



Alexandria City Public Schools

Media Relations Biannual Report

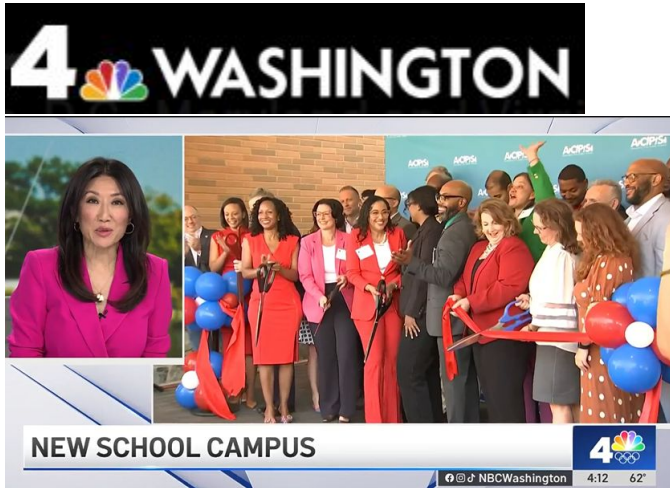
Jan. 1 - June 10, 2024





Incoming News Media Inquiries (Jan. 1 - June 10, 2024)

Number of Requests: 112 Total Mentions: 3.2K*



The Washington Post
Democracy Dies in Darkness
For this student, helping Afghan peers succeed fulfills another dream



* Source: Cision analytics for broadcast and online news coverage from Jan. 1, 2024 through June 10, 2024.



WELCOMING

Top ACPS Topics in Media Inquiries and News Coverage (Jan. 1-June 10, 2024)

- Alexandria City High School(ACHS) Minnie Howard Campus opening
- Academic recovery
- ACHS Graduation
- Safety and security in schools
- Alexandria City Public Schools (ACPS) Black History Month programming
- ACHS teacher Eva Irwin/ Milken Award
- Environmental Protection Agency & Clean School Buses Grant
- ACPS Theatre program



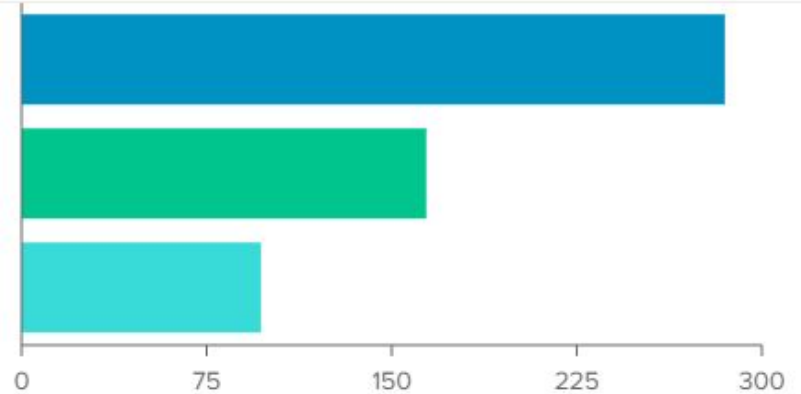
Media Performance (Jan. 1- June 10, 2024)



Source: Cision

Media Performance

Search: ACPS; All ACPS Schools

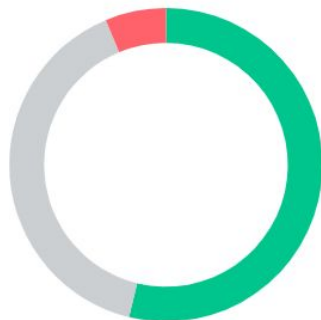





KEY MESSAGE	TOTAL MENTIONS
● Headline Mentions	285
● High Performing Articles	164
● Frequent Mentions	97



Sentiment of Earned Media (Jan. 1-June. 10, 2024)

 **Sentiment**
Search: ACPS; All ACPS Schools



SEARCH NAME	TOTAL MENTIONS
 Positive	1.5K (54%)
 Neutral	1.1K (40%)
 Negative	172 (6%)

94% of the ACPS news mentions rated for sentiment are positive or neutral

* Source: Cision analytics of overall total mentions online from Jan. 1 through June 10, 2024. Note that broadcast stories are not included in sentiment analytics.



Media Analytics: Minnie Howard Campus Opening



Minnie Howard Campus 👤 Shared with your team

Showing metrics for Minnie Howard Campus Jan 1, 2024 - Jun 10, 2024 ▾

Total Mentions

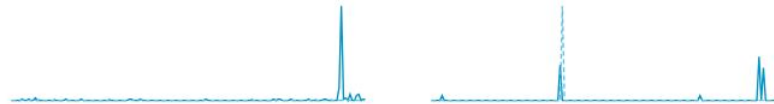
121

▲ +1244% vs. Previous 163 days

Social Shares

78

▲ +34% vs. Previous 163 days



The school opening was shared broadly in print, online and broadcast news media

Source: Cision





ACPS News Coverage Sentiment Compared to Nearby Divisions (Jan. 1-June 10, 2024)

Division	Total Mentions	Positive Sentiment	Neutral Sentiment
ACPS	3,263	54%	40%
Fairfax (FCPS)	1,971	42%	49%
Arlington (APS)	681	66%	33%
Loudon (LCPS)	19	21%	64%

Note: Sentiment of each division's broadcast and online news coverage as rated by Cision analytics

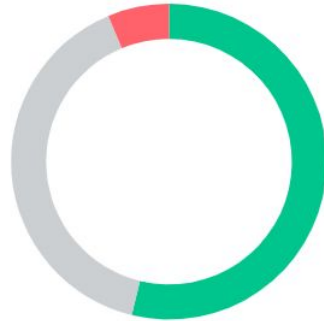


Sentiment Comparison: ACPS with FCPS



Sentiment

Search: ACPS; All ACPS Schools



SEARCH NAME TOTAL MENTIONS

● Positive 1.5K (54%)

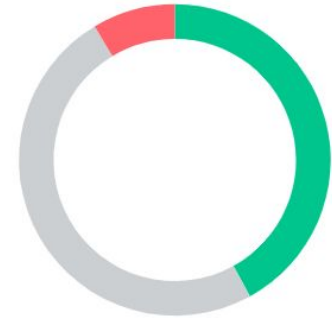
● Neutral 1.1K (40%)

● Negative 172 (6%)



Sentiment

Search: Fairfax County Public School | Competitor



SEARCH NAME TOTAL MENTIONS

● Positive 733 (42%)

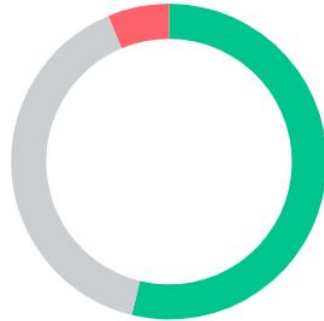
● Neutral 863 (49%)

● Negative 150 (9%)



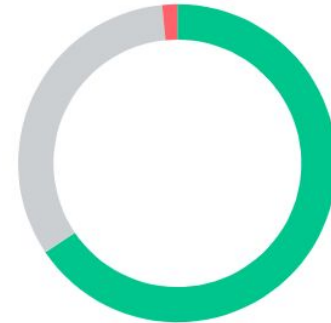
Sentiment Comparison: ACPS with APS

Sentiment
Search: ACPS; All ACPS Schools



SEARCH NAME	TOTAL MENTIONS
● Positive	1.5K (54%)
● Neutral	1.1K (40%)
● Negative	172 (6%)

Sentiment
Search: Arlington Public School | Competitor

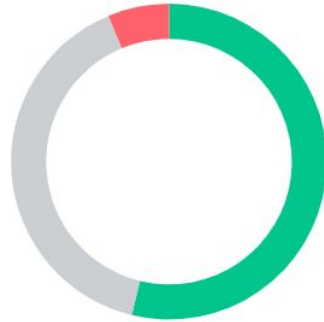


SEARCH NAME	TOTAL MENTIONS
● Positive	428 (66%)
● Neutral	215 (33%)
● Negative	10 (2%)



Sentiment Comparison: ACPS with LPS

Sentiment
Search: ACPS; All ACPS Schools



SEARCH NAME	TOTAL MENTIONS
● Positive	1.5K (54%)
● Neutral	1.1K (40%)
● Negative	172 (6%)

Sentiment
Search: Loudon County Public Schools | Competitor



SEARCH NAME	TOTAL MENTIONS
● Positive	3 (21%)
● Neutral	9 (64%)
● Negative	2 (14%)



ACPS News Amplified by Social Media

(Jan. 1 - June 10, 2024)

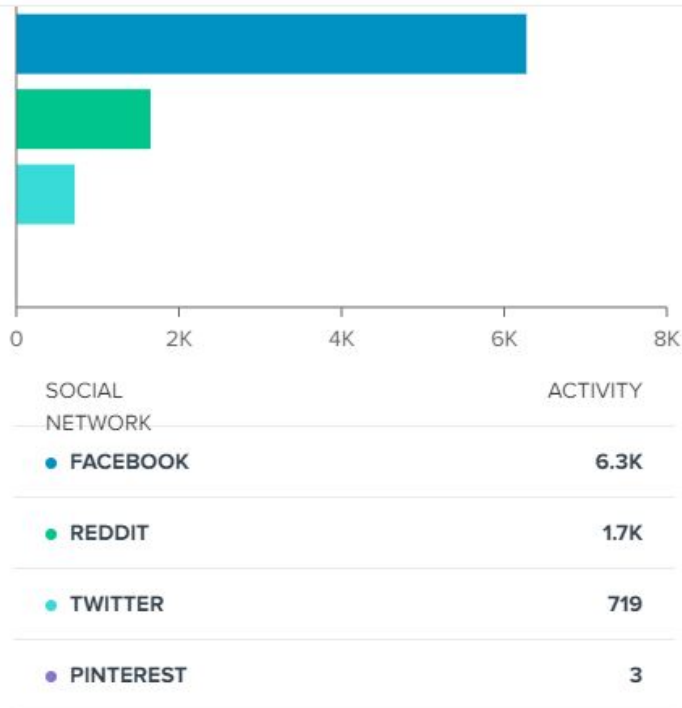


'The Oscar of teaching' | Alexandria City High School English teacher recognized with national award



Social Amplification

Search: ACPS; All ACPS Schools





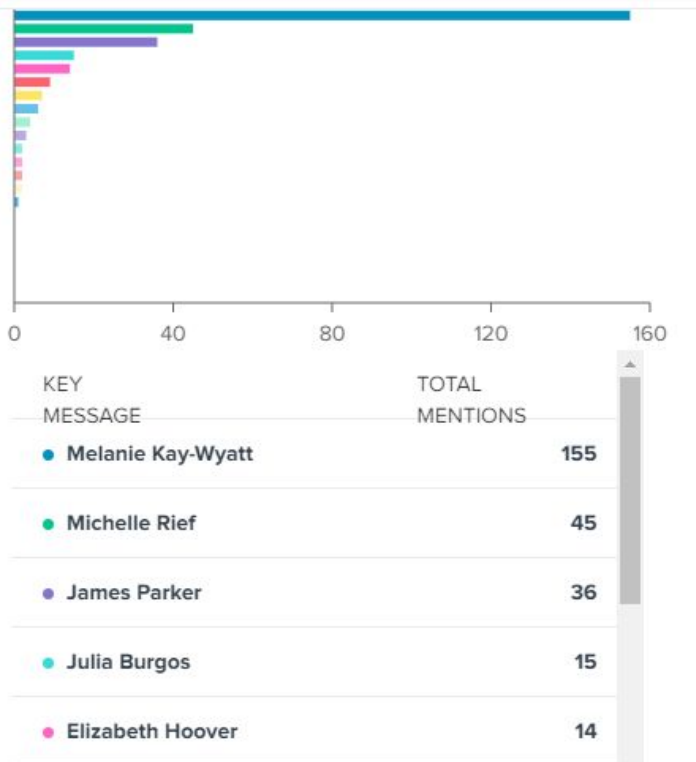
RESULTS-DRIVEN

ACPS Leadership in the Online News

(Jan. 1 - June 10, 2024)

Key Messages

Search: ACPS Leadership | Updated



Filling in the Blanks with Melanie Kay-Wyatt: Striving for healthy minds, bodies



Source: Cision



Media Events and School Visits (Jan. 1-June 10, 2024)

- Media Briefing for ACHS English Teacher Eva Irwin Milken Award
- NBC-4 Live Broadcast with ACHS Cheerleading Team
- Third Annual Essential Workers Week at Mount Vernon Community School
- WUSA-9 coverage of National Education Association Read Across America Event at Samuel W. Tucker
- The Zebra Visit to the Samuel W. Tucker Garden Ribbon Cutting Ceremony
- Mount Vernon Community School AP News Visit/ Academic Recovery Shadowing
- ACHS Minnie Howard Campus Ribbon Cutting Ceremony
- ACHS Class of 2024 Commencement Ceremony



Press Releases (Jan. 1-June. 10, 2024)

- Tim Beaty Inducted to the Alexandria City School Board (Jan. 18, 2024)
- Alexandria City Public Schools Hosted a Ribbon Cutting Ceremony to Celebrate the Opening of the Newly Constructed Alexandria City High School– Minnie Howard Campus
- Honoring Agents of Change: Alexandria City Public Schools Celebrates the Impact-Focused Graduating Class at 2024 Commencement Ceremony
- Alexandria City Public Schools (ACPS) Final Fiscal Year(FY) 2025 Combined Funds(CF) and 2025-34 Capital Improvement Program(CIP) Budgets Adopted by Alexandria City School Board

Patch

Pay Increases, Minnie Howard Campus Funds In Approved ACPS Budget

Pay increases and operating funds for the rebuilt Minnie Howard Campus were part of the approved ACPS budget.

 Emily Leeyman, Patch Staff

Posted Mon, Jun 10, 2024 at 10:20 am ET





Aggregate Readership/Viewership (Jan. 1-June 10, 2024)

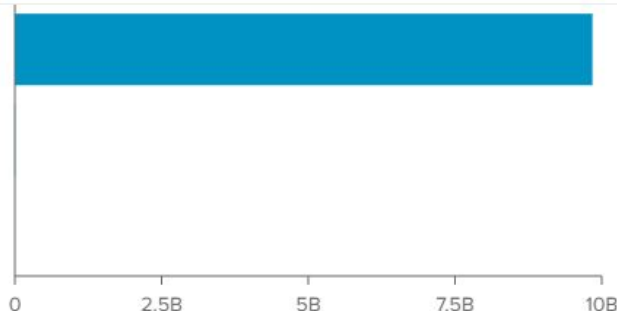
AP

Most US students are recovering from pandemic-era setbacks, but millions are making up little ground



Aggregate Readership

Search: ACPS; All ACPS Schools



MEDIA TYPE	TOTAL READERSHIP
Total	9.9B
● Online News and Licensed C...	9.8B
● Blogs	7.6M
● Print	738K



Top 5 Schools News Mentions (Jan. 1 - June 10, 2024)

- Alexandria City High School: 990
- Mount Vernon Community School: 462
- Lyles-Crouch Traditional Academy: 130
- Cora Kelly School for Math, Science and Technology: 45
- Charles Barrett Elementary School: 42

Zebra

ACHS Culinary Arts Program Trains Future Chefs While Teaching Important Life Skills





ACPS News Coverage Comparison Overtime


Time Period	Total Mentions	Positive Sentiment
Jan. 1, 2024- June 10, 2024	3.2K	54%
July 1, 2023-Dec. 31, 2023	2.8K	51%
July 1, 2022-June 30, 2023	4.7K	37%



Patch

2 Alexandria Students Win Amazon Future Engineer Scholarships

Students from Alexandria City High School and others in Virginia will get up to \$40,000 in Amazon Future Engineer scholarships.

 Emily Leayman, Patch Staff

Posted Fri, Apr 12, 2024 at 4:21 pm ET



PHOTOS: More than 800 Alexandria City High School seniors graduate at GMU's EagleBank Arena





Samuel Tucker ES Opens New School Garden



Zebra

VIDEO and PHOTOS: Alexandria City Students and Leaders Celebrate and Honor Essential Workers



Cappies Review: 'Bring It On' Performed At Alexandria City High School

A student reviews the April 12 musical rendition of "Bring It On" at Alexandria City High School.

Emily Leayman, Patch Staff

Posted Tue, Apr 16, 2024 at 11:39 am ET





Alexandria City Public Schools

Julia Burgos, Chief of School and Community Relations

Daryl Johnson, Executive Director of Communications

Jasmine Washington-Price, Media & Internal Communications Coordinator



Superintendent

Dr. Melanie Kay-Wyatt

School Board

Michelle Rief, Chair

Kelly Carmichael Booz, Vice Chair

Meagan L. Alderton

Tim Beaty

Abdel-Rahman Elnoubi

Jacinta Greene

Christopher Harris

Tammy Ignacio

Ashley Simpson Baird