SEARCH NAME

TOTAL MENTIONS

● Positive

590 (28%)

● Neutral

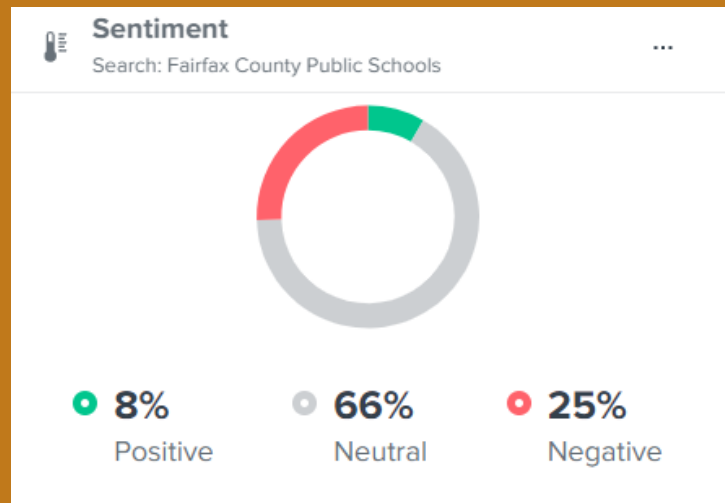
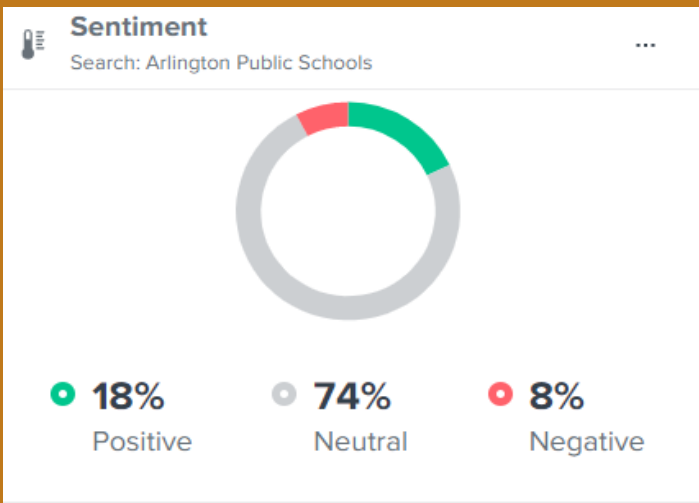
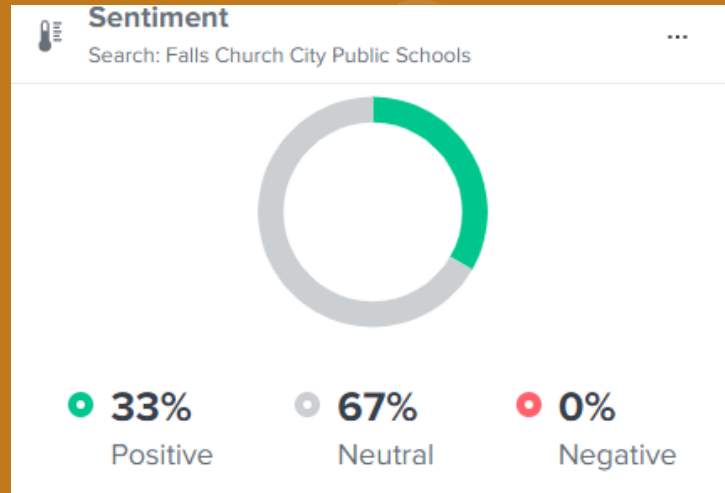
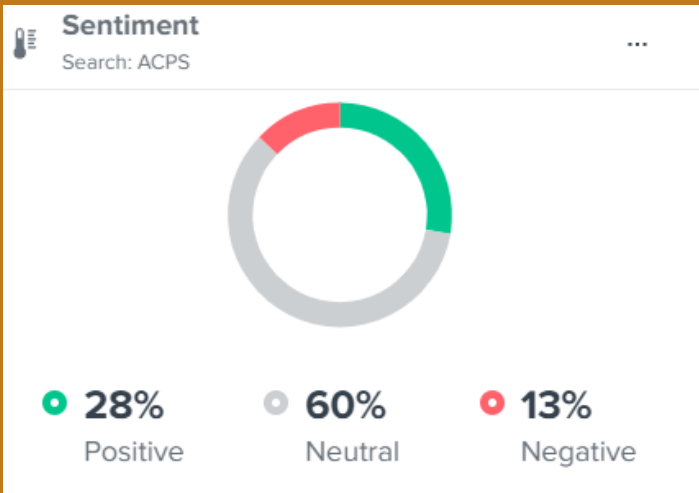
1.3K (60%)

● Negative

272 (13%)

How ACPS Compares

- **ACPS**
 - Mentions: 2,679
- **Falls Church**
 - Mentions: 30
- **Fairfax**
 - Mentions: 12.98K
- **Arlington**
 - Mentions: 677





Social Amplification



Search: ACPS

SEARCH NAME

TOTAL MENTIONS

FACEBOOK

91.86K

TWITTER

6.7K

REDDIT

3.4K

PINTEREST

37



Social Amplification

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Search: Arlington Public Schools

SEARCH NAME	TOTAL MENTIONS
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FACEBOOK	16.47K
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TWITTER	2K
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REDDIT	168
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PINTEREST	6
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Social Amplification

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Search: Fairfax County Public Schools

SEARCH NAME	TOTAL MENTIONS
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FACEBOOK	429K
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TWITTER	30.63K
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REDDIT	14.57K
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PINTEREST	57
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Media Events

1. First day of school events
2. Noah Lyles Returns to ACHS to Talk About Mental Health
3. New ACHS Stadium Ribbon Cutting
4. ACHS Mock Election
5. Hammond Futsal Field Unveiling
6. Hammond Feminine Hygiene donation
7. McArthur Mural Unveiling
8. Lyles Crouch PTA fundraiser
8. Virginia Tech partnership at Polk
9. Governor visits ACHS to make announcement
10. Electric Bus Event
11. Lyles-Crouch Celebrates Crossing Guard Cora Reed
12. State of the Schools at ACHS
13. Essential Workers Appreciation Event at Cora Kelly
14. Minnie Howard Groundbreaking

Highlights

- National Coverage: NPR, Washington Post, Axios, trade publications
- Successful pitches: Women's History Month Facilities Team pitch, [Essential Workers Appreciation Event](#), [SEAL in the classroom](#), [Electric Bus event](#), [Minnie Howard groundbreaking event](#), [ACHS mock election](#), plus other hosted events
- Strengthening relationships with media - Taneika's [Alexandria Times school profiles](#)
- Alex Times Op-Ed: [School Board Chair Alderton](#), [Dr. Hutchings](#)
- [Media Relations Webpage](#)
- Alexandria Times monthly school news roundup

Amplifying positive stories on social media

Alexandria City Public Schools @ACPSk12 · Mar 28

In this month's #UnapologeticTalkWithTheSupe, Superintendent @DrHutchings speaks with civil rights icon Joan Trumpauer Mulholland and her son Loki Mulholland about Joan's experiences in the historic civil rights movement: acps.cc/369hk1l #antiracism #EquityInActionVA



UNAPOLOGETIC TALK
with the supe

PODCAST



Alexandria City Public Schools March 21 at 2:14 PM · 🌐

The **Life Enrichment Center (LEC)**, a non-profit literacy tutoring program that currently serves eight **Cora Kelly School for Math, Science and Technology** second graders, is our March Partner & Volunteer Highlight. Learn how LEC tutors are making a difference in ACPS: <https://acps.cc/3wnimlg>



15

2 Shares

acpsk12 • Follow
Lyles-Crouch Traditional Academy

acpsk12 Congratulations to Lyles-C...
Crossing Guard Cora Reed for being named Virginia's most Outstanding Crossing Guard by the @virginiadot Safe Routes to School Program! 📍 Reed has been guiding ACPS students safely to and from school for nearly 50 years. Thank you!

8w

s_venise_ Wow that's amazing! Congratulations 🎉

8w Reply

judyhdphoto 50 years?! That's a pretty incredible accomplishment! You're a 🌟 Star, Ms Reed! 🥰

8w Reply

169 likes