

Media Toolkit

30th Anniversary of Charter Public Schools | 2021-2022

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Overview

This media toolkit offers tips for garnering proactive media coverage of charter public schools to help increase awareness and understanding of our schools among a broad audience.

Media Outreach 101

Earned media can be defined as positive news coverage that you actively work to get by creating and pitching newsworthy stories, events, or announcements to news outlets in your area—it is not only free, but also generally considered to be more objective and commands a higher level of credibility and respect.

General Tips

- Know the 3-5 messages you want to convey.
- Identify spokespeople for your charter school or organization (e.g., students, school leaders, community partners, etc.) to be available for interviews with the media.

Media Targets

Local community newspapers and multicultural outlets are generally interested in positive stories about local charter schools, but don't forget to also send information to the large daily paper in your city. When you have events or stories that have compelling sound or visuals, also contact broadcast (television and radio) media. You will also want to identify online outlets such as Patch.com or local online publications. Finally, you can post your own content on Medium, and on your blog and social media platforms so be sure to include them in your plan.

How To: Write a Media Advisory

Media advisories are used to alert and invite the media to future events. Your media advisory should:



- Outline the “five Ws” (Who, What, Where, When and Why) of your event.
- Provide contact information.
- Include the date and time of the event, location and description and COVID-19 protocols.
- Be sent to broadcast journalists reporters three to four days in advance of the event.
- Be sent to print reporters about a week ahead of the event.
- Include visuals (what will the media be able to capture on camera, e.g. a rally) and who they will be able to interview.

In advance of your event:

- Prepare a press kit or a one-page fact sheet for media who attend that highlights facts and figures about charter schools generally and your school specifically, other interesting data or stories about your school, and answers to FAQs about charters.
- Submit a calendar listing to publicize your event if it is open to the public. Keep it short. Add the contact information, time and address.
- Share information about the event on your website and social media platforms.

On the day of your event:

- Follow-up with reporters to remind them of your event and determine if they will attend.
- Identify and designate a student, community or staff member to greet reporters when they arrive to your event; show them to the event’s location; and ensure that they speak with your appointed spokespeople.

How To: Write a Press Release

A news release can be sent to tell the story of your announcement and can be shared the day of the event or post-event. Your press release should:

- Provide a more detailed account of your event or announcement but try to keep your release to one page.
- Include the most important information at the beginning.
- Include approved quotes from your spokespeople.
- Be sent by email to reporters on the day of your event.
- Include a contact name, email and phone number.



Sample Media Advisory

Date

Contact name, email and phone number

Headline

Subtitle

What:	Name of Event
When:	Date of Event Time of Event
Where:	Location of Event COVID-19 Protocols
Background:	Supporting Details
Visuals:	What Will the Camera See Who Can the Media Interview

About Your School or Organization Section

About Charter Public Schools

Charter schools are public, free and open to all students regardless of zip code, race/ethnicity, income or ability level. Charter schools are part of the public education system and reflect the diversity of the communities they serve. There are no tests, entrance exams or other special requirements for admission to a charter school. Charter schools give passionate teachers the flexibility to teach creatively and deliver the individualized education every student deserves, preparing them to succeed in college, career and life. There are an estimated 3.6 million public school students attending more than 7,500 charter public schools across the country in 44 states, the District Columbia and the Territories of Guam and Puerto Rico.

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Sample Press Release

For Immediate Release

Date Sent

Contact: Name, email and phone number

Headline

Subtitle

NAME OF YOUR CITY IN BOLD, ALL CAPS – In honor of the 30th anniversary chartering nationally, we recognized six business and community leaders for their contributions to our school.

“We are so thankful for the important contributions of these outstanding members of the community,” said John Doe, TITLE of XYZ Charter School. “Charter schools are public schools and encourage involvement and support from the community. These volunteers are making a real difference in the lives of children, and I’m thrilled to honor them during our 30th anniversary celebrations.”

The recognition ceremony included a performance by the XYZ school band, as well as a reading by Jane Doe, a GRADE NUMBER student, who won a school wide essay competition with her piece, “What XYZ Charter School means to me.”

“I volunteer at XYZ Charter School because I believe in giving back to the community, and public education is a very worthy cause,” said Joe Doe, who was recognized at today’s ceremony.

After the ceremony, XYZ school teachers and staff safely guided visitors on a socially distanced tour of the building and classrooms.

XYZ Charter School opened its doors in YEAR. PROVIDE BRIEF DESCRIPTION OF THE SCHOOL, SUCH AS UNIQUE ASPECTS AND RECENT ACOMPLISHMENTS OF THE SCHOOL, SAFELY REOPENING DURING COVID-19

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