

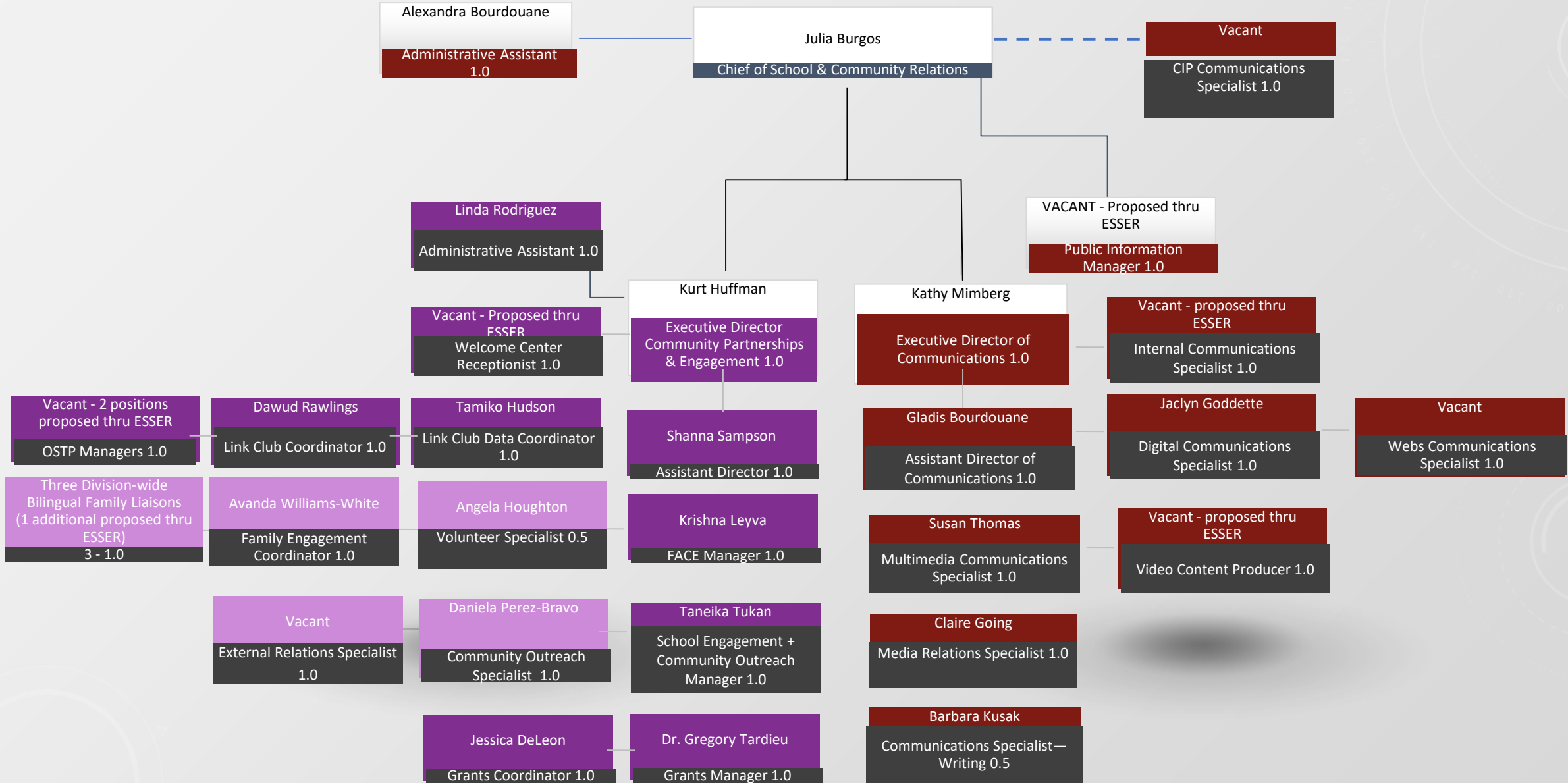


# School Board Media Protocol January 10, 2022

*Julia Burgos*  
*Chief of School & Community Relations*

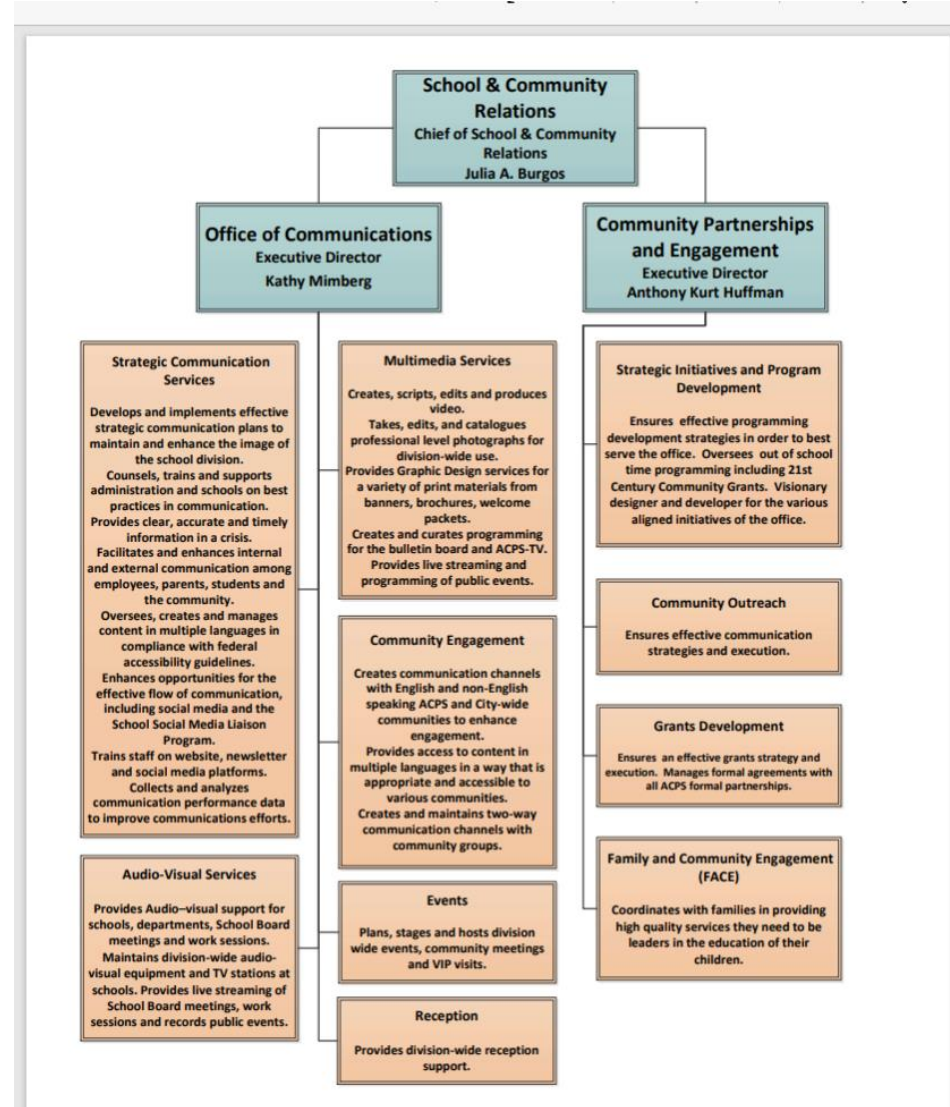


# SCHOOL & COMMUNITY RELATIONS TEAM





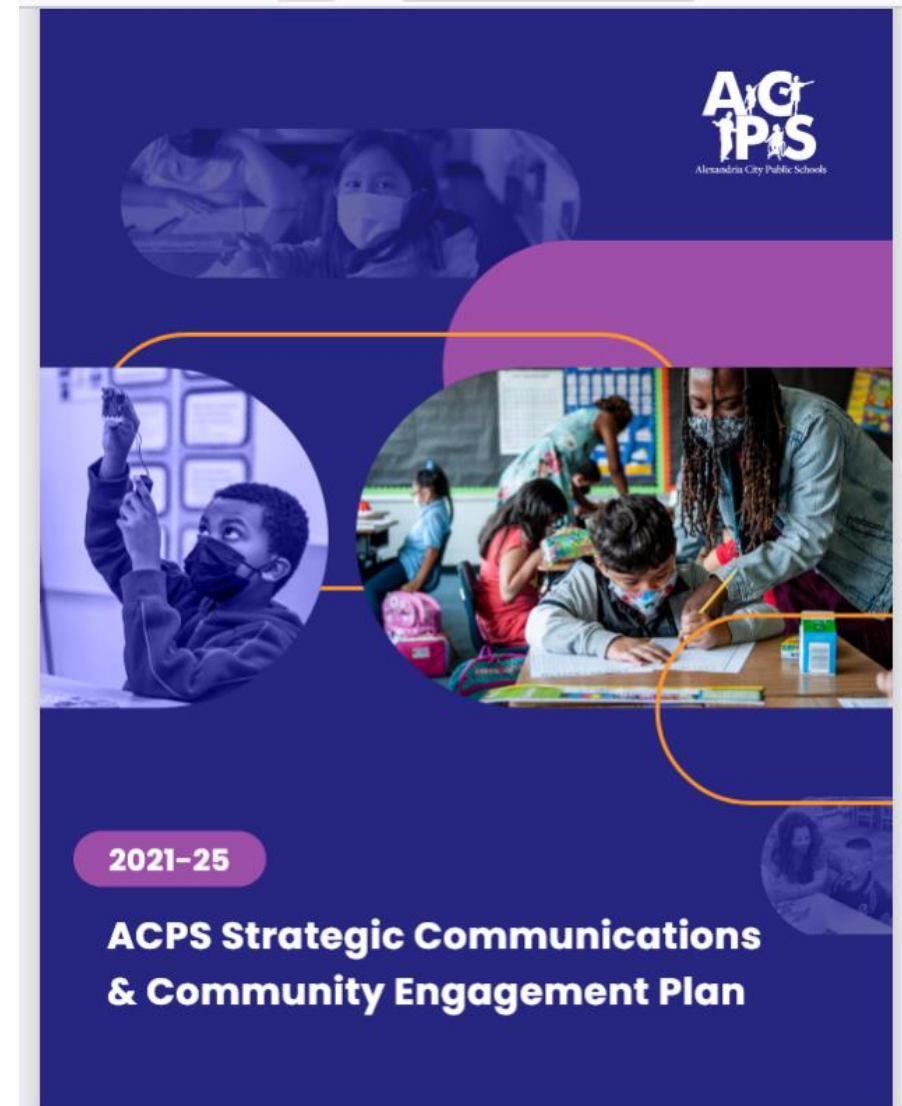
# What We Oversee





# 2021-25 ACPS Strategic Communications & Engagement Plan

[Dec. 17 Board Brief](#)





# Protocol for Media Inquiries

- All media inquiries are handled by ED of communications and media relations specialist
- Team coordinates responses with subject matter experts
- Responses approved by chief of school & community relations who serves as official ACPS spokesperson
- School Board chair is official spokesperson for the Board



# Protocol for SB Media Responses

- Upon receipt of any media inquiries, SB members send request to School Board chair
- School Board chair forwards to chief of school & community relations and superintendent (for awareness)
- School Board chair does not respond
- Depending on request, chair and superintendent may strategize on response
- Chief of school & community relations handles all responses on behalf of SB once response is agreed upon



# Rationale for School Board Media Protocol

- Communications Team receives numerous inquiries throughout the week
- Each inquiry receives a timely response and we coordinate and strategize on responses
- Imperative that we are in unison as School Board and division
- When individual Board members respond to inquiries, in many cases, it may not be aligned with what division is preparing as a response
- It may also not be ready to be shared for factors that are germane to staff discussions



# School Board Media Training for Chairs

- The Communications Team will train the School Board chair to participate in media interviews
- A prep meeting and talking points are shared with chair prior to interviews
- Rare to have Chair in interviews
- Chair will also be quoted for various stories or in press releases





# Media Relations Web Page & RoundUp

- Each week, the Communications Team publishes a Media Roundup that is shared with School Board - includes all earned media
- ACPS Media Relations Webpage: Contact Information, Press Release Archive and News Stories ([www.acps.k12.va.us/Page/3707](http://www.acps.k12.va.us/Page/3707))

**SCHOOL AND COMMUNITY RELATIONS**

- Department of School and Community Relations
  - Chief of School and Community Relations
- Office of Communications
  - ACPS-TV
  - ACPS on Social Media
  - ACPS Mobile Apps
  - Media Relations
  - Voices Audio Series
  - 2019 Communications Audit
- Office of Community Partnerships and Engagement

**PARENTS & STUDENTS**

**NEW TO ACPS**

**STAFF**

**COMMUNITY**

## Media Relations

Alexandria City Public Schools (ACPS) media relations team supports and provides information to news organizations about the school division, individual schools and campuses, and its community.

The communications staff can connect reporters with experts within ACPS staff, assist news crews with filming/photographing on campus, assist media with covering open-press events and provide media with advisories, statements, photos, or news stories.

**For All Media Inquiries**

**Claire Going**  
Media Relations Specialist  
[claire.going@acps.k12.va.us](mailto:claire.going@acps.k12.va.us)  
[news@acps.k12.va.us](mailto:news@acps.k12.va.us)  
703-283-5567

**For Media Inquiries After Hours and Weekends**

**Kathy Mimberg**  
Executive Director of Communications  
[kathy.mimberg@acps.k12.va.us](mailto:kathy.mimberg@acps.k12.va.us)  
703-298-8555  
[news@acps.k12.va.us](mailto:news@acps.k12.va.us)  
703-283-5567

**For all other calls**  
703-619-8003

### In the News!

**Alexandria Gets Another New Mural!**  
By Grace Arnold, Zebra, Nov. 13, 2021  
[read more](#)

**Alexandria City High School Holds Mock Election for Students**  
By Avery Leak, Zebra, October 1, 2021  
[read more](#)



# Regular ACPS Presence within Community

- Every Friday: *ACPS Express* and *ACPS Insider* newsletters
  - Patch and Zebra often run newsletter stories
  - Reporters subscribe to the newsletters
- The Alexandria Times
  - Monthly opinion column on topic of our choice
  - Monthly school news round-up with stories and photos from ACPS
- Superintendent's voice
  - Monthly "Supe's Spotlight" video message in newsletters
  - New "Unapologetic Talk with the Supe" podcast



# Customer Relationship Management System

- Established and promoted centralized email: [ask@acps.k12.va.us](mailto:ask@acps.k12.va.us) to help ensure that the ACPS community has clear and accurate information about division-wide initiatives and issues including teaching and learning
- Created updated [Contact Us](#) page on website
- Need to complete hiring and onboarding process for the external relations specialist position
- Maintain multilingual HelpLine
- Promote Language Line Direct Response Tool





# Questions?



## Superintendent

Dr. Gregory C. Hutchings, Jr.

## School Board

Meagan L. Alderton, Chair  
Jacinta Greene, Vice Chair

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

W. Christopher Harris  
Tammy Ignacio

Michelle Rief  
Ashley Simpson Baird