

On Message, All the Time

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Session Overview

- Communications basics
- Two resources: *Advocacy Guide* & *LEAP Tool Kit*
- Audience
 - the media
 - the public
- Resources
- Closing suggestions



Have you ever....

- Written a press release?
- Written an op-ed?
- Conducted a media interview?
- Blogged?
- Tweeted?



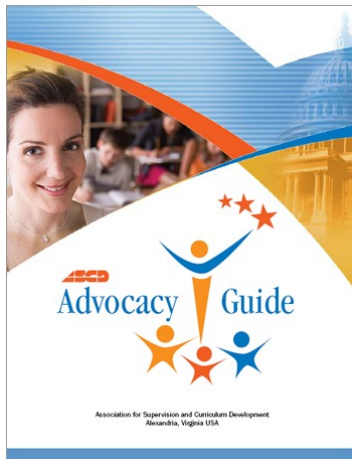
Your outreach and communication efforts should be...

- **Continuous and ongoing.** Relationships can't be built overnight.
- **Goal-oriented and audience-specific.** Why and to whom are you communicating?
- **Grounded in data.** Schools and districts have plenty of data—use it!

Two Helpful Resources

Advocacy Guide

How-to instructions for writing news releases, identifying reporters, conducting interviews



LEAP Communications Tool Kit

Backgrounders, messages, FAQs, templates—all related to ASCD's 2009 legislative priorities



Amplifying Your Advocacy: The Media

- Develop an open, cooperative relationship
- Greater rewards than risks
- Talk to the readers, not the reporter
- An informed public is an understanding, supportive public



News Releases & Media Advisories: Sharing the Facts

Writing Tips

- Headline is the “hook” or key message
- Inverted pyramid of information
- Short and sweet, clear and concise
- Contact information and date

Send a LEAP News Release

- We already wrote it for you: *Communications Tool Kit*, p. 4
- E-mail your local education media: Action Center (www.ascd.org/actioncenter)
- Need more tips? See the *Advocacy Guide*, p. 17 (www.ascd.org/advocacyguide)

Opinion Editorials & Letters to the Editor: Showcasing Your Opinion

Writing Tips

- Take a strong, focused stand
- Provide fresh, new perspective
- Give an insider's view of the issue
- Write about lessons learned from failures
- Include recommendations for change

Submit an Op-Ed

- We already wrote it for you: *Communications Tool Kit*, p. 6
- Personalize and localize
- Check your paper's word limit, format, and submission guidelines
- Need more tips? See the *Advocacy Guide*, p. 18

Op-Ed Examples

- **“National education standards can end up hurting students”** (*Detroit Free Press*)
—By ASCD author Yong Zhao
- **“The Whole Child – Caring About Future Potential”** (*Big Rapids Pioneer*)
—By Curtis Finch
- Last year’s LEAP participants had op-eds and articles published in the Salem News, Lowell Sun, Elyria Chronicle Telegram, and Sno Valley Star.

Talking with the Media

Interview dos and don'ts:
www.ascd.org/advocacyguide
(pages 16 & 17)



Example: Teacher Effectiveness Policy Briefing

- Goal: Position ASCD among the media as a lead organization on teacher effectiveness and professional development policy and practice.
- Activities:
 - E-mailed media advisory about the briefing and invited media to attend.
 - Scheduled “exclusive” with *Ed Daily* reporters and panelists.
- Result: “Moving from Highly Qualified to Highly Effective Teachers” (July 23, *Ed Daily*) profiles ASCD’s briefing, prominently quotes ASCD staff and panel members, and features ASCD’s capacity-building professional development models.

Example: ARRA and PD

- Goal: Respond to *Scholastic Administrator* reporter's query about using ARRA funds for PD, while leveraging opportunity to position ASCD as PD expert.
- Activities:
 - Sent reporter links to podcast, report, and Web page about ARRA and capacity-building professional development.
 - Coordinated interview with reporter, David Griffith, and our director of PD.
- Result: Article in Sept. issue of *Scholastic Administrator* quotes ASCD staff and emphasizes the importance of sustainable, ongoing, effective PD

Amplifying Your Advocacy: The Public

- Indirectly: media, other intervening stakeholders or audiences
- Directly: newsletters, forums, social networking
- Why? Policymakers listen to their constituents



Example: ASCD's Teacher Effectiveness Blog Post

The ASCD Community Blog

in service

Conversation, insight, and resources for educators



RECENT COMMENTS

Donald Kachur on [Senator Edward Kennedy, 1932-2009](#)

Michael McNiece on [Senator Edward Kennedy, 1932-2009](#)

John Galt on [Senator Edward Kennedy, 1932-2009](#)

John Roper on [Senator Edward Kennedy, 1932-2009](#)

George Peternel on [Senator Edward Kennedy, 1932-2009](#)

Glenn Purpura on [Senator Edward Kennedy, 1932-2009](#)

John Galt on [Senator Edward Kennedy, 1932-2009](#)

Gary S. Mathews on [A Talk With Mike Schmoker](#)

seth on [Music Classes Help Develop Reading Skills](#)

William Spaulding on [The Role Neighborhoods Play in Social Mobility](#)

CATEGORIES

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[Conference on Teaching and Learning](#)

[EdBlog Watch](#)

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« [Teaching No Longer Recession-Proof](#) | [Main](#) | [Community Colleges May Get Much-Needed Boost](#) »

July 14, 2009

Moving from Highly Qualified to Highly Effective Teachers: Policy Briefing Highlights

Panelists at today's ASCD policy briefing on Capitol Hill, "Moving from Highly Qualified to Highly Effective Teachers," agreed that teacher quality is critically important for student achievement and that sustained, deliberate, capacity-building professional development is a necessity for educator success. The experts also agreed that policy can provide important levers for ensuring teachers are provided with the support and resources they need to improve their practice and move the needle on student achievement.

[Speaker Highlights](#)

Charlotte Danielson, education consultant and author of *Enhancing Professional Practice: A Framework for Teaching*, emphasized the complexity of teaching and its cognitive demands. She described her framework for teaching, which includes four domains (planning and preparation, the classroom environment, instruction, and professional responsibilities) and provides a structure for organizing the complex work of teaching and its ongoing improvement.

Thomas Guskey, professor emeritus at the University of Kentucky College of Education, discussed the five hierarchical levels of professional development evaluation: (1) participants' reactions to the experience; (2) participants' learning from the experience; (3) organization support and change; (4) participants' use of new knowledge and skills; and (5) student learning outcomes. Too often, he said, policymakers jump immediately to level five,

ASCD PODCASTS

[Family Involvement in Schools](#)

[Taking Higher Ground](#)

[Avoiding the Land Mines](#)

[Talks With an Author: Baruti Kafele](#)



TWITTER UPDATES

"Innovation" school concept could be expanded in Cleveland: Some of Cleveland's "Innovation" schools come with a... <http://bit.ly/JKd1g> about 4 hours ago

RT @gtoppo It's Cover Your Cough Elmo! (PSA on Swine Flu) <http://su.pr/2JVDnJ> RT @NPRhealth #H1N1 about 5 hours ago

Yong Zhao's busy month stirring up debate on standards: <http://bit.ly/KSw5M> about 5 hours ago

[follow me on Twitter](#)

ON OUR SHELVES



Example: ASCD's Policy Tweeting

LEARN. TEACH. LEAD.

twitter

Home Profile Find People Settings Help Sign out

What are you doing? 140

Latest: "Innovation" school concept could be expanded in Cleveland: Some of Cleveland's "innovation" schools come with a... <http://bit.ly/JKd...> about 5 hours ago

update

Real-time results for **ascdpolicy** Save this search

ASCD ASCD: **#ASCDpolicy** #RtTt State legislative leaders should also sign off on RtT applications says NCSL <http://bit.ly/5YrSj> about 8 hours ago from web

ASCD ASCD: **#ASCDpolicy** #RtTt Some governors don't like - and want removed - the state board sign off of the applications says NGA. <http://bit.ly/yfA7X> about 8 hours ago from web

ASCD ASCD: **#ASCDpolicy** #RtTt Whoops. CA calls special leg. session for data firewall but common core requirement bigger problem. <http://bit.ly/2GU32c> about 9 hours ago from web

ASCD ASCD: **#ASCDpolicy** More than 1500 submissions commenting on Race to the Top. Read them all here <http://bit.ly/1XTU4> about 9 hours ago from web

ASCD ASCD: **#ASCDpolicy** ASCD's comments on the proposed Race to the Top grant selection criteria are now available. <http://bit.ly/Wr4q7> about 9 hours ago from web

ASCD ASCD: **#ASCDpolicy** RT @Eduflack Loveless/Petrilli and NCLB's effect on "top students" -- <http://bit.ly/2YBHA> 4 days ago from web

ASCD ASCD

255 following 2,527 followers 776 tweets

We Follow a directory of interesting Twitter accounts.

Home

@ASCD

Direct Messages 13

Favorites

ascdpolicy

Following

RSS feed

RSS feed for this query

www.twitter.com/ascd

#ascdpolicy

School & District Social Networking

The screenshot displays the KCSDBlog website interface. At the top, there are navigation tabs for 'Home', 'About our Blog', and 'Posts (by School)'. The main header features the 'KCSDBlog' logo with a globe icon and the text 'Kershaw County School District in Camden, SC'. Below the header is a search bar and a 'Search' button. The main content area is divided into several sections:

- Links:** A list of links including 'District Website', 'KCSDBlog', 'KCSDBlog Teacher of the Year Angie Lawson (2008)', 'KCSDBlog Podcast', and 'Past KCSDBlog Top Holiday Sullivan (2007)'.
- Categories:** A list of categories including 'Articles (11)', 'KCSDBlog Podcast (11)', 'News Releases (41)', 'Superintendent (600)', 'Teacher of the Year (90)', and 'Webmaster (2)'.
- Archives:** A list of archives including 'July 2009' and 'June 2009'.
- Want To See Me "Slimed"?:** An article post dated July 12, 2009, by Dr. Frank Morgan, discussing a United Way pledge goal and a hairout event.
- 50 Years:** An article post dated July 11, 2009, by Dr. Frank Morgan, discussing a local resident's 50th class reunion.
- Multi-Million Dollar Grant Received:** An article post dated July 9, 2009, by Dr. Frank Morgan, discussing a grant from the U.S. Department of Education.
- KCSDBlog Photos:** A gallery of photos with a 'More Photos' link.
- Recent Comments:** A list of recent comments from users like 'Dr. Frank Morgan on The Budget...', 'Julie Putnam on Bulldog Football', 'Lori Cooper on Touring New Facilities', and 'Carolyn Ham on Adult'.

<http://kcsdblog.wordpress.com/category/superintendent/>

School & District Social Networking

twitter Home Profile Find People Settings Help Sign out

LeeSchools
Follow

Name Lee School District
Location Fort Myers, Florida
Web <http://www.leesch...>
Bio K-12 School District serving nearly 80,000 students in 93 schools!

21 following 443 followers

Updates 68

Favorites

Actions
block LeeSchools

Following

RSS feed of LeeSchools's updates

We've redesigned our Web site – new look, layout and feel! Full conversion should be done very soon. Check out <http://www.leeschools.net>
1:56 PM Jul 6th from web

Just a reminder-the District will be closed Monday, 7/6. Please be safe this 4th of July and have a GREAT weekend!
10:38 AM Jul 3rd from web

Happy Thursday! Be sure to check our Districtwide Events Calendar to see the school open houses scheduled for the 09/10 school year.
3:09 PM Jul 2nd from web

Register online now for Lee Virtual Instruction Program (K-12.) Visit <http://studentassignment.le...> for more info!
4:47 PM Jul 1st from web

Happy Tuesday! Just a reminder - Friday is the last day of summer school - the District is open. We're closed Mon., 7/6 for the holiday.
11:47 AM Jun 30th from web

<http://twitter.com/LeeSchools>

Resources

- *Advocacy Guide*: www.ascd.org/advocacyguide
- *Communications Tool Kit*: www.ascd.org/leapcommunicationskit
- ASCD Inservice: www.ascd.org/blog
- Whole Child Blog: www.wholechildeducation.org
- *Why School Communication Matters: Strategies From PR Professionals*, by Kitty Porterfield and Meg Carnes
- *Building Bridges with the Press (A Guide for Educators)*, by Julie Blair
- National School Public Relations Association:
www.nsprapro.org

Closing Suggestions

1. Become an ASCD media contact: e-mail bmichelman@ascd.org or mmccabe@ascd.org
2. Become an Educator Advocate: www.ascd.org/actioncenter
3. Review the *ASCD Advocacy Guide*: www.ascd.org/advocacyguide
4. And, most important, send your LEAP news releases and op-eds: www.ascd.org/leapcommunicationstoolkit

Thank You!

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Exercise: Your local media is misreporting how your district is using education stimulus dollars. What do you do?

- What is your communications goal?
- Who are your audiences?
- How would you share with media or with the public?
- How will you use data to communicate your message?
- How will you measure success?