

June 23, 2023

BOARD INFORMATION: X

MEETING PREPARATION: _____

FROM: Kathy Mimberg, Executive Director of Communications
Issmar Ventura, Media Relations Specialist

THROUGH: Julia Burgos, Chief of School and Community Relations
Melanie Kay-Wyatt, Ed.D., Interim Superintendent of Schools

TO: The Honorable Meagan L. Alderton, Chair, and
Members of the Alexandria City School Board

TOPIC: Media Relations Quarterly Report: April-June 2023

ACPS 2025 STRATEGIC PLAN GOAL:

- Goal 1: Systemic Alignment
- Goal 2: Instructional Excellence
- Goal 3: Student Accessibility and Support
- Goal 5: Family and Community Engagement

SY 2022-2023 FOCUS AREA:

Supports all areas of focus.

SUMMARY:

The Office of Communications prepared a quarterly report summarizing earned media coverage for the division from April 1, 2023 through June 15, 2023. The report contains the number of media inquiries that the Office of Communications received and addressed during this time period, main topics related to ACPS in the news, the number of mentions of ACPS leadership, national coverage, positive stories pitched by the Office of Communications and successfully covered by news media, as well as how ACPS' media coverage compares to nearby school divisions and more. By submitting this report for the final quarter of the academic year, the Office of Communications has produced a media relations report for every quarter of the 2022-23 school year. The final overall media relations report for the 2022-23 school year will be shared in August 2023.

BACKGROUND:

The 2021-25 ACPS Strategic Communications & Community Engagement Plan identifies media and public outreach as a core opportunity to engage with the community on division-wide issues that are important for all students and the future of the school division. This report shows the work our media relations team has done with a broad range of news outlets to effectively reach the Alexandria community and stakeholders, as well as some national

audiences, on the important issues and activities of our school division.

Starting in the 2022-23 school year, new data has been collected on a quarterly basis and is being shared with the superintendent and School Board to further the understanding of the narrative surrounding the school division among various audiences, including the ACPS community of students, staff and families, residents of the greater Washington, D.C. metropolitan region and others in the educational and national arena.

In the fourth quarter of the 2022-23 school year, ACPS received 66 media requests between April 1 and June 15, 2023, and had 1,900 mentions in news coverage. The top topics in this quarter include: the selection of Dr. Melanie Kay-Wyatt as the permanent superintendent of ACPS, the Alexandria City High School Class of 2023 graduation, safety and security, school staffing and recruitment, substance abuse prevention, pandemic learning recovery, the topping-off ceremony for the new Minnie Howard campus, recognition of the ACPS principal of the year and teacher of the year, plus good stories from our schools. These include a backpack donation program with United Way at Francis C. Hammond Middle School, the SEAL program at William Ramsay Elementary School, the promotion ceremony at Patrick Henry K-8 school and learning recovery at Cora Kelly School for Math, Science and Technology, among others.

RECOMMENDATION:

The superintendent recommends that the School Board review this presentation to become familiar with the work of the communications team and some key metrics, such as the number of media inquiries that are received by ACPS, the stories pitched to reporters and their media outlets, how often the division appears in the news and the type of earned media coverage that affects public opinion of the school division.

IMPACT:

The report will serve to address how working with journalists and shaping our messages for the media can assist the division in addressing timely issues and our work within our school community, helping to foster relationships between families and staff and furthering community engagement goals as outlined in the Department of School and Community Relations plan: ensuring staff, families, students and the community have timely access to information and engagement opportunities, feel welcome and supported, and have confidence in ACPS.

Attachments:

Media Relations Quarterly Report: April - June 2023

CONTACT:

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