



Media Relations Quarterly Report

Jan. 1 - March 31, 2023
2022-23 School Year



Incoming News Media Inquiries: Jan. 1 - Mar. 31, 2023

Number of Requests: 60 Total Mentions: 630

Patch

Costumed Shark, Bunny, Ballerina Read To Students In Alexandria

Alexandria children got to hear stories from a costumed bunny, ballerina, teddy bear and more on Read Across America Day.



RESULTS-DRIVEN



RESULTS-DRIVEN

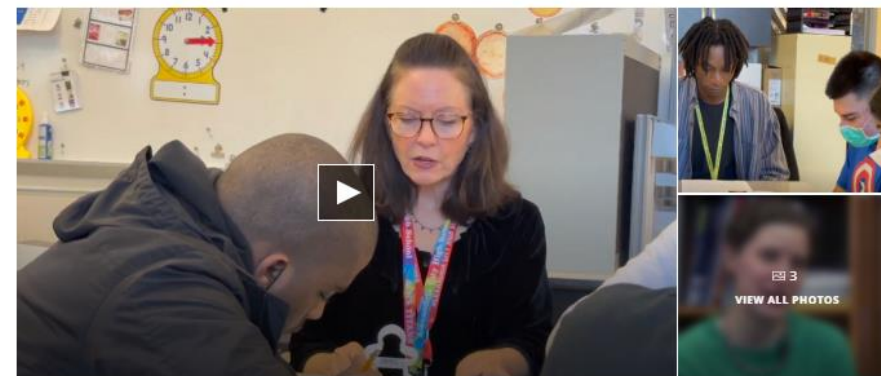
Top Topics in Media Inquiries and News Coverage (Jan. 1-March 31, 2023)

- Safety and security
- School staffing shortages and recruitment
- Substance abuse prevention
- Pandemic learning loss recovery
- GWU partnership for SPED teachers
- ACPS Staff: Tucker custodian
- Titan athletics & band



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

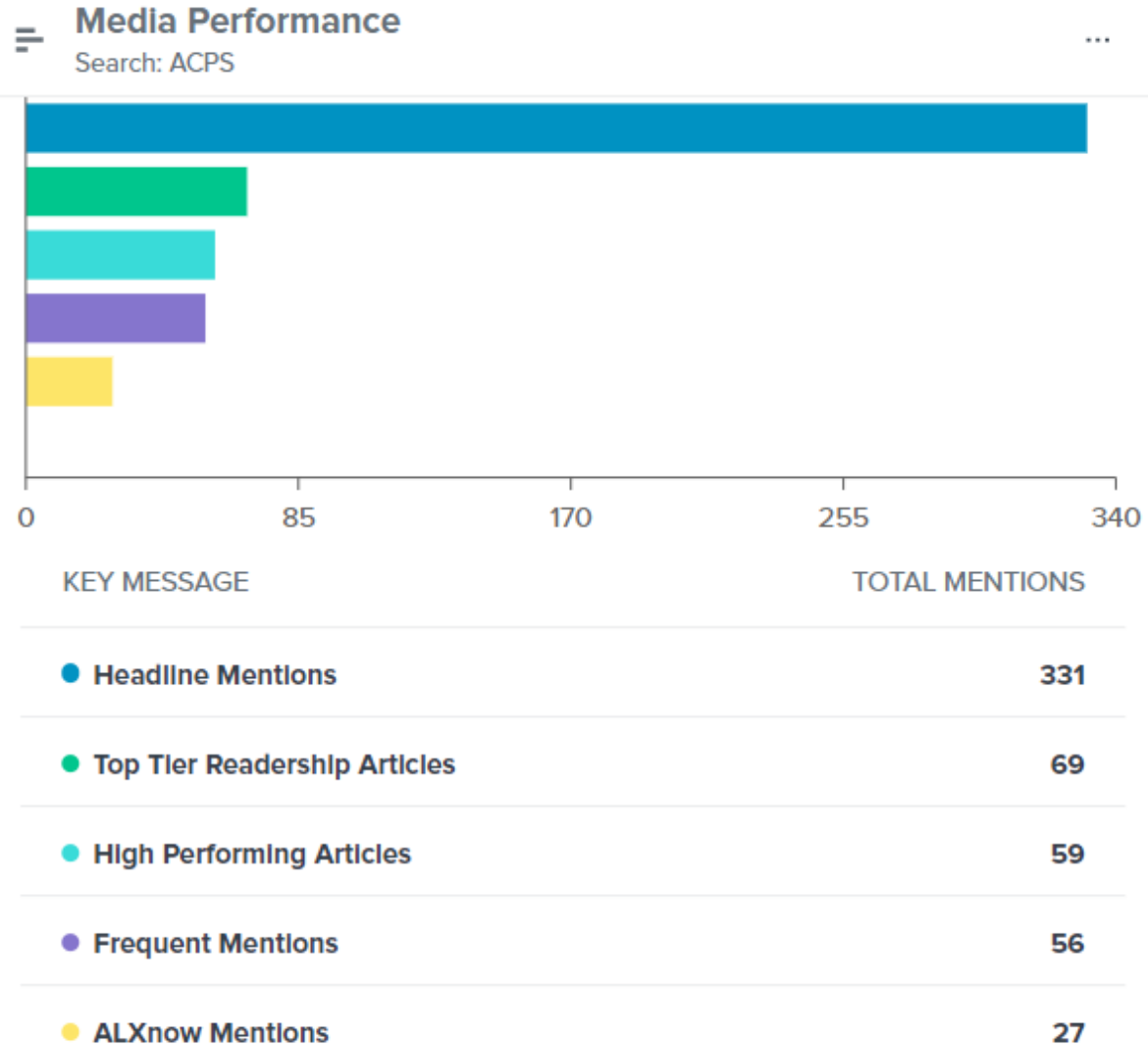


Alexandria City Public School to hire GWU students as part of a program to recruit and retain teachers. (7News)

Media Performance (Jan. 1-March 31, 2023)




RESULTS-DRIVEN



Source: Cision




Sentiment of Earned Media (Jan. 1-March 31, 2023)

 **Sentiment**
Search: ACPS

...



90% of 630 news mentions are positive or neutral

SEARCH NAME	TOTAL MENTIONS
 Positive	166 (34%)
 Neutral	274 (56%)
 Negative	50 (10%)

RESULTS-DRIVEN





RESULTS-DRIVEN

ACPS News Coverage Compared to Nearby Divisions (Jan. 1-March 31, 2023)

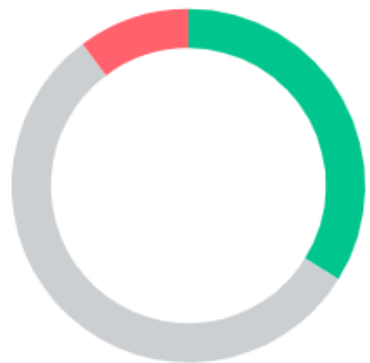
- **ACPS**
 - 630 mentions; positive (34%); neutral (56%)
- **Loudon**
 - 78 mentions, positive (45%); neutral (34%)
- **Fairfax**
 - 4.9k mentions; positive (11%); neutral (77%)
- **Arlington**
 - 176 mentions; positive (26%); neutral (61%)

Sentiment Comparison ACPS with FCPS



RESULTS-DRIVEN

Sentiment
Search: ACPS



SEARCH NAME	TOTAL MENTIONS
● Positive	166 (34%)
● Neutral	274 (56%)
● Negative	50 (10%)

630 Total Mentions*

Sentiment
Search: Fairfax County Public Schools



SEARCH NAME	TOTAL MENTIONS
● Positive	401 (11%)
● Neutral	2.9K (77%)
● Negative	447 (12%)

4.9k Total Mentions*

* Source: Cision analytics of overall total mentions including broadcast, during the quarter Jan. 1, 2023 - Mar. 31, 2023. Note that broadcast stories are not included in sentiment analytics.

Sentiment Comparison ACPS with LCPS



RESULTS-DRIVEN

Sentiment
Search: ACPS



SEARCH NAME	TOTAL MENTION:
● Positive	166 (34%)
● Neutral	274 (56%)
● Negative	50 (10%)

630 Total Mentions*

Sentiment
Search: Loudon County Public Schools



SEARCH NAME	TOTAL MENTIONS
● Positive	13 (45%)
● Neutral	10 (34%)
● Negative	6 (21%)

78 Total Mentions*

*Source: Cision analytics of overall total mentions including broadcast, during the quarter Jan. 1, 2023 - Mar. 31, 2023. Note that broadcast stories are not included in sentiment analytics.

Sentiment Comparison ACPS with APS



RESULTS-DRIVEN

Sentiment
Search: ACPS



SEARCH NAME	TOTAL MENTIONS
● Positive	166 (34%)
● Neutral	274 (56%)
● Negative	50 (10%)

630 Total Mentions*

Sentiment
Search: Arlington Public Schools



SEARCH NAME	TOTAL MENTIONS
● Positive	41 (26%)
● Neutral	97 (61%)
● Negative	20 (13%)

176 Total Mentions*

* Source: Cision analytics of overall total mentions including broadcast, during the quarter Jan. 1, 2023 - Mar. 31, 2023. Note that broadcast stories are not included in sentiment analytics.

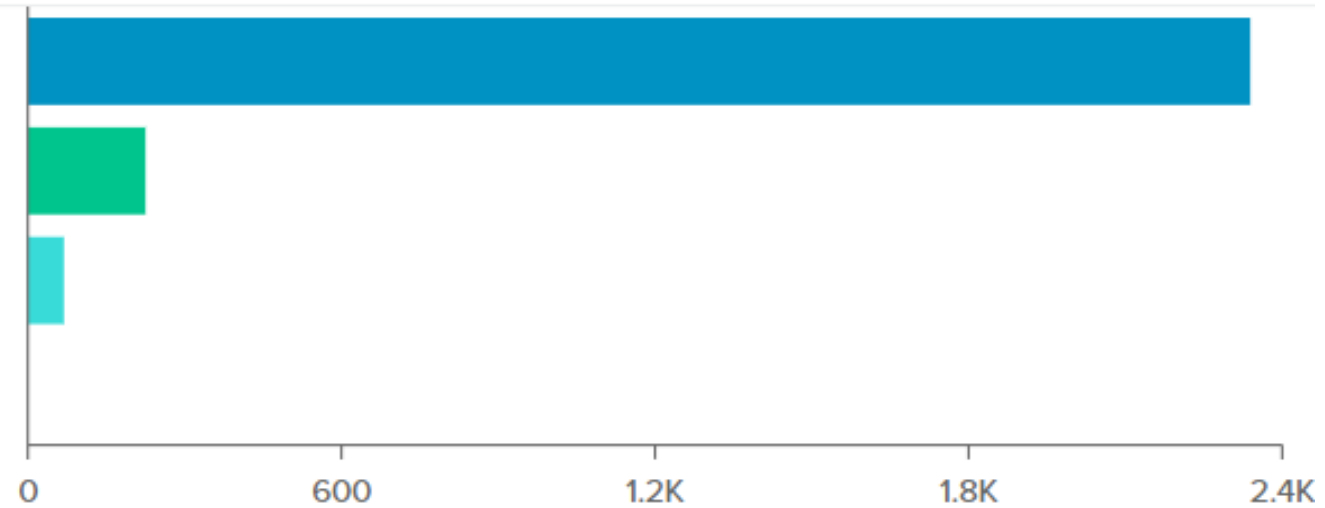
ACPS News Amplified by Social Media

(Jan 1-March 31, 2023)



RESULTS-DRIVEN

☰ Social Amplification
Search: ACPS



SOCIAL NETWORK	ACTIVITY
● FACEBOOK	2.3K
● TWITTER	225
● REDDIT	69

Quarter Three Media Events & School Visits



RESULTS-DRIVEN

1. ACHS: ACPS hires GWU students for SPED teacher careers
2. Bus Depot: ACPS operates electric school buses
3. Charles Barrett: Read Across America
4. Lyles Couch: School Breakfast Week
5. Patrick Henry: Honoring Essential Workers
6. ACHS: Men's Basketball March Madness
7. Samuel Tucker: Women's History Month - Tucker's Beloved Custodian





RESULTS-DRIVEN

ACPS Leadership in the News

KEY MESSAGE	TOTAL MENTIONS
● Dr. Melanie Kay-Wyatt	14
● Dominic Turner	9
● Meagan Alderton	5
● Julla Burgos	4
● Dr. Allcia Hart	1

Source: Cision

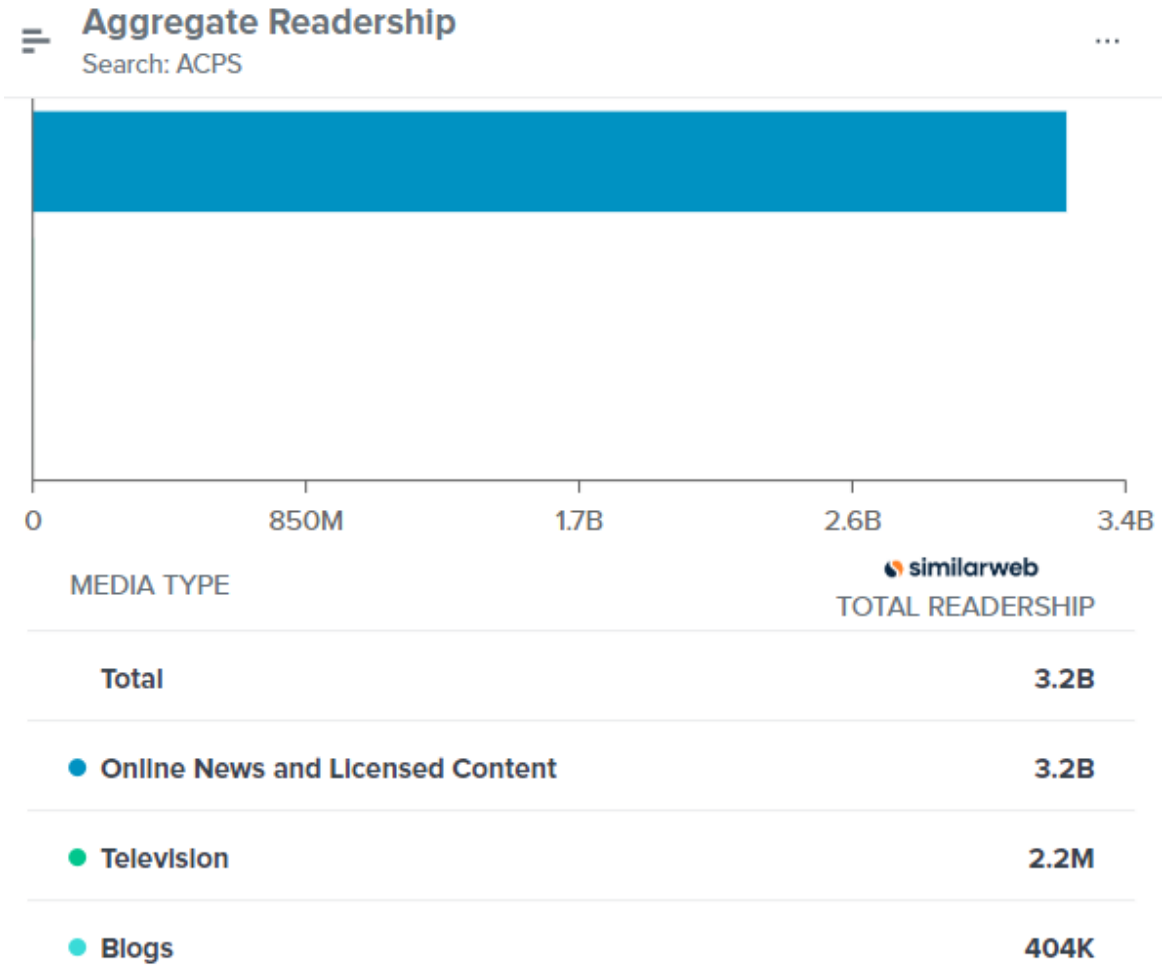


RESULTS-DRIVEN

Aggregate Readership/ Viewership



Alexandria
Gazette Packet

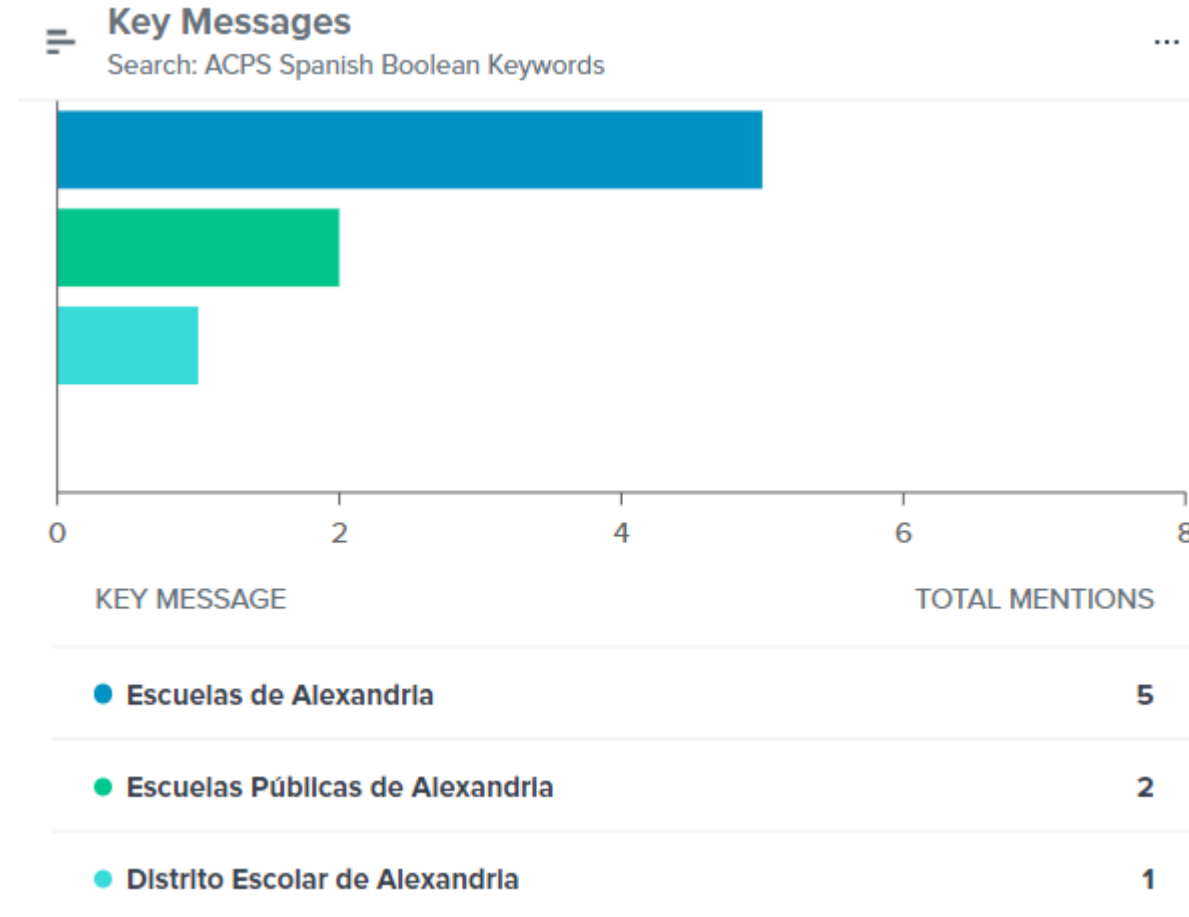


Source: Cision



WELCOMING

ACPS in Spanish News





WELCOMING

Top Mentions by School

1. Alexandria City High School: 192
2. Francis C. Hammond Middle School: 38
3. Mount Vernon Community School: 26
4. Ferdinand T. Day Elementary School: 17
5. John Adams Elementary School: 12



Source: Cision



SPORTS

3 Alexandria High School Wrestlers Make State Championships in Virginia Beach

Les Machado · February 28, 2023

2 minutes read



WELCOMING

News Highlights for this Quarter

- NEA Today national story highlighting ACHS band program and students
- Media coverage of ACPS partnership with GWU for SPED teachers
- Extensive local coverage of Tucker custodian Pat Moran's service to ACPS
- Local news reports on ACHS athletes
- Stronger relationships with regional news outlets, including Spanish media, Univision and Telemundo networks
- Developing new relationships with Northern Virginia Magazine & others
- Media highlights are featured on ACPS web page, social media and in a monthly column for the *ACPS Insider* newsletter



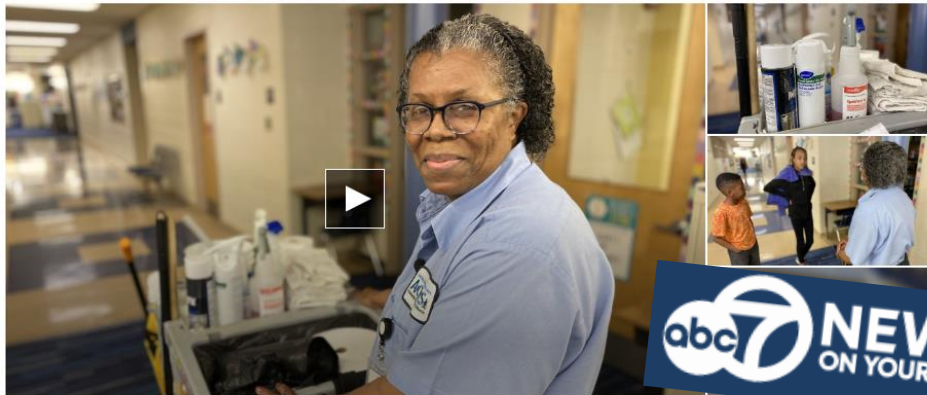
ENVIRONMENT

Alexandria City Public Schools makes strides towards sustainability

ACPS has started to swap out diesel b

Women's History Month: Beloved school custodian celebrated for 42 years on the job

by Jay Korff | Thu, March 30th 2023, 6:18 PM EDT



Custodian Pat Morgan at Samuel Tucker Elementary School in Alexandria. Photo by Jay Korff/7News

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



NEA NEWS

When the Bands Go Marching in

NEA NEWS

2020-2025 STRATEGIC PLAN: EQUITY FOR ALL



WELCOMING



Inicio Video Tiempo Política Trabajos Lotería Contigo Horóscopos



Votan en Alexandria por colocar detectores de armas en escuelas

La junta escolar de Alexandria votó por implementar un plan piloto para colocar detectores de armas en las escuelas, para reducir el riesgo de que ocurran actos de violencia en los planteles.

POR: UNIVISION
PUBLICADO 17 MAR 2023 - 01:36 PM EDT | ACTUALIZADO 17 MAR 2023 - 01:46 PM EDT



REACCIONA



COMPARTE



UNIVISION

ALEXANDRIA CITY PUBLIC SCHOOLS



TELEMUNDO



WASHINGTON, DC

Junta Escolar de Alexandria aprueba instalación de detectores de metales



La Junta Escolar de la Ciudad de Alexandria aprobó por unanimidad un programa piloto para instalar detectores de metales en las escuelas intermedias y secundarias.



Questions?

Julia Burgos, Chief of School & Community Relations

Kathy Mimberg, Executive Director of Communications

Issmar Ventura, Media Relations Specialist



Interim Superintendent

Dr. Melanie Kay-Wyatt

School Board

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Jacinta Greene, Vice Chair

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Kelly Carmichael Booz

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