

Press Relations

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Becca Hamilton

Marketing and Parent Involvement Coordinator

Virtus Academy of South Carolina



Agenda

- Purpose
- Before I started
- How I introduced myself
- How I send things out
- What I have accomplished

Purpose

Public perception often dictates that public relations is something an organization should turn to in a crisis, but in truth, PR is just as important when there is good news to share. Despite popular belief, PR professionals are not responsible for sweeping messes under the rug, but for communicating an organization's positive news to the greater community. Public relations is a process of connecting journalists with the experts they need to report news and trends, and PR involves leveraging press conferences, media events, internal communications processes, public affairs and even community relations. Just as I learned to communicate my work to my coworkers when I was doing a good job, organizations need to tell the public when they are achieving success.

- **Anticipate crises and solutions**
- **Media relations**
- **Connect with the community**

Site: https://www.educationworld.com/a_admin/callahan-school-public-relations-why-needed.shtml

Before I Started

5 Total Newspaper Articles in 2 years:

- When the school opened
- Building new facility
- Field Trip
- Unsatisfactory Report Card
- Honor Roll announcement

One Newspaper publishing about Virtus!

How I introduced myself

- Found email addresses to send news to
- Sent an introduction email with a Press Release attached:

Good Morning,

I wanted to first introduce myself as your new Communications contact at Virtus Academy of SC. I know that the school has not developed a concrete relationship with you in the past, but my goal is to immediately correct that.

I am excited to get started. We have a lot of good things that are happening at Virtus coming up, including opening a brand new facility.

First, I am sending over a press release announcing Mrs. Brittany Hamilton as our new interim principal.

Please let me know if you have any questions for me.

I look forward to working with you.

- Followed up with phone calls

How I send information out

- Created a press contact email group
- All Press Releases are formatted the same -
 - I make sure for immediate release is at the top with the date
 - I make sure that the same information promoting who we are and what we do is at the end of the press release:

Virtus Academy of SC is a free, public charter school that opened in 2018. With a focus on PBL integration in science and social studies, Virtus supports parent-choice for more personalized education for their children. The goal of Virtus Academy is to advance student achievement by preparing students for civic and career success through rigorous academics, leadership development, and project-based learning.

Virtus Academy will be moved into its new permanent facility at 2407 Pisgah Road, Florence, SC 29501, in August 2020. In addition to the new facility, they are also offering 7th grade and plan to add a new grade each year moving forward.

- Consistency!

What I have accomplished

5 Total Newspaper Articles since July 2020:

- Interim Principal Announced (published 2x)
- New Assistant Principals Announced
- Ribbon Cutting
- Salvation Army Angel Tree

Two newspapers publishing about Virtus!