

Media Coverage Worksheets

Summary Indicator Worksheet	
Summary of Indicator Topics	Consider your Civic Index score in relation to the topic described. Write a few notes about how this topic seems relevant or not relevant to your school community.
<p>Topic 1: Improve local media coverage of education</p> <p>This topic connects with the following indicators:</p> <ul style="list-style-type: none"> - <i>The local media objectively covers key education issues in-depth and consistently throughout the year.</i> - <i>The local media report on the education positions of candidates for school board, mayor, state legislator, and other key officials.</i> - <i>The local media provides in-depth reporting about the extent to which elected officials vote and the extent to which they keep their promises.</i> <p>To raise a Civic Index score in this area, communities need to actively</p> <ul style="list-style-type: none"> - Establish strong relationships with local editors, reporters and others who provide media coverage - Provide timely, regular, and in-depth information about education issues and events to the media without waiting to be asked to do so - Help local editors, journalists, reporters, and others who share news and information on education to look at the voting record and understand the education positions of local elected officials 	
<p>Topic 2: Establish and maintain open communication between educators, local elected officials, the public, and the press</p> <p>This topic connects with the following indicator:</p> <ul style="list-style-type: none"> - <i>The local media objectively covers key education issues in-depth and consistently throughout the year.</i> <p>To raise a Civic Index score in this area, school communities need to actively</p> <ul style="list-style-type: none"> - Provide help to school staff as they develop communication strategies as part of school reform efforts and - Identify new resources and non-traditional media streams to communicate on education issues 	

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Common Results Worksheet

Improved media coverage on education issues can result in increased information-sharing with the public and greater public responsibility from schools and local elected leaders. Effective communication can lead to results that support student achievement. Take a moment to think about how media coverage in your school community can be improved. For each description below, use the scale provided to note the value you give to each possible result.

5 as the highest value 1 as the lowest value

Increasing information about education issues and concerns

Media coverage helps the public understand, interpret, and act on local education issues and concerns.

What value do you place on this result?

5	4	3	2	1
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Encouraging greater public responsibility

Using media to communicate school goals, strategies, successes, and challenges helps hold education leaders and elected officials responsible to parents, students, and the greater community.

What value do you place on this result?

5	4	3	2	1
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Motivating partnerships

School communities that include partnerships that work to increase media coverage of education can improve overall support of students and schools.

What value do you place on this result?

5	4	3	2	1
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Increasing citizen awareness

Effective media coverage can alert a wide local, state, and even national audience to citizen concerns such as education and student success.

What value do you place on this result?

5	4	3	2	1
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Key Issues Worksheet

Media Coverage

Take a moment to think about the ways media coverage supports education in your community.

In your school community, what local news sources (such as television, radio, and newspapers) cover education issues?

What non-traditional media streams (such as newsletters, websites, and public forums) are being used by your school community to communicate with the public?

What lessons from previous successes and challenges in working with the media should you keep in mind with new efforts?

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What resources and partnerships can your school community call on to help improve media coverage on education issues?