



# Media Relations Report

July 1, 2022 - June 30, 2023  
2022-23 School Year





# Incoming News Media Inquiries

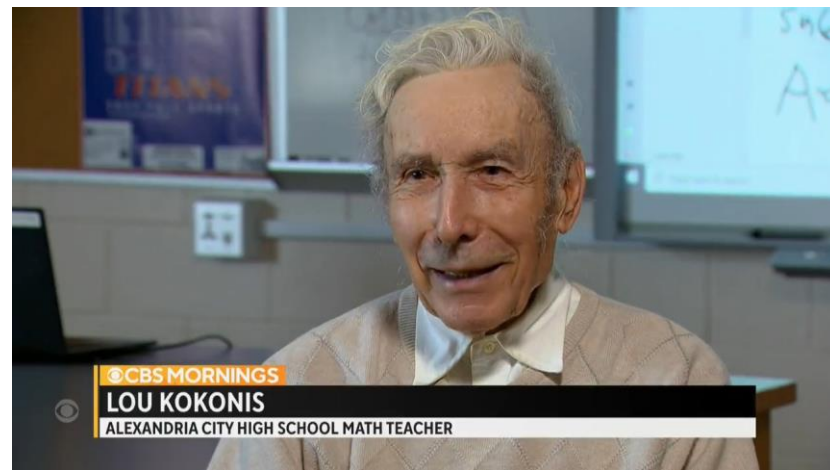
July 1, 2022 - June 30, 2023

Number of Requests: 300

Total News Story Mentions: 2,500\*

## Dr. Melanie Kay-Wyatt becomes first Black female permanent superintendent of ACPS

by Sana Azem | Thu, May 4th 2023, 9:43 PM EDT



\* Source: Cision analytics for broadcast and online news coverage from July 1, 2022 through June 30, 2023. Total mentions includes the number of broadcast and online stories in which ACPS has appeared.





WELCOMING

# Top Topics in Media Inquiries and News Coverage

(July 1, 2022 - June 30, 2023)

- ACPS superintendent search and permanent superintendent
- School staffing and recruitment
- Safety and security
- Substance abuse prevention
- Social, emotional and academic learning (SEAL)
- Post-pandemic Covid-19 learning recovery
- Titan athletics

## Alexandria Times

How is ACPS handling teacher recruitment and retention?

October 27, 2022

513



Recruiting more teachers to fill empty classrooms will help control the class sizes and help kids get a more personalized education experience. (File photo)



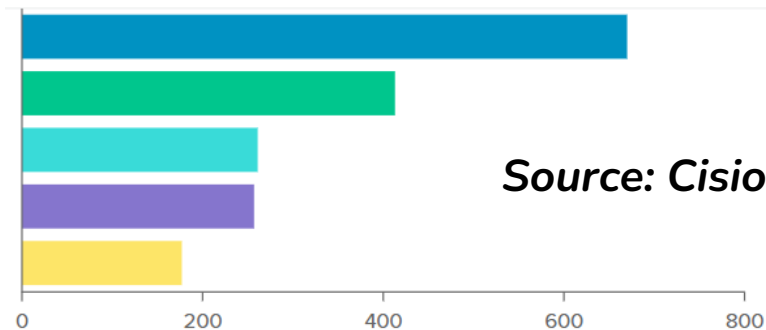
# Media Performance (July 1, 2022 - June 30, 2023)

Televisa  
Univision



## Media Performance

Search: ACPS | Updated



Source: Cision

KEY MESSAGE

TOTAL MENTIONS

● Headline Mentions	670
● Target Publication Mentions	413
● Top Tier Readership Articles	261
● Frequent Mentions	257
● High Impact Articles	177



# Sentiment of Earned Media

(July 1, 2022 - June 30, 2023)



## Sentiment

Search: ACPS | Updated

...



SEARCH NAME

TOTAL MENTIONS

● Positive

469 (30%)

● Neutral

955 (61%)

● Negative

153 (10%)

91% of the ACPS news mentions rated for sentiment are positive or neutral

\* Source: Cision analytics of online news coverage mentions from July 1, 2022 through June 30, 2023. Note that broadcast and print stories are not included in sentiment analytics.



# ACPS News Coverage Sentiment Compared to Nearby School Divisions (July 1, 2022 - June 30, 2023)

## ACPS

- 2.5k total mentions (1,577 rated for sentiment); positive (30%); neutral (61%)

## Fairfax

- 4.1K mentions; positive (15%); neutral (70%)

## Arlington

- 853 mentions; positive (45%); neutral (46%)

## Loudon

- 51 mentions, positive (3%); neutral (41%)

\* Source: Cision analytics

### Key Takeaways

- ACPS earned three times the amount of news coverage as APS in 2022-23
- ACPS achieved double the amount of positive coverage as FCPS and 10 times the positive coverage of LCPS during the past school year

# Sentiment Comparison ACPS with FCPS



## Sentiment

Search: ACPS | Updated



SEARCH NAME

TOTAL MENTIONS

● Positive

469 (30%)

● Neutral

955 (61%)

● Negative

153 (10%)

**2.5k Total Mentions (1,577 Rated)\***



## Sentiment

Search: Fairfax County Public School | Competitor



SEARCH NAME

TOTAL MENTIONS

● Positive

632 (15%)

● Neutral

2.9K (70%)

● Negative

640 (15%)


**4.1k Total Mentions\***

\* Source: Cision analytics of overall total mentions online from July 1, 2022, to June 30, 2023. Note that broadcast stories are not reported by Cision in sentiment analytics.



RESULTS-DRIVEN

# Sentiment Comparison ACPS with APS


 **Sentiment**  
Search: ACPS | Updated



SEARCH NAME

TOTAL MENTIONS

● Positive	469 (30%)
● Neutral	955 (61%)
● Negative	153 (10%)

...  **Sentiment**  
Search: Arlington Public School | Competitor



SEARCH NAME

TOTAL MENTIONS

● Positive	421 (45%)
● Neutral	432 (46%)
● Negative	84 (9%)

**2.5k Total Mentions (1,577 Rated)\***

\* Source: Cision analytics of overall total mentions online from July 1, 2022, to June 30, 2023. Note that broadcast stories are not reported by Cision in sentiment analytics.

**853 Total Mentions\***





## RESULTS-DRIVEN

# Sentiment Comparison ACPS with LCPS



## Sentiment

Search: ACPS | Updated



SEARCH NAME

TOTAL MENTIONS

● Positive

469 (30%)

● Neutral

955 (61%)

● Negative

153 (10%)

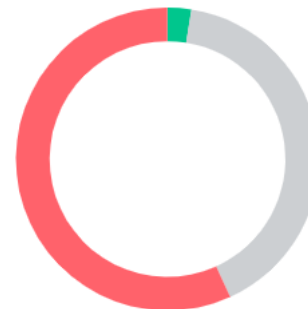
**2.5k Total Mentions (1,577 Rated)\***

...



## Sentiment

Search: Loudon County Public Schools | Competitor



SEARCH NAME

TOTAL MENTIONS

● Positive

3 (3%)

● Neutral

48 (41%)

● Negative

67 (57%)

**51 Total Mentions\***

\* Source: Cision analytics of overall total mentions online from July 1, 2022, to June 30, 2023. Note that broadcast stories are not reported by Cision in sentiment analytics.

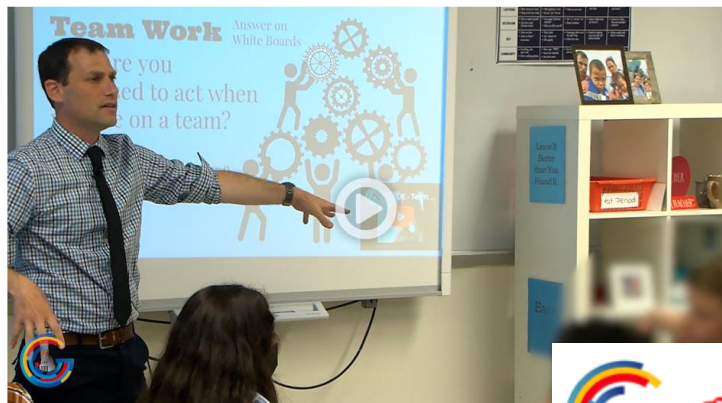


# ACPS News Amplified by Social Media

(July 1, 2022 - June 30, 2023)

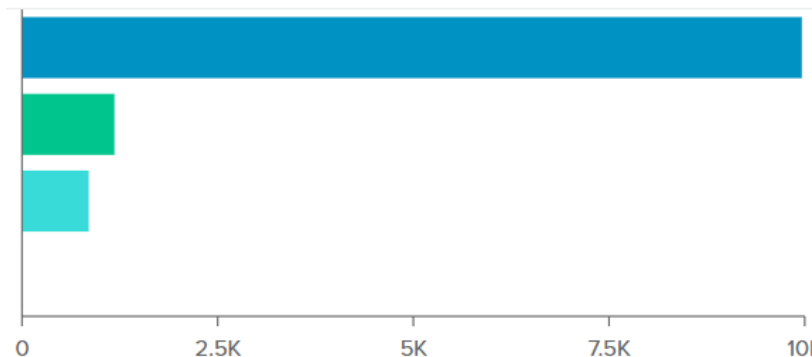
## "Kids want to share": Schools work to help students overcome mental health issues in the classroom

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



### Social Amplification

Search: ACPS | Updated



SOCIAL NETWORK

ACTIVITY

● FACEBOOK

10K

● TWITTER

1.2K

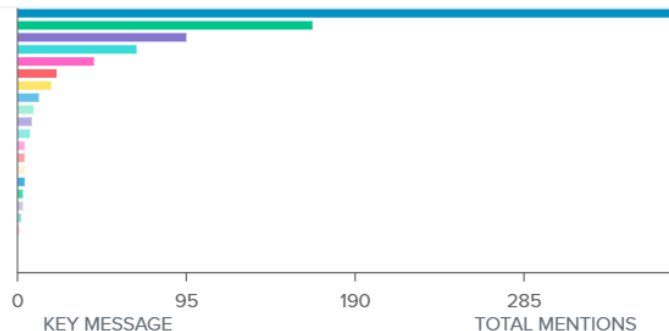
● REDDIT

853



## Leadership

Search: ACPS Leadership | Updated



# ACPS Leadership in the Online News



EDUCATION

## Melanie Kay-Wyatt Appointed New Permanent Alexandria City Public Schools Superintendent

The announcement was met with thunderous applause during Thursday's board meeting.

By Will Vitka | May 5, 2023

**NorthernVirginia**  
MAGAZINE

Source: Cision



## Top News Outlet Media Inquiries (July 1, 2022 - June 30, 2023)



**The Washington Post: 25**

**FOX5: 17**

**Alexandria Times: 16**

**CBS WUSA9: 15**

**ABC WJLA7: 15**



# News from Our Schools

## Most Reported Topics

(July 1, 2022 - June 30, 2023)

### High School

- School staffing and recruitment
- Safety and security
- Substance abuse prevention
- Pandemic learning and recovery
- Athletics

### Middle & Elementary Schools

- Social, emotional and academic learning (SEAL)
- Post-pandemic Covid-19 learning recovery



Alexandria  
Gazette Packet



# News Highlights for 2022-23 School Year

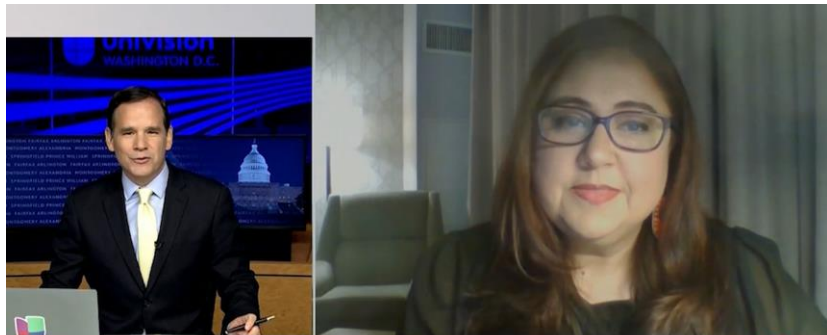
- **National Coverage:** Washington Post, Axios, Gray TV network, USA TODAY, CBS News, The Wall Street Journal, NEA Today
- **Regional Coverage Top Story:** New permanent superintendent announcement
- **Top Performing Stories:** CBS/ACHS Math Teacher Mr. Kokonis; Many outlets/ Tucker Elementary Custodian; USA Today/Cora Kelly Post-pandemic learning
- **Extensive Coverage:** Social Emotional Academic Learning (SEAL) in ACPS coverage—about 24 news reports in multiple outlets
- **New Relationships:** Northern Virginia Magazine, Greet DelRay Magazine
- **Strengthened Relationships:** Telemundo, Univision and WUSA9



# ACPS in Spanish News for 2022-23 School Year



## Nueva jornada de entrega de alimentos



COMIDAS DE VERANO EN ALEXANDRIA



### Spanish-Language Stories:

Univision: 4  
Telemundo: 3  
**Total: 7**

**Total Mentions: 106\***

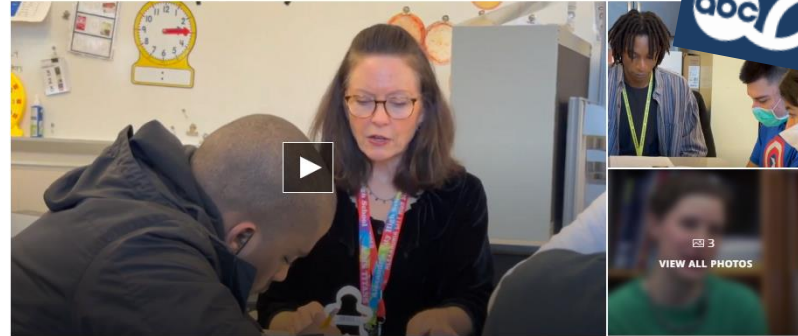
\* Source: Cision analytics for broadcast and online news coverage from July 1, 2022, through June 30, 2023. Total mentions includes the number of broadcast and online stories in which ACPS has appeared.



**wtop**news

## Alexandria schools to hire GWU students as part of program to recruit, retain teachers

by Joy Wang | Tue, February 14th 2023, 6:45 AM EST



## New Minnie Howard Campus 'Topping-Out' in Alexandria a Huge Success



Melissa Howell | mhowell@wtop.com  
March 30, 2023, 5:30 PM



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neaToday



# Questions?

*Julia Burgos, Chief of School & Community Relations*

*Kathy Mimberg, Executive Director of Communications*

*Issmar Ventura, Media Relations Specialist*



## Superintendent

Dr. Melanie Kay-Wyatt

## School Board

Michelle Rief, Chair

Kelly Carmichael Booz, Vice Chair

Meagan L. Alderton

Willie F. Bailey, Sr.

Abdel-Rahman Elnoubi

Jacinta Greene

Christopher Harris

Tammy Ignacio

Ashley Simpson Baird