Good Schools … Good News

A Fairfax County Public Schools Guide to Working With the Media 2011-12

Fairfax County Public Schools
Department of Communications and Community Outreach

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Good Schools ... Good News

Fairfax County Public Schools has 194 schools and centers, which serve just over 177,000 students in the nation's 11th largest school system. Because of the size and complexity of the system, each school should actively publicize its own news. This handbook will help school personnel, parents, and volunteers to generate publicity through the news media.

News media are an important component of successful school-community relations programs because they serve as direct communication links to the community. Each school should make it a priority to inform the media about the many positive and exciting things that happen every day. News people are anxious to provide their readers, listeners, and viewers with school news; they need to receive advance notification whenever possible.

The Department of Communications and Community Outreach offers many supportive services to schools and centers, including the following:

- Coordinating the news liaison network, consisting of a news liaison from each school and center.
- Publicizing **upcoming** or **ongoing** school news items in **Media Tips**, a weekly publication, which is sent to media outlets. (See page 9.)
- Calling the media to solicit coverage for local events.
- Advising and helping with news releases and publications.
- Presenting workshops on school-community relations.
- Booking staff members and students on radio or television talk shows.
- Placing school-related announcements on FCPS' public affairs cable channel and planning and coordinating videotaped programming of school activities for the channel.
- Arranging for photographic coverage of some events.
- Keeping a constantly updated FCPS Internet home page available for school news.

The Department of Communications and Community Outreach organizes and supports a news liaison network designed to improve communication with the media. News liaisons in each school and center are trained and given informational materials to help them communicate with the media.

The following Department of Communications and Community Outreach staff members are available to help news liaisons:

- Mary Shaw, news liaison network and news media publicity, 571-423-1213.
- Lori Knickerbocker, cable television programming, 571-423-1205.
- Nancy Moy, web services, 571-423-1221.
- Cindy Rivera, Keep in Touch, 571-423-1210.
- Gretchen Shreve, school events calendar, 571-423-1216.
- Andy Grunig, FCPS publications, 571-423-1212.

For more information about the Department of Communications and Community Outreach, visit FCPSnet at:

- http://fcpsnet.fcps.edu/cco/

The Role of the News Media

What Is News?

News, by definition, is "new information." If your programs, special events, or awards are new to parents, community members, and students, they are newsworthy. Highlight your accomplishments and activities, even though similar ones may be taking place at other schools. Others conducting similar events might not be thinking "news" and may not contact the press.

Because community members want to know more about their schools, the media is eager to provide them with school news. The school community should know its media and how to effectively communicate with them. The media perform many services for schools, such as:

Newspapers and Electronic Media

- Sending a reporter and/or a photographer to cover an event.
- Publishing material received through a news release or media tip.
- Printing regular columns written by school personnel, School Board members, or students.
- Publishing pictures and captions.
- Accepting freelance articles.
- Printing letters to the editor.
- Publishing calendar items announcing school events.
- Using brief video clips of events.

Radio

- Sending a reporter to cover an event.
- Broadcasting talk shows featuring school personnel and students.
- Programming public service radio shows.
- Announcing school closing or emergencies.

Television

- Sending a reporter and a camera crew to cover an event.
- Broadcasting programming featuring school personnel and students.
- Announcing school closings or emergencies.

Media representatives also provide speakers for school functions, conduct tours through their facilities, and participate in workshops to teach their particular skills.

The News Liaison Network

What Is the Purpose of the News Liaison Network?

- To develop school system news sources to inform the community—using the news media—about the positive things happening in our schools.
- To increase public confidence in support of our schools and the school system.
- To simplify communication in our large and diverse school system.
- To bolster the morale of students and staff members.

Who Is a News Liaison?

A news liaison is a contact person selected by the principal or program manager to supply the news media with newsworthy items about events occurring at his or her school, center, or office. Newsworthy items may include:

- Innovative or unusual programs or activities.
- Human interest stories.
- Personal accomplishments.
- Special activities.
- Arts exhibitions and music and drama performances.
- Awards.

News liaisons receive a training orientation in the fall to help them in their role.

How Should News Liaisons Publicize Their News?

- Send news tips about activities and events that **will occur or are ongoing** to the Department of Communications and Community Outreach for inclusion in **Media Tips**, sent to all news outlets. **Events that have already happened, with the possible exception of awards, are no longer news.** Include who, what, when, where, why, and how. (Use the on-line form available at http://fcpsnet.fcps.edu/ocr/media/mediatip_form.htm or duplicate the submission form on page 12.)
- Prepare news releases or news tips and send them directly to media outlets (Rules above apply.).
- Call the news media to follow up on Media Tips or news releases.
- Call the media directly with detailed information regarding last-minute occurrences.
- Photograph the event and send photos with captions to local papers.
- Send school newsletters and PTA and PTSA newsletters to local media outlets.
- Post information on the individual school's Internet home page.
- Send photos to the Department of Communications and Community Outreach for use on the FCPS home page.

The News Liaison Network (continued)

How Can the Department of Communications and Community Outreach Help News Liaisons?

- Include the information in Media Tips, which is sent weekly to all media outlets.
- Notify the media directly.
- Prepare a news release for all media outlets about events of countywide interest.
- Air announcements of events on the school system's **Red Apple 21** cable channel bulletin board (if events are open to the general public).
- Post school-based events on the FCPS Internet web site on the School Events Bulletin Board (if events are open to the general public).
- Consider the activity for programming on the **Red Apple 21** cable channel.

What Are Additional Aids for a News Liaison?

- "News stringers," people who are sources of information throughout the work location (such as administrators, teachers, volunteers, parents, students).
- Familiarity with the formats of **Media Tips, Red Apple 21**, the school system's Internet home page, local media, and appropriate local newsletters.
- This handbook, **Good Schools…Good News**, which describes how to work with the media—who they are, how to contact them, and their deadlines; how to write a news release; how to take and use pictures; and how to "sell" stories to the media.
- A site for news liaisons on FCPSnet, the school system's intranet site, that provides:
  - information about the news liaison network.
  - a **Media Tips** submission form.
  - a link to current Media Tips on the Internet.
  - this handbook, **Good Schools...Good News**.

Generating Interest

How to Sell Your Story to the News Media

In order to interest a reporter in a news story, you need to think like a reporter. Ask yourself the following questions (Your news stories should meet at least one, and sometimes more, of these criteria.):

- Is your news current? Reporters are interested in featuring stories that are happening now. Old information is not news.
- Is your news a "first"—something that no other schools in the county have tried, that is one of a kind in the state or nation, or that is part of a pilot program?
- Is your news timely? Does it reflect an education trend? Does it involve observance of special calendar events such as African American History Month, Arbor Day, Mathematics Awareness Month, or Youth Art Month? (See page 25.)
- Is your news interesting to people outside the school? Does it have relevance and meaning for its audience? Is it something that community members can relate to? Is your news informative? Would readers, listeners, or viewers benefit from the knowledge?
- Does you story have an "angle"? Examples: a classroom project that is successful because of senior citizen involvement; kindergarten students running a school store.
- If your news would interest people only in your local school community, have you targeted your news story to media outlets covering only your area? (See pages 15-24.)

- Is your news story visual? How? Describe the visual elements (costumes, scenery, action, etc.). Visual appeal is important to electronic media, including TV and those media outlets that use video clips.
- Is your news unusual or out of the ordinary? Examples: boys taking child-care classes; students receiving varsity letters for academics instead of for sports.
- Is your news feature material? Does it have "color," human interest qualities, and a wealth of background material?
- Does your news show school-community involvement? Examples: community participating in environmental projects; students assuming roles of local government officials; businesses adopting schools or contributing their services to them.

Additional Outlets

While the local media provide an excellent avenue for disseminating information, many other sources also publish news about FCPS. When you send out news tips or releases, don't overlook the following:

• **School Websites**: Schools should use their websites to publicize school events and activities.

• **PTA and PTSA Newsletters**: These provide an excellent means of getting news directly to parents.

• **Student Newspapers**: News stories published in student newspapers keep students, parents, and community members aware of what is happening in the schools.

• **School Events Google Calendar**: The FCPS website carries information about school-based events and activities that are open to the public on a comprehensive Google calendar.

• **Civic Association Newsletters**: News sent to these publications can reach members who are parents as well as members who are not parents but who have a vested interest in school events.

• **Community Newsletters**: Many of these list school events as a part of community news.

How to Use Cable TV and the FCPS Web Site

Red Apple 21

Red Apple 21 is FCPS's flagship cable TV channel that offers viewers FCPS community information programming every day in a block called "TV That Counts!" Included in this block:

"SchoolScene," news about schools; "Insight," a magazine and talk show about FCPS issues; "In Other Words," information for non-native speakers of English in five foreign languages; "Meet the Author," and other Fairfax Network programming.

Red Apple 21 also videostreams all its programming live on http://www.fcps.edu, including School Board meetings. In addition, "smart" public service announcements (PSAs) air on Red Apple 21.

The Red Apple 21 bulletin board carries announcements about school events that are open to the public, information for parents and the community, program listings, lunch menus, and more. Emergency messages are also posted on Red Apple 21. Red Apple 21 can be found in the Cox Communications, Reston's Comcast Cable and Verizon channel line-ups. Red Apple 21 videos are also featured on FCPS' YouTube channel.

FCPS Website

With more than four million visitors each month, the FCPS web site is an excellent place to advertise school events. The New Today section links to information at school and office web sites. News releases profile divisionwide news stories. To request that items be included on the web site, contact Nancy Moy at nancy.moy@fcps.edu or 571-423-1221.

Several Google calendars display school events and staff members are welcome to submit events for publication online.

Each FCPS school has a public web site. The curator is designated by the principal and is responsible for adding content and keeping the web site information up to date. To contribute information to a school website, contact the school curator whose name and e-mail address is listed on the school home page.

Keep in Touch (KIT)

FCPS has an electronic notification system known as Keep in Touch (KIT).

KIT Basic draws contact information from the student information system (SASI) and the employee (Lawson) databases. FCPS central offices and schools use KIT Basic to provide families and employees with information and outreach messages via e-mails and phone calls.

KIT Plus is a subscription service for students, community members, and citizens interested in news, events, and updates from FCPS. Subscribers may select from the following topics:

- Adult and Community Education (ACE) classes and news
- Current issues (budget, boundary studies, summer programs)
- Delayed openings and school closings

In order to receive Media Tips and press releases News Liaisons can:

1. **Subscribe to KIT Plus and select Media Tips and press releases.**
2. **Visit www.fcps.edu.**

- FCPS job opportunities
- Magnet schools and advanced academic programs
- News releases and media tips
- PTA, PTSA, PTO information
- School Board news and updates
- Special education services
- *Supergram* (employee newsletter)

In addition to these topics, subscribers may also receive announcements from up to five schools of their choice. KIT Plus is a self-subscribing, -updating, and -unsubscribing service. FCPS families and employees may receive announcements from both KIT Basic and KIT Plus.

Media Tips

Media Tips provides school news story ideas to more than 168 electronic, radio, TV, newspaper, educational periodical, and foreign language media outlets; the Department of Communications and Community Outreach e-mails **Media Tips** to the news media every Wednesday. Ideas for **Media Tips** are usually submitted by news liaisons; however, anyone can generate good ideas, including volunteers, parents, and students. To submit material for **Media Tips**, fill out the online form at http://fcpsnet.fcps.edu/ocr/media/mediatip_form.htm or send an e-mail to Mary Shaw at least one week prior to the scheduled event. Media Tips are released on Wednesday; **your submission must be sent in no later than the Tuesday before the week the event will occur to appear in the Wednesday publication**.

Media Tips Samples:

• Teachers at **Woodburn Elementary** are working together to promote FCPS's new wellness message, 9-5-2-1-0 Zip Code to Your Health. The message promotes 9 hours of sleep, 5 servings of fruits and vegetables, a limit of 2 hours of TV or video screen time, 1 hour of exercise, and 0 sugary drinks. Librarian Sima Patel shared information about the initiative during the school's morning news show and distributed bookmarks with the 9-5-2-1-0 message while teachers received a tip sheet to incorporate ideas into their classroom activities. Art teacher Jonathan Kettler created posters to promote the initiative to display in the halls, and music teacher Carrie Ragona sang a song to the tune of "Camptown Races" with students in the upper grades. Ragona had students come up with motions to go with the five elements and put them together with a new song to the tune of "Bingo" for younger students. Both songs are meant to help students remember what each number represents. The two songs are featured on the Tipping the Scales 4 Better Health website at http://chsolutions.typepad.com/tippingcommunity/95210-in-the-neighborhood. Contact principal Bridget Chapin at 703-641-8200 or bmchapin@fcps.edu or news liaison Riham Saah at rdsaah@fcps.edu.

Middle school students from **Robinson Secondary** will work as guest chefs at Macy's at Fair Oaks Mall on Saturday, October 16, between 10 a.m. and 2 p.m. The 16 students, who are studying family and consumer sciences at Robinson, will demonstrate their culinary skills while preparing a recipe in the homewares department at the store. The students were selected to represent their school based on classroom performance including respectful behavior, culinary skills in safety and sanitation, mastery of concepts taught in class, and responsibility and cooperation while participating in small group activities. Students will also be able to demonstrate good communication skills while interacting with customers who are watching them cook. They have been practicing their skills during dry runs of the cooking activity after school. Contact principal Dan Meier at 703-426-2100 or dfmeier@fcps.edu or event liaison Susan Brown at sevonschaack@fcps.edu.

In keeping with a longstanding **Madison High** tradition, students in the Gourmet Foods classes will serve homemade pumpkin pie to faculty members on Pumpkin Pie Day, Tuesday, November 23. Students spend an entire class period making the pastry from scratch; the following class sessions are spent making and baking over 100 pumpkin pies. The students transform the Family and Consumer Sciences classroom into a Pumpkin Pie Cafe and, on Pumpkin Pie Day, rotate through different jobs to make the day a success, including server, head chef, sous chef, manager, and kitchen patrol. Each faculty member is served a piece of fresh pie with homemade whipped cream. Contact principal Mark Merrell at 703-319-2300 or mamerrell@fcps.edu or news liaison Susan Robeson at sfrobeson@fcps.edu.

Photographs

A good photograph gets the attention of both editors and readers. Studies show that even when people spend little time reading the news, they usually notice pictures and read their captions.

Try to arrange for someone to take pictures at your event. These may be submitted to outlets immediately after the event if it was not covered by the press.

Please Note: The *Washington Post* and *Washington Times* do not accept photos from outside sources.

Points to Remember:

- **Make sure you have parental permission to photograph students; check to see if the opt-out forms are on file. If a student has an opt-out form on file, you may not submit the photo to the FCPS home page or the news media.**
- Take digital color photos. (Contact the media source for digital format specifications.)
- Make your pictures interesting and show key people **in action**.
- Avoid "pin heads"—head sizes of those pictured should be as large as possible for easy identification.
- Avoid photographing large groups.
- Eliminate extraneous background material so the picture focuses on the subject.
- **Include students in your photos**.
- Write appealing, concise captions to include:
  - The who, what, when, where, why, and how of the event as shown in the photo.
  - The identity of all the people from left to right to include names, titles, and schools.
  - The identity of the school system (Fairfax County Public Schools).

Send Us Your Photos

The photographs on the FCPS home page, www.fcps.edu, are submitted by News Liaisons, school-based employees, and parents. Because the photo is one of the first things people see when they visit FCPS on the web, submitting a photo to the FCPS home page is an easy way to get publicity for your school. Photos are also posted on Flickr and used with news releases and Media Tips.

Guidelines for submitting a photo:

- Submit only digital and color photos.
- Keep the focus on the students.
- Make sure your photos are timely. Once an event occurs, send photos in as soon as possible. Evergreen photos will be archived for later use.
- A photo with a few faces is better than one with 50.
- Take photos of people, not things.
- If a teacher has won an award, take his or her photo working with some students, rather than posing with a plaque.
- Special guests are always good subject matter. No politicians please.
- Include a *brief* explanation of the photo. Do not identify individuals, particularly students.
- **Please send no more than 3 photos at a time**. Pick the best 3 of the group you have taken (or someone has sent you).
- Avoid grip-n-grins. Take action photos instead.

Photo Samples:

More can be found at **http://www.fcps.edu/photogallery.htm.**

Media Tips Submission Form

Media Tips • 2011-2012 School Year

Media Tips should be submitted electronically. Here's how:

- Go to http://fcpsnet.fcps.edu/cco/medcri/media/docs/mediatip_form.shtml
- Fill in the information.
- Click the Submit button.

You can also fill out this form on-screen (if viewing on a computer) and then print it out to fax. **Media Tips** is published weekly and sent to all media outlets on Wednesdays. News items must be received by the Department of Communications and Community Outreach **by 5 p.m. Tuesday of the week prior** to an activity or event.

School: _____ Today's Date: _____

Location in Fairfax County: _____

Telephone: _____ Principal: _____

Cluster: _____ News Liaison: _____

WHAT is it? _____

WHERE is it? _____

WHEN is it? (day, date, time)_____

WHO is involved? _____

HOW will it be carried out? (Please be specific.) _____

EVENT contact person _____

WHAT is unusual or special about this news tip? _____

Is the general public invited? Yes _____ No _____

Send to appropriate news outlet or through e-mail or fax to:

- Department of Communications and Community Outreach, Gatehouse Administration Center, Suite 5100
- Fax: 571-423-1207

News items must be received by the Department of Communications and Community Outreach **by 5 p.m. Tuesday of the week prior** to an activity or event.

How to Write a News Release

Experienced news liaisons may send out their own news releases. The following suggestions are generally accepted by the news media and should help you prepare effective releases. Remember that a well-prepared release is more likely to be used by the media. Deadlines for news releases are listed on pages 17-23. The format is illustrated on page 16.

Format

- Use a heading similar to that on the sample–include date of release and name, address, and phone number of the originator. Use FOR IMMEDIATE RELEASE unless there is a reason to set a specific release time, then HOLD FOR RELEASE UNTIL (date and time) may be used.

- Use a title, in caps and underlined. The title should convey a message and usually be split into two lines (of approximately equal length) unless it consists of only a very few words.

- Leave about two inches clear above the title of the release for headlining by the media.

- At the end of the release, type either of the following symbols: ### or -30-.

- If the release is more than one page in length, type at the bottom of each nonfinal page: -more-

- Continuation on the second page should contain (on three separate lines, single-spaced, in the upper left corner): school name, event name, page 2, continued.

Content

- The "inverted pyramid" style of writing is used in most news releases. The first paragraph, commonly called the lead, is a quick summary of the major facts of the story, which enables the reader (and the editor) to decide quickly whether to read the remainder. It usually consists of not more than two sentences and includes—when possible—who, what, when, where, why, and how.

- The remainder of the release should be written with the information in descending order of importance. Editors are always faced with space limitations, and this method of writing permits cutting out paragraphs at the end without ruining the story.

- Use familiar, simple words and short, simple sentences.

- Use action verbs, and write in the active voice when possible. Always write in the third person.

- Be accurate and objective. Avoid unnecessary and irrelevant information.

- Include the fact that a school is a Fairfax County public school since some of our schools carry Falls Church or Alexandria mailing addresses. If your school has a Falls Church or Alexandria mailing address, use the following language, "XYZ school in the Falls Church/Alexandria area of Fairfax County."

- Use substantial quotes to liven up the release, and be sure to attribute them to their sources.

Sample News Release

FOR IMMEDIATE RELEASE October 12, 2010

Falls Church High School Students Involved in Orange Cones No Phones Campaign

Students at Falls Church High School are using their research and marketing skills to contribute to the Orange Cones No Phones campaign in an effort to influence their peers about the hazards of talking and texting while driving. Falls Church High School is a Fairfax County public school.

Students are working on a communications program that aims to reduce the number of students who practice distracted driving in construction zones. Using tools learned in marketing class, the students will identify the reasons teens use cell phones while driving and create strategies to help end the practice. They will collect background information, do research, analyze the information, present their findings, and make recommendations that will be included in a written and oral presentation.

Along with the Falls Church High program, marketing and DECA programs at 10 other Fairfax County public schools have been invited to participate in a competition for the best campaign. Students at Annandale, Langley, Lee, Madison, Marshall, McLean, Oakton, and Woodson High Schools and Lake Braddock and Robinson Secondary Schools are included in the competition because their attendance areas fall within the Hot Lanes corridor and they are impacted by the construction.

Orange Cones No Phones is a regional campaign that focuses on reducing distracted driving in the Capital Beltway HOT Lanes construction zone. The marketing competition is sponsored by Transurban-Fluor and AAA Mid-Atlantic. The winning program is scheduled to be implemented early in 2011.

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Note: For more information, contact Vera Woodson at 703-725-7741 or vmwoodson@fcps.edu.

Daily Newspapers

Larger newspapers with more diversified audiences and circulation tend to cover newsworthy events of interest, such as an unusual activity, an innovative program that is a "first," or a feature story with wide audience appeal. Local newspapers, which appeal to a concentrated segment of the population, report news pertinent to their limited coverage areas. **Example**: A story about an event occurring in a McLean school would not be published in a Burke newspaper.

Daily Newspapers	Contact	Coverage Area	Publication Days and Deadlines
Washington Examiner 1015 15th St., NW Suite 500 Washington, DC 20005 202-903-2000	202-459-4956 fax: 202-459-4994 Lisa Gartner e-mail: lgartner@dcexaminer.com www.examiner.com/dc	Northern Virginia	Publication days: Mon.-Fri. Deadline: ten days prior to publication
Washington Post 1150 15th St., NW Washington, DC 20071 202-334-6000	(Va. Metro Desk) 202-334-7300 www.washingtonpost.com	Washington metropolitan area	Publication days: Mon-Sun. Deadline: one week prior to publication
Fairfax Bureau 4020 University Dr. Suite 220 Fairfax, VA 22030 703-383-5100	Emma Brown 703-383-5103 510-406-1513 fax: 703-273-2836 e-mail: browne@washpost.com		
Washington Times 3600 N.Y. Ave., NE Washington, DC 20002 202-636-3000	David Sherfinski 202-636-4806 860-810-5307 (cell) dsherfinski@washingtontimes.com www.washingtontimes.com	Washington metropolitan area	Publication days: Mon.-Sun. Deadline: one week prior to publication

Special Interest Newspapers

Newspapers	Contact	Coverage Area	Publication Days and Deadlines
eschoolnews 7920 Norfolk Ave. Ste. 900 Bethesda, MD 20814	Gregg Downey 800-394-0115 x107 301-913-0119 e-mail: eschoolnews@eschoolnews.com www.eschoolnews.com	National (Education Technology focus)	Publication day: First week of the month Deadline: ten days prior to publication

Newspapers and Electronic Media

Media Outlet	Contact	Coverage Area	Publication Days and Deadlines
Alexandria Times 110 S. Pitt St. Alexandria, VA 22314	David Sachs editor 703-739-0001 ext. 223 dsachs@alextimes.com www.alextimes.com	Greater Alexandria area, including Mount Vernon and Lee districts	Publication Day: Thurs. Deadline: Tuesday at noon
The Belvoir Eagle 9820 Flagler Rd. Fort Belvoir, VA 22060 `	Carl Purvis editor 703-805-3397 e-mail: editor@belvoireagle.com www.belvoireagle.com	Fort Belvoir Elementary, Hayfield Secondary, Whitman Middle, Mount Vernon High	Publication Day: Thurs. Deadline: preceding Thursday at noon
Burke Connection 1606 King St. Alexandria, VA 22102	Kemal Kurspahic editor 703-778-9414 e-mail: kemal@connectionnewspapers.com www.connectionnewspapers.com	Burke, Kings Park West	Publication day: Thurs. Deadline: preceding Fri., 5 p.m
Centre View 1606 King St. Alexandria, VA 22102	Bonnie Hobbs 703-778-9438 e-mail: bhobbs@connectionnewspapers.com www.connectionnewspapers.com	Chantilly, Centreville, Clifton, Greenbriar	Publication day: Thurs. Deadline: preceding Fri., 5 p.m.
Fairfax Connection 1606 King St. Alexandria, VA 22102	Victoria Ross 703-778-9436 vross@connectionnewspapers.com www.connectionnewspapers.com Kemal Kurspahic, editor 703-778-9416 e-mail: kemal@connectionnewspapers.com Bonnie Hobbs 703-778-9438 fairfax@connectionnewspapers.com	Central Fairfax County area, Fairfax City	Publication day: Thurs. Deadline: preceding Fri., 5 p.m.

Newspapers and Electronic Media

Media Outlet	Contact	Coverage Area	Publication Days and Deadlines
Fairfax Times 11710 Plaza Americana Dr. Suite 420 Reston, VA 20190	Steve Cahill 571-323-6236 e-mail: scahill@fairfaxtimes.com Holly Hobbs 571-323-6228 hhobbs@fairfaxtimes.com Kali Schumitz 571-323-6231 e-mail: kschumitz@fairfaxtimes.com www.fairfaxtimes.com	Fairfax City	Publication day: Thurs. Deadline: preceding Mon., 5 p.m.
Falls Church News Press 200 Little Falls St. Falls Church, VA 22046	Jody Fellows 703-532-3267 e-mail: jfellows@fcnp.com www.fcnp.com	Falls Church Area	Publication day: Thurs. Deadline: Wed., a.m.
Herndon/Oak Hill Connection 1606 King St. Alexandria, VA 22314	Kemal Kurspahic 703-778-9416 e-mail: kemal@connectionnewspapers.com www.connectionnewspapers.com	Herndon, Fox Mill Franklin Farm	Publication day: Wed. Deadline: preceding Fri., 5 p.m.
Laurel Hill Connection 1606 King St. Alexandria, VA 22314	Kemal Kurspahic 703-778-9414 kemal@connectionnewspapers.com www.connectionnewspapers.com	Lorton, Laurel HIll Fairfax Station, Clifton	Publication day: Wed. Deadline: preceding Fri., 5 p.m.
Lorton Valley Star PO Box 1436 Lorton Valley, VA 22199	Floyd Harrison Editor in Chief publisher@LortonValleyStar.com www.lortonvalleystar.com	Lorton, Mason Neck Laurel Hill, Newington, Fairfax Station, Fort Belvoir Landsdowne, Engleside	Publishes Monthly. Deadline: 20th of the Month
McLean/Great Falls Connection 1606 King St. Alexandria, VA 22314	Kemal Kurspahic 703-778-9414 e-mail: kemal@connectionnewspapers.com www.connectionnewspapers.com	Great Falls, McLean	Publication day: Wed. Deadline: preceding Fri., 5 p.m.
Mount Vernon Gazette 1606 King St. Alexandria, VA 22314	Steve Mauren 703-778-9415 e-mail: smauren@connectionnewspapers.com	Mount Vernon and Lee District areas of Fairfax County	Publication day: Thurs. Deadline: Tuesday prior to publication

Newspapers and Electronic Media

Media Outlet	Contact	Coverage Area	Publication Days and Deadlines
Mount Vernon Voice 7946 Fort Hunt Rd. Alexandria, VA 22308 703-360-0080	Steve Hunt 703-765-6948 main: 703-360-0080 e-mail: mountvernonvoice.@aol.com	Mount Vernon and Lee District areas of Fairfax County	Publication day: Wed. Deadline: Fri. prior to publication
Patch.com			
Annandale Patch annandale.patch.com	Sherrell Williams sherell@patch.com 571-268-9730 Beth Lawton, editor beth@patch.com 571-235-9234	Annandale	Daily Updates
Huntington/ Belle Haven Patch bellehaven.patch.com	Brian Krebs briank@patch.com 757-955-3428	Belle Haven	Daily Updates
Burke Patch burke.patch.com	Susan Larson susan.larson@patch.com 571-268-6650	Burke, West Springfield	Daily Updates
Centreville Patch centreville.patch.com	Mary Stachyra mary.stachyra@patch.com 571-969-9840	Centreville	Daily Updates
Chantilly Patch chantilly.patch.com	Lisa K. Brown lisa.brown@patch.com 703-203-9129	Chantilly	Daily Updates
Fairfax Patch fairfax.patch.com	Whitney Rhodes whitney@patch.com 703-309-6186	Fairfax City	Daily Updates
Fairfax Station Patch fairfaxstation.patch.com	Rachel Hatzipanagos rachelh@patch.com 571-212-7455	Fairfax Station	Daily Updates
Falls Church Patch fallschurch.patch.com	Andre Taylor andre.taylor@patch.com 703-439-4933	Falls Church City, Falls Church zip codes	Daily Updates
Fort Hunt Patch forthunt.patch.com	Rachel Leonard rachel.leonard@patch.com	Fort Hunt	Daily Updates

Newspapers and Electronic Media

Media Outlet	Contact	Coverage Area	Publication Days and Deadlines
Herndon Patch herndon.patch.com	Leslie Perales leslie@patch.com 571-268-0837	Herndon	Daily Updates
Hybla Valley Patch hyblavalley.patch.com	Mary Ann Barton MaryAnn.Barton@patch.com 571-439-5365	Hybla Valley	Daily Updates
Kingstowne Patch kingstowne.patch.com	Will Sommer will@patch.com 571-268-6955	Franconia/Hayfield	Daily Updates
Lorton Patch lorton.patch.com	James Cullum james.cullum@patch.com	Lorton	Daily Updates
McLean Patch mclean.patch.com	Bobbi Bowman bobbi.bowman@patch.com 703-341-7776	McLean	Daily Updates
Mount Vernon Patch	Jessie Biele jessie.biele@patch.com 703-297-0887	Mount Vernon	Daily Updates
Oakton Patch oakton.patch.com	Nicole Trifone nicole.trifone@patch.com 571-969-9871	Oakton	Daily Updates
Reston Patch reston.patch.com	Karen Goff kareng@patch.com 571-420-7129	Reston	Daily Updates
Rose Hill Patch rosehill.patch.com	Will (Guv) Callahan William.callahan@patch.com 571-329-8171	Rose Hill	Daily Updates
Vienna Patch vienna.patch.com	Erica Hendry erica.hendry@patch.com 571-269-1617	Vienna	Daily Updates
The Reston Connection 1606 King St. Alexandria, VA 22314	Kemal Kurspahic 703-778-9414 e-mail: kemal@connectionnewspapers.com	Reston	Publication day: Wed. Deadline: preceding Fri., 5 p.m.

Newspapers and Electronic Media

Media Outlet	Contact	Coverage Area	Publication Days and Deadlines
Springfield Connection 1606 King St. Alexandria, VA 22314	Kemal Kurspahic 703-778-9414 e-mail: kemal@connectionnewspapers.com	Kings Park West, Springfield	Publication day: Thurs. Deadline: preceding Friday, 5 p.m.
Sun Gazette 6564 Loisdale Ct. #610B Springfield, VA 22150 703-738-2520	Scott McCaffrey 703-738-2532 e-mail: smccaffrey@acnpapers.com Brian Trompeter 703-738-2534 bltromp@yahoo.com	Great Falls, McLean, Vienna, Oakton	Publication day: Thurs. Deadline: ten days prior to publication
Vienna/Oakton Connection 1606 King St. Alexandria, VA 22314	Kemal Kurspahic editor 703-778-9414 e-mail: kemal@connectionnewspapers.com	Vienna, Oakton Deadline: preceding Fri.,	Publication day: Wed. 5 p.m.
WUSA-TV	Janet Terry jterry@usa9.com		(Web Only)

Foreign Language Newspapers

Media Outlet	Contact	Coverage Area	Publication Days and Deadlines
Asian Fortune PO Box 578 Haymarket, VA 20168	703-753-8295 e-mail: info@asianfortune.com		
El Tiempo Latino 1150 15th St., NW Washington, DC 20071	Milagros Melendez-Vela 202-334-9100 fax: 202-496-3599 e-mail: milagros@eltiempolatino.com	Northern Virginia	Publication day: Friday Deadline: preceding Friday
El Pregonero 700 Roeder Rd. Silver Spring, MD 20910	Rafael Roncal 202-281-2442 fax: 202-281-2448 e-mail: rafael@elpreg.org	Washington metro	Publication day: Thursday Deadline: preceding Wednesday, 12 midnight
Korea Times 7601 Little River Tpk. Annandale, VA 22003	703-941-8001 fax: 703-941-8465 e-mail: ktdcedit@koreatimes.com www.dckoreatimes.com		Publication day: daily Deadline: 7 p.m.

Media Outlet	Contact	Coverage Area	Publication Days and Deadlines
Korean Weekly 10089 Fairfax Blvd. Fairfax, VA 22030	703-219-9997 e-mail: thekw@verizon.net		Publication day: Friday Deadline: 1 p.m. Thursday
Manila Mail 12246 Ox Hill Rd. Fairfax, VA 22033	e-mail: ThePress@manilamaildc.net		
Pho Nho Vietnamese Newspaper 6269 Leesburg Pike Suite 306 Falls Church, VA 22044	P.T. Dao 703-533-0264 fax: 703-532-7453 e-mail: phonho@aol.com		Publication day: Friday Deadline: Wednesday
Thu Do Thoi Bao 3140 Graham Rd. Falls Church, VA 22042	703-876-1697 fax: 703-876-1698 e-mail: dnguyen647@aol.com		
Washington Hispanic 8455 Colesville Rd. Ste. 700 Silver Spring, MD 20910	Mitzi Macias 202-667-8881 fax: 202-667-8902 e-mail: mitzi@washingtonhispanic.com		Publication day: Friday Deadline: Thursday morning

Television Stations

Station	Address	Telephone • Fax • Web Site
WETA-PBS (Channel 26)	3939 Campbell Ave. Arlington, VA 22206	703-998-2600 www.weta.org/tv
WJLA-TV (ABC 7) **Newschannel 8**	1100 Wilson Blvd. Arlington, VA 22209	703-236-9555 or fax:703-236-2331 www.wjla.com www.tbc.com
MHZ Networks **WNVT-TV** (Channel 53) **WNVC-TV** (Channel 56)	8101-A Lee Hwy. Falls Church, VA 22042	703-770-7100 fax: 703-770-7112 www.mhznetworks.org
WRC-TV (NBC4)	4001 Nebraska Ave., NW Washington, DC 20016	202-885-4111 fax: 202-885-4104 www.nbcwashington.com
WTTG-TV (Fox 5) **WDCA-TV**	5151 Wisconsin Ave., NW Washington, DC 20016	202-895-3000 fax: 202-895-3133 www.myfoxdc.com www.my20dc.com

Television Stations (continued)

Station	Address	Telephone • Fax • Web Site
WUSA-TV (WUSA TV-9)	4100 Wisconsin Ave., NW Washington, DC 20016	202-895-5500 fax: 202-364-6163 www.wusa9.com

Wire Service

Associated Press (AP)

National	1100 13th St., NW, Ste. 700 Washington, DC 20005-4076	202-641-9000 fax: 202-263-8800
McLean	c/o Gannett News Service 7950 Jones Branch Dr. McLean, VA 22107-0001	703-761-0187 fax: 703-761-0634
Broadcast Metro Desk, Day Book, and TV		202-641-9500 (metro) fax: 202-641-9770

Radio Stations (FM and AM)

Station	Dial	Address	Telephone • Fax • Web Site
WAVA (Christian)	780, 105.1	1901 N. Moore St. Arlington, VA 22209	703-807-2266 www.wava.com
WOL (talk)	1450	5900 Princess Garden Pkwy. Lanham, MD 20706	301-306-1111 www.dcnews.com
WCTN (Spanish)	950	7825 Tuckerman Ln., Suite 217 Potomac, MD 20854	301-299-7026 www.radiolajeta.com
WDCT (Korean religious)	1310	3251 Old Lee Hwy., #506 Fairfax, VA 22030	703-273-4000 fax: 703-273-1015
WFAX (religious)	1220	161-B Hillwood Ave., Falls Church, VA 22046	703-532-1220 fax: 703-533-7572 www.wfaxam.com
WTNT (sports)	570	1801 Rockville Pike Rockville, MD 20852	301-230-3500 www.sportstalk570.com
WMAL (news, talk)	630	4400 Jenifer St., NW Washington, DC 20015	202-686-3020 www.wmal.com
WTOP (all news)	1500/103.5 FM	3400 Idaho Ave., NW Washington, DC 20016	202-895-5000 www.wtopnews.com
WAMU (news, talk, and bluegrass in the p.m.)	88.5	American University 4400 Mass. Ave, NW Washington, DC 20016	202-885-1200 fax: 202-885-2892 www.wamu.org
WASH (soft rock)	97.1	1801 Rockville Pike, Fifth Floor Rockville, MD 20852	240-747-2700 www.washfm.com
WBIG (rock)	100.3	1801 Rockville Pike, Fifth Floor Rockville, MD 20852	240-747-2700 www.wbig.com
WETA (classical music)	90.9	3939 Campbell Ave. Arlington, VA 22206	703-998-2600 www.weta.org
WPRS (gospel)	104.1	5900 Princess Garden Pkwy. Lanham, MD 20706	301-306-1111 www.praisedc.com

Radio Stations (FM)

Station	Dial	Address	Telephone • Fax • Web Site
WLZL (El Zol) (Spanish pop)	99.1	4200 Parliament Place #300 Lanham, MD 20706	301-306-0991 www.elzolradio.com
WHUR (urban adult contemporary)	96.3	529 Bryant St., NW Washington, DC 20059	202-806-3500 www.whur.com
The Fan (sports)	106.7	10800 Main St. Fairfax, VA 22030	703-691-1900 fax: 703-352-0111
www.washington.cbslocal.com			
WVRX (classic rock)	105.9	4400 Jenifer St., NW Washington, DC 20015	202-686-3100 fax: 202-686-3070 www.theedge1059.com
WIHT (today's hits)	99.5	1801 Rockville Pike Rockville, MD 20852	240-747-2700 www.hot995.com
WKYS (urban)	93.9	5900 Princess Garden Pkwy. Lanham, MD 20706	301-306-1111 fax: 301-306-9540 www.kysdc.com
WMZQ (country)	98.7	1801 Rockville Pike, Rockville, MD 20852	240-747-2700 www.wmzq.com
WPGC (contemporary hits)	95.5	4200 Parliament Place Lanham, MD 20706	301-918-0955 www.wpgc.radio.com
WRQX (adult contemporary)	107.3	4400 Jenifer St., NW Washington, DC 20015	202-686-3100 www.mix1073fm.com
WWDC (modern rock)	101.1	1801 Rockville Pike Silver Spring, MD 20852	240-747-2700 www.dc101.com
94.7 Fresh (rock)	94.7	4200 Parliament Place Lanham, MD 20706	301-683-0947 www.947freshfm.com
Triple X ESPN Radio (Washington Redskins Radio)	980 AM/92.7 FM/ 94.3 FM	1801 Rockville Pike Rockville, MD 20852	301-230-3500 www.espn980.com

Address news releases for radio and television stations to the **news assignment editor**, and address public service announcements to the **public service director**. Check to determine how far in advance the station needs the material. All submissions should be in writing except for last-minute stories, which may need to be called in.

2011-12 Calendar of Noteworthy Events
July 1, 2011-June 30, 2012

National Hispanic American Heritage Month	Sept. 15-Oct. 15
U.S. Constitution Day	Sept. 17
Virginia Disability History and Awareness Month	October
Head Start Awareness Month	October
Fire Prevention Week	October 9-15
Columbus Day (observed)	October 10
Custodian Appreciation Week	October 10-14
National School Lunch Week	October 10-14
Teen Read Week	October 16-22
National School Bus Safety Week	October 17-21
Day of National Concern About Young People and Gun Violence in Virginia	October 21
National Red Ribbon Week	October 23-31
National Career Development Month	November
Native American Heritage Month	November
Election Day	November 8
Veterans History Week in Virginia	November 7-11
School Psychology Awareness Week	November 14-18
Veterans Day	November 11
American Education Week	November 13-29
Geography Awareness Week	November 14-18
Thanksgiving Day	November 24
National Inclusive Schools Week	December 5-9
National Mentoring Month	January
Martin Luther King Jr.'s Birthday (observed)	January 16
African American History Month	February
National Career and Technical Education Month	February
National Love a Book Month	February
School Board Appreciation Month in Virginia	February
National School Counseling Week	February 6-10
Lincoln's Birthday	February 12
Washington's Birthday (observed)	February 20
Music in Our Schools Month	March
National Athletic Training Month	March

2011-12 Calendar of Noteworthy Events (continued)
July 1, 2011-June 30, 2012

National Nutrition Month ..... March
National Social Work Month ..... March
National Women's History Month ..... March
Theater in Our Schools Month ..... March
Youth Art Month ..... March
Read Across America Day ..... March 2
Foreign Language Week ..... March 5-9
National School Breakfast Week ..... March 5-9
Autism Awareness Month ..... April
Backpack Safety Awareness Month ..... April
Mathematics Awareness Month ..... April
National Poetry Month ..... April
National Library Week ..... April 8-14
National Volunteer Week ..... April 15-21
FCPS Support Employee Recognition Week ..... April 22-28
Administrative Professionals Week ..... April 22-28
Earth Day ..... April 22
Arbor Day ..... April 27
Asian- and Pacific-American Heritage Month ..... May
Better Hearing and Speech Month ..... May
National Physical Fitness and Sports Month ..... May
Law Day ..... May 1
School Nutrition Employee Week ..... May 7-11
Teacher Appreciation Week ..... May 7-11
National Children's Book Week ..... May 7-13
School Nurse Day ..... May 9
National Educational Bosses Week ..... May 14-18
National Adult and Continuing Education Week ..... May 21-25
Memorial Day (observed) ..... May 28
National Safety Month ..... June

Good Schools ... Good News

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DEPARTMENT OF COMMUNICATIONS AND COMMUNITY OUTREACH
FAIRFAX COUNTY PUBLIC SCHOOLS
8115 GATEHOUSE ROAD, SUITE 5100
FALLS CHURCH, VA 22042
571-423-1200 • FAX: 571-423-1207
WWW.FCPS.EDU • INTRANET: FCPSNET.FCPS.EDU