Getting the Word Out:
Campus Communications

SHARE YOUR STORY.
Positive stories about student and teacher achievements, campus events, and awards/honors are easy to overlook or take for granted. These same stories can make a big difference in the way that SAISD is perceived – by the students, their parents and the community at large.

BUILD A LOYAL, PROUD FOLLOWING.
Engage students and teachers to come up with unique ways to showcase your individual school's best traits. You can promote on your school website and District Communications can also help get the word out (through the media and other channels).

WHAT IS NEWSWORTHY? **TIMELY. NEW. THE FIRST. UNIQUE/DIFFERENT. TOPICAL. VISUAL.**

- Campus-wide Academic Achievements + Recognitions
  Ex: Exemplary or Recognized rating, awards, records broken
- Unique scholastic programs or course offerings, projects or initiatives
  Ex: "Rocketry" science class, creating a school garden
- Prestigious guest speakers
- Topical class events/programs
  Ex: Environmental/green projects, projects linked to historical remembrances (Veterans Day, MLK Day), election-related events
- Upcoming School events
  Career Days, reading programs, fundraisers, seasonal or themed celebrations
- Teacher recognitions
  Awards and honors, developing new programs or initiatives
- Student accomplishments
  Advancing in competitions, winning scholarships, going to state, contest wins
- Community partnership events
- Visual (Would it make a great photo in the newspaper?)

A PICTURE SAYS A THOUSAND WORDS.
Some events may happen spontaneously or there may not be a strong editorial content tied to it, but they sure do make great photos – send them. Student's dressing up, building things, playing teachers in basketball games – these are priceless and great PR.

Make sure that your students have a signed permission form in order to be photographed or videotaped.

LET US KNOW.
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