

EDTRUST PRESENTS:

# COMMUNICATIONS FOR FIERCE ADVOCACY

A WEBINAR TRAINING SERIES FOR  
EDUCATORS OF COLOR

Developing and Leveraging Relationships with Reporters



MAY 20, 2024  
MONDAY



AT 06.00 PM  
- 07.00 PM ET



REGISTER ON ZOOM



**MORE INFORMATION:**



@edtrust



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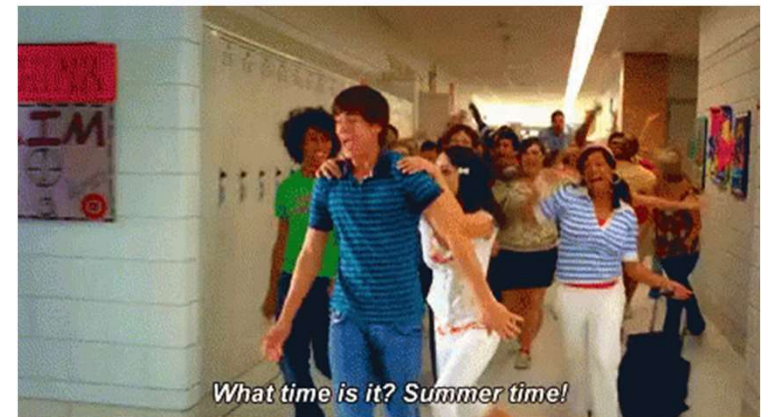


www.edtrust.org

# Icebreaker QUESTION

## While We Wait: Introduce Yourself!

1. Share your name, pronouns, role, & city/state
2. Where are you coming from?
3. What are you looking forward to this Summer?



## Norms to keep in mind:



- ▶ **Assume best intentions**
- ▶ **Be present & keep open mind**
- ▶ **Speak your truth**
- ▶ **Listen to understand**
- ▶ **Focus on solutions**
- ▶ **Celebrate Successes**

# Today's Meeting Goals

Reporters often need the voices and stories on the ground to inform their reporting or cover a breaking story. Educators have an opportunity to shape media narratives as the people closest to the issues happening in the classroom and how students are affected by the world around them. Developing relationships with reporters is key to ensuring the right voices are amplified and heard. In this session, advocates will learn how to do a media scan of which reporters are in their network, learn how to leverage social media to build relationships, and hear from reporters themselves on the importance of teacher voices in the media.

## **We hope these trainings will allow you to:**

1. Build your communications skills & toolkit so you can go back to your school communities with next steps to advocate loudly for your students
2. Help connect you with people and resources to learn more about effective messaging and advocacy
3. Build your confidence and a support system with other like-minded educators to advance equity in education



# Stipends Available for Teachers!

LAST CHANCE TO QUALIFY FOR A STIPEND. We will just need you to fill out the following Google Form: <https://bit.ly/teacherstipendform>

## Requirements to qualify for the \$150 stipend:

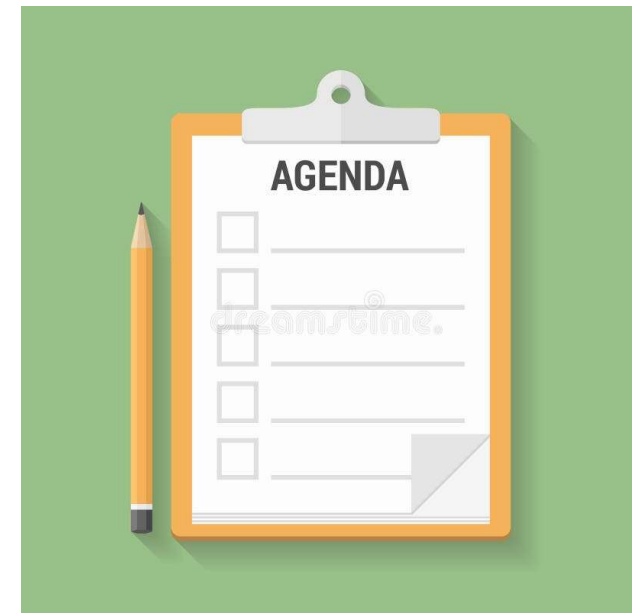
- **Attend and fully engage in at least 2-3 “Communications for Fierce Advocacy” webinar sessions** (monthly Jan-May)
- **Show proof of application of learning** in any of the following ways:
  - Written published piece (blog, op-ed, letter to editor)
  - Sharing testimony at a school board meeting
  - Advocating and engaging through social media in some capacity
  - Participating in a media interview/sharing with reporters
  - Informing research and policy
  - Advocating at the capital
  - Shaping your advocacy through conferences, events, joining fellowships/trainings

**Stipend Form is DUE MAY 27! Confirmations will be sent out June 3rd!**

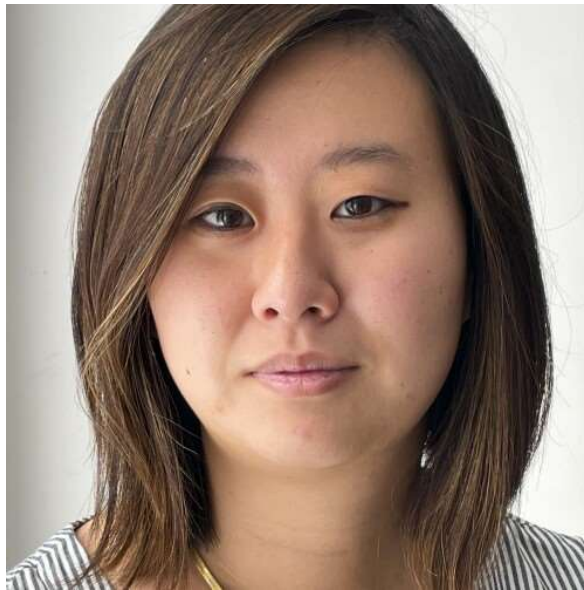


# AGENDA FOR TODAY

- Intro/Ice Breaker (5-10 mins)
- Who Is In My Network? Identifying Reporters and Outlets (10 mins)
- Leveraging Social Media Networks to Build Relationships (5 mins)
- Your Story Matters! Finding Your Voice & Lane (10 mins)
- Wrap-up and Next Steps Towards Action (5 mins)



# Our guest speakers for today:



**Annie Ma**

**National K-12 Reporter at AP News**

# Who Is In My Network? Identifying Reporters & Outlets in Your Community

## Type of print/online newspaper outlets or reporters you can consider following:

- **Local News Outlets & Reporters:** Typically cover local/regional/state stories that cover a broad range of topics specific to regional context (*San Antonio Express News, Houston Chronicle, Dallas Morning News, Texas Tribune*). **Note that reporters on this beat turnover often.**
- **National Trade News Outlets & Reporters:** Cover a specific topic nationally such as Education and reporters typically cover specific issues (*EdWeek, Hechinger Report, The 74*)
- **National News Outlets & Reporters:** Tend to cover a wider range of content that has wide-ranging influence, and cover national trends/stories (*AP News, USA Today, Axios, New York Times*)
- **Ethnic media:** A media produced for a particular ethnic community. (*The AFRO, Al Dia News, Chickasaw Times*)



## Other mediums to consider:

- Local TV/Radio/podcasts (*Texas Public Radio, KXAN, Spectrum News Channel*)
- National TV/radio/podcasts (*NPR, MSNBC, NBC, PBS Newshour*)
- Online & print magazines (*Teen Vogue, TIME, Essence, Cosmopolitan*)
- University newspaper and radio
- Social media (*advocates and influencers who use their platform to speak on issues*)





# Who Is In My Network? Identifying Reporters & Outlets in Your Community

To do a media scan & identify reporters/news outlets in your community you can use:

- Google News (identify articles and reporters speaking about the issues you care about)
- Google Alerts (set up the topic issue and location you want to get alerts from)
- Twitter (X) is a great place to follow your news network reporters and outlets to engage with their content
- LinkedIn is another great platform to engage with articles/pieces shared
- See what other leaders/advocates you follow are posting about (whether an educator, principal, researcher, organization, etc)



Google News



# Quick Scavenger Hunt (5 mins timed)

**Scavenger Hunt Checklist (must get 2 out of 3):**

- Identify & follow 1 reporter who reports on an issue you care about**
- Identify & follow 1 news source that is credible and that you know you will read often**
- Find one article/written piece that resonates with an issue you care about**

**Once you have finished, share these in the chat.**

**For example: *I followed Word in Black and followed Evie Blad from EdWeek***



# Tips for Developing a Relationship with Reporter

Now that you have a list of targeted journalists and bloggers to pitch, one of the best ways to connect with them is to be a real, authentic person. You can begin to foster a relationship by:

- **Reaching out unprompted** without a pitch.
- **Beginning to set up Twitter/X lists or set Google Alerts.**
- **Sending an email wishing them well**—just as you would with a coworker or acquaintance.
- **Consuming content your target journalists produce.** This will help you understand what topics they cover, how they cover them, and the best way you can contribute. **Remember education touches multiple policy issues, so be mindful of interplay.**
- **Reacting to journalists' content in meaningful ways.** This can include engaging with their social media posts. It must be consistent. It's also important to react beyond a compliment.
- **Offering a third-party resource** (think: breaking news from a smaller, more niche outlet or a white paper or research studies), share your work or an event or ask a question.



# Leveraging Social Media to Build Relationships

- 1. Get to know a reporter's writing and angle**
- 2. Follow reporters and begin to engage with their content (you can do the same with influencer content to build your following)**
  - Read, like, reshare their content
  - Comment on their pieces and tag them with your reactions
  - Share a resource, new finding, or event they might find interesting
- 3. Begin to establish yourself as a content expert and spokesperson by building your advocacy voice online**
- 4. Build consistency (routines)**
- 5. Be authentic and reach out to celebrate them, check in with them, or invite them to an event**

**Eric Hoover** @erichoov · Apr 25  
HS students from mixed-status families keep contacting me out of the blue to ask for help completing the FAFSA. Two today, from different states, so far.

1 4 25 2.2K

**Jessie Hernández-Reyes** @jessiehernandez\_ · Apr 25  
Hi Eric! @EdTrust is hosting a webinar tomorrow, Fri, and Monday geared towards helping students from mixed-status families using a tool we helped developed alongside Immigrants Rising and ImmSchools. Our tool: [surveymonkey.com/r/MixedStatusF...](https://surveymonkey.com/r/MixedStatusF...) Registration link: [edtru.st/49R4yj2](https://edtru.st/49R4yj2)

From [surveymonkey.com](https://surveymonkey.com)

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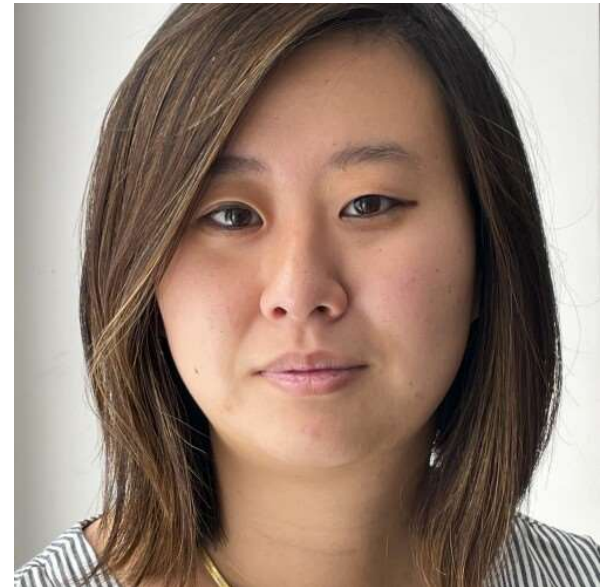
The image shows a screenshot of a Twitter thread. The top tweet is from Eric Hoover (@erichoov) dated April 25, discussing how high school students from mixed-status families are contacting him for help with FAFSA. The bottom tweet is from Jessie Hernández-Reyes (@jessiehernandez\_) also dated April 25, replying to Eric and mentioning a webinar by @EdTrust. She provides a link to a SurveyMonkey tool and a registration link. Below the text is a green banner for SurveyMonkey with a laptop displaying a 'Create a FREE account' form and a bar chart. The banner text reads 'FAFSA Steps for Contributors without an SSN'. Below the banner, it says 'From surveymonkey.com'. The tweet interaction icons show 1 reply, 4 retweets, 25 likes, and 2.2K views.

## Spotlight Reporter: *Annie Ma*

*Associated Press national writer who covers K-12 education*

### **A little bit about Annie:**

**Bio:** Currently a reporter at the Associated Press, where she covers education, race, and inequality. Previously, she covered Charlotte-Mecklenburg Schools for the Charlotte Observer. Before that, she spent her time in California covering local news for the San Francisco Chronicle and learning the ins and outs of putting together a magazine at Mother Jones. In college, she interned at The Oregonian, The Pittsburgh Post-Gazette and Chalkbeat New York.



# Moving Forward: Working with District Communications Office

Many reporters are going to get in touch directly with the school district for stories, so it can be very helpful for them to know which teachers are interested in speaking with the media. If you have a supportive district office, get in touch with the communications team (look for someone whose title involves 'press secretary' or 'media relations').

## Let them know:

- If you are interested in speaking with reporters and specifically what topics you're interested in talking about
- Your availability and schedule (if you usually check your email during your planning period, for example, or you're open to them texting you)

## An email to this extent look like:

- *Hi COMMS STAFF – My name is X and I teach Y at Z school. I know reporters are often interested in talking with teachers for their stories and get in touch with the central office to set up interviews. I'd be very happy to speak to reporters, particularly about SUBJECT 1 and SUBJECT 2. My planning period is from TIME to TIME, and that's usually when I check emails. Please let me know if there's anything else I can answer, and thanks for keeping me in mind for interview requests!*
- Be mindful of any policies in your district regarding teachers speaking with media!
- The same advice applies to your union, other education advocacy groups you work with, or your state education agency. It's key to know what issues these offices advocate on and any policies they might have regarding communication with reporters.
- You're still always free to decline any requests that come in!

# Preparing for the Interview

## Terms to be familiar with:

- **On the record:**

- “On-the-record” attribution means that everything the source says may be published and quoted directly, and the source may be fully identified by name and title.
- **Assume that everything you say is on the record**, unless you specify otherwise and gain prior agreement from the reporter

- **On background:**

- “On background,” which is sometimes referred to as “not for attribution,” means the reporter may quote the source directly but may not attribute the statements to the source by name.
- Speaking not for attribution or on background can be helpful when you want to put pressure on a political target without potentially disrupting your working relationship with the target.

- **Off the record:**

- The information provided is not for publication. However, the information you provide can be used without attribution.
- Off-the-record conversations work best in one-on-one situations. Off-the-record comments are supposed to remain strictly between the source and the reporter.

# Preparing for the Interview

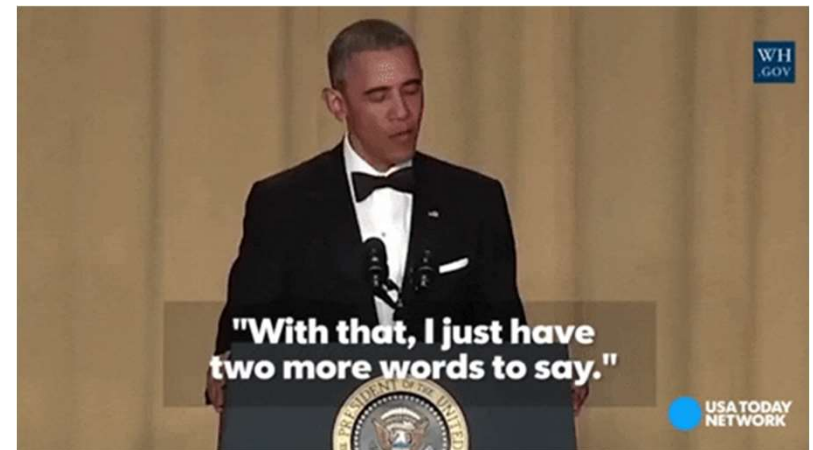
- What is the type of media? (consider the audience)
- What is the topic?
- What is the reporter's angle/POV?
- Who is the reporter & what is his/her style?
- What is the nature of the story?
- Have your facts at hand
- Decide, with the communications team, how long YOU want the interview to be and let reporter know you have "x amount" of time
- Read/watch the outlet



# Thank you for engaging!

## Resources to consider when interviewing/building relationships with reporters:

- [Muck Rack: The Essential Guide to Media Relations](#)
- [Pew: News Platform Fact Sheet](#)
- [How To Write A Media Pitch + 5 Pitch Examples That Actually Got Published](#)
- [7 Insider Tips for Building Better Relationships With the Media](#)



# Wrap-up & Next Steps:

## So what's next?

- **Begin identifying & following your local reporters who speak to issues you care about**
  - Set up issue-specific Google alerts
  - Engage with reporters and articles/content on socials
  - Join a fellowship
  - Reach out to grab coffee/1:1 time
  - Contribute a Letter to the Editor or Op-Ed
  - Share a resource or event with them



# Feedback Form

<https://forms.gle/Qvm7MEyn4SBs2NS1A>



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EdTrust [Communications for FIERCE Advocacy](#)  
[Webinar Trainings](#) Feedback

Please complete the below feedback form.



# Join Our LinkedIn Educator Network!

*EdTrust's Educators of Color Network, a vibrant community dedicated to supporting and amplifying educators of color across all levels of education, is designed to provide a platform for collaboration, resource sharing, professional development, and mutual support. In this group, we celebrate diversity and recognize the unique experiences, perspectives, and challenges faced by educators of color in the field of education. Our mission is to create a safe and inclusive space where members can connect, exchange ideas, seek advice, and inspire each other to excel in their careers.*

**Join our community for educators on LinkedIn:** <https://www.linkedin.com/groups/13010295/>

## **Join us to:**

- Connect with like-minded educators who share similar backgrounds and experiences.
- Share valuable resources, best practices, and innovative strategies for teaching and learning.
- Engage in meaningful discussions on topics related to equity, diversity, and inclusion in education.
- Access professional development opportunities, workshops, webinars, and conferences tailored to the needs of educators of color.
- Find mentorship and support to navigate challenges and advance your career goals.
- Amplify your voice and advocate for positive change within the education system



# EdTrust Events Coming Up!

## [Superintendents of Color Leading with Excellence: Nurturing Students' Mental Health](#)

May marks the 70th anniversary of Brown v. Board. When it comes to school leadership, Black female superintendents are still under-represented in the educator workforce — and yet, they continue to lead with excellence in the face of continuous racial barriers and challenges. This is why EdTrust and The School Superintendents Association (AASA) are cohosting the virtual event, **“Superintendents of Color Leading with Excellence,”** to highlight the inspiring work that Black female superintendents do daily in their districts. EdTrust and AASA will host an impressive panel of Black female superintendents who work tirelessly to support their student’s mental health and academic success.

**This virtual event takes place Thursday, May 23rd, from 6-7:30 p.m. ET. You can register [here](#).**

**JOIN >**    
FOR LEADING WITH EXCELLENCE

*Nurturing Students' Mental Health*

**MODERATOR: ARTHUR JONES II**  
ABC News producer/reporter

**05.23.24**  
6:00 PM ET

LEARN MORE AT  
[edtrust.org/NurtureStudents](https://edtrust.org/NurtureStudents)

**PANELISTS:**

 <b>DR. ADRIENNE BATTLE</b> superintendent, Metro Nashville Public Schools (TN)	 <b>DR. LATANYA D. MCDADE</b> superintendent, Prince William County Public Schools (VA)	 <b>DR. TIFFANY ANDERSON</b> superintendent, Topeka Public Schools (KS)	 <b>DR. TAHIRA DUPREE-CHASE</b> superintendent, Westbury Union Free School District (NY)
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# OPPORTUNITIES FOR EDUCATORS THIS SUMMER:



<https://bit.ly/summeropportunitiesforeducators>

**Feel free to share this resource doc with any other educators who may want to pursue advocacy, PD, or training opportunities!**

**THANK YOU FOR BEING A PART OF THIS FIRST-YEAR COHORT!!**

**If you have time, join us for our celebratory Zoom showcase & wrap-up party! (informal & optional):**

[Meeting Registration - Zoom](#)

*Friday May 31st or Monday June 3rd*

**Follow us on socials!**

- **Instagram:** @edtrust
- **Twitter:** @edtrust
- **FB:** <https://www.facebook.com/edtrust>
- **LinkedIn:** <https://www.linkedin.com/company/education-trust/>

