



# Good Schools ... Good News

*A Fairfax County Public Schools  
Guide to Working With the Media  
2009-10*



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## Good Schools ... Good News

Fairfax County Public Schools has 197 schools and centers, which serve just over 173,000 students in the nation's 12th 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, center, and support services 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.
- Rose Kaspersen, web services, 571-423-1220.
- Nancy Moy, Internet and intranet support, 571-423-1221.
- Gretchen Shreve, Red Apple 21 Bulletin Board, 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/>



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# 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, newspapers and television and radio stations are 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

- Sending a reporter and/or a photographer to cover an event.
- Publishing material received through a news release.
- 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.

## Radio

- Sending a reporter to cover an event.
- Broadcasting talk shows featuring school personnel and students.
- Airing public service announcements.
- 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.
- Airing public service announcements.
- 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.



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# 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.
- 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](http://fcpsnet.fcps.edu/ocr/media/mediatip_form.htm) or duplicate the submission form on page 12.)
- Prepare news releases, news tips, or public service announcements 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.



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## 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.
- Write a public service announcement to air on local radio stations.

### 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, the local newspapers, 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 or a public service announcement; 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**.
  - reporter updates.



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# 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 Education Month, or Youth Art Month? (See page 27.)
- 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 your 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 17-26.)
- Is your news story visual? How? Describe the visual elements (costumes, scenery, action, etc.). Television reporters always look for stories with visual appeal.
- 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.



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# 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," the school system's news program; a magazine and talk program called "Insight" featuring in-depth stories about FCPS happenings; and several other informative programs.

Red Apple 21 also cablecasts regular live school board meetings, offers an informational program called "In Other Words" in five foreign languages, and broadcasts curriculum programs produced by the Fairfax Network. "smart" public service announcements (PSAs) also 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.



## FCPS Web Site

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. The Alumni section lists events of interest to alumni, including reunions. To request that items be included on the web site, contact Rose Kaspersen, web services, at [rose.kaspersen@fcps.edu](mailto:rose.kaspersen@fcps.edu) or 571-423-1220.

The main menu also includes the School Events Bulletin Board, which features a list of school-based events and activities that are open to the public. A form for submitting items to the bulletin board is available at <http://www.fcps.edu/ocr/redapple.htm>.

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 web site, 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 mass 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



**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. Follow FCPS on Facebook as a fan.**
- 3. Follow FCPS on Twitter (fcpsnews)**
- 4. Visit [www.fcps.edu](http://www.fcps.edu).**

- Current issues (budget, boundary studies, summer programs)
- Delayed openings and school closings
- 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)
- Volunteer opportunities

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.



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# Media Tips

**Media Tips** provides school news story ideas to more than 168 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](http://fcpsnet.fcps.edu/ocr/media/mediatip_form.htm) or fax the form on page 12 (571-423-1207) 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.**

## Media Tips Samples:

- The nuts and bolts of recycling will be taught to **Kings Glen Elementary** students on Tuesday, **October 7**, at 8:45 a.m. with a visit from the Clean Fairfax Council to support recycling efforts at school and at home. Students will learn how long it takes for things to break down (for example, one million years for glass) and will show how to figure out how long items have been in landfills based on the amount of time they take to break down. Kings Glen students will receive pencils made from recycled jeans. Contact principal Sam Elson at 703-239-4000 or [sam.elson@fcps.edu](mailto:sam.elson@fcps.edu) or event liaison Barbara Robinson at [barbara.robinson@fcps.edu](mailto:barbara.robinson@fcps.edu).
- The Architecture, Construction, and Engineering mentoring program at **Marshall High** offers students the opportunity to be mentored by industry professionals as they study topics in the design and construction industry. This unique partnership brings architects, interior designers, engineers, construction managers, college and university representatives, and professionals from related corporations and professional organizations together to attract young people to their professions. This year, the program is being supported by the Turner Construction Company. Technology Education instructor Michael Martin sponsors the group, which will meet on Tuesday, **October 14**. Contact principal Jay Pearson at 703-714-5400 or event liaison Michael Martin at [michael.martin@fcps.edu](mailto:michael.martin@fcps.edu).
- Each year, **Oakton Elementary** sixth grade students participate in a dinner to celebrate their last year at the school. This year, the students have elected to use a community service event, with a focus on hunger, as a theme for their dinner, scheduled for Friday, **October 17**, at 6 p.m. With help from the school's art teacher, the sixth grade students are making and decorating clay soup bowls and placemats, which will be offered for sale at the dinner. Students and their families will pay \$5 for a meal of soup, bread, and cider; proceeds from the dinner will go to charities to be determined by the students. Donations of canned food items will be accepted for distribution to Food for Others, along with sandwiches that the students will make. Contact principal Beverly Worek at 703-937-6100 or [beverly.worek@fcps.edu](mailto:beverly.worek@fcps.edu) or event liaison Patricia Joyce at [patricia.joyce@fcps.edu](mailto:patricia.joyce@fcps.edu).
- In celebration of Teen Read Week—and to honor **Poe Middle's** continued commitment to build lifelong readers—all students, teachers, administrators, counselors, and staff members at the school will fill the hallways to enjoy reading for 30 uninterrupted minutes on Friday, **October 24**. Students may read books, magazines, or newspapers and may bring pillows, blankets, and stuffed animals to create cozy reading spaces. The event fosters a sense of school community while encouraging everyone to read. Contact principal Sonya Swansbrough at 703-813-3800 or [sonya.swansbrough@fcps.edu](mailto:sonya.swansbrough@fcps.edu) or news liaison Nancy Brice at [nancy.brice@fcps.edu](mailto:nancy.brice@fcps.edu).



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# Photographs

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

Try to arrange for someone to take pictures at your event. These may be submitted to newspapers 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 whenever possible.**
- 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](http://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.

## Guidelines for submitting a photo:

- Submit only digital and color photos. Please do not pony or fax photos to the Department of Communications and Community Outreach.
  - 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.
  - 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 some-



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one has sent you).

- Avoid grip-n-grins. Take action photos instead.

If you have photos of school events please send them via e-mail to [mary.shaw@fcps.edu](mailto:mary.shaw@fcps.edu) for use on the FCPS web site. Please identify your school and the event; individuals appearing in the photo do not need to be identified.

### Photo Samples:



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



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# Media Tips Submission Form

Media Tips • 2009-2010 School Year

**Media Tips** can be submitted electronically. Here's how:

- Go to [http://fcpsnet.fcps.edu/cco/medcri/media/docs/mediatip\\_form.shtml](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.) \_\_\_\_\_

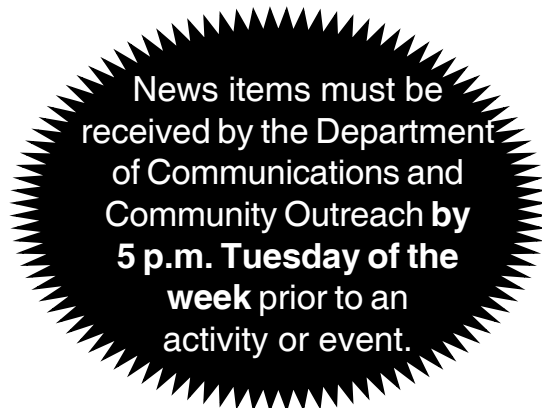
EVENT contact person \_\_\_\_\_

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 I, Suite 5100
- Fax: 571-423-1207



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## 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:

- **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 Web Pages:** Schools should use their web pages to publicize school events and activities.
- **School Events Bulletin Board:** The FCPS web site Schools Events Bulletin Board carries information about school-based events and activities that are open to the public.
- **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.

## Writing PSAs

A public service announcement (PSA) is a short announcement (usually 10 or 20 seconds long, but some may be 30 or 60 seconds) similar to, and scheduled by radio stations as, a commercial. PSAs are aired free of charge by radio stations. They can be used to announce upcoming events that you want to publicize to the community.

Another purpose is to recruit volunteers for a school-community project. Write PSAs exactly the way you want them to be broadcast, because announcers will most likely read your copy directly over the air. Proper format is illustrated on page 14.

### Format

- Use a heading similar to the sample—include date (or dates) for use and name, address, and phone number of the originator.
- Indicate the length of each PSA.
- Type in caps, double-spaced on one side of an 8.5" x 11" sheet of paper.

### Content

- Like news releases, PSAs should contain pertinent facts such as who, what, when, where, why, and how; they should have a conversational tone; and, where possible, important phone numbers and/or dates should be repeated at the end.
- A PSA should begin with an interest-catching phrase if possible. Sentences should be short, and wording should be simple.

Read your PSA out loud. Listen to how it sounds and, if possible, read it to your colleagues to get their feedback. To be sure your PSAs are the right length, time them with a stopwatch or with a watch that has a second hand. It is a good idea to send PSAs of varying lengths (for example, one 10-second PSA and one 30-second PSA) to each station for each event. This allows the station more scheduling options and increases your chances of getting on the air.



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# Sample PSA

Lake Braddock Secondary School  
A Fairfax County School  
9200 Burke Lake Rd.  
Burke, VA 22015

Linda Burke, Principal  
Lake Braddock Secondary School  
Telephone: 703-426-1000

USE ON OR BEFORE APRIL 6, 2005

**:10**

THE MID-ATLANTIC GUITAR ENSEMBLE  
FESTIVAL WILL BE HELD SATURDAY, APRIL 2,  
BEGINNING AT 9:30 A.M. AT LAKE BRADDOCK  
SECONDARY SCHOOL IN BURKE. CALL  
703-385-6433 FOR INFORMATION.

**:30**

MUSICIANS FROM THE MID-ATLANTIC REGION  
WILL PERFORM AT LAKE BRADDOCK SECONDARY  
SCHOOL IN BURKE ON SATURDAY, APRIL 2 AT  
9:30 A.M. AT THE MID-ATLANTIC GUITAR  
ENSEMBLE FESTIVAL. MUSICIANS FROM FAIRFAX  
COUNTY PUBLIC SCHOOLS WILL PERFORM,  
ALONG WITH STUDENTS FROM MUSIC SCHOOLS  
AND COLLEGES. FLAMENCO GUITARIST RICHARD  
MARLOW WILL PERFORM A CONCERT AT NOON.  
THE FESTIVAL IS FREE AND OPEN TO THE PUBLIC.  
FOR INFORMATION, CONTACT JOHN GRAHAM  
AT 703-385-6433.



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# 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.



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# Sample News Release

FOR IMMEDIATE RELEASE

June 2, 2009

## **TJHSST Students Raise \$56K for Installation of Solar Panels**

Students at Thomas Jefferson High School for Science and Technology (TJHSST) have raised \$56,000 to fund the installation of 32 solar panels on the school's roof, which are estimated to prevent nearly 10,000 pounds of carbon dioxide from being emitted into the atmosphere each year. The students have planned a kickoff event to celebrate the installation of the panels on Tuesday, June 9, at 2:30 p.m. Lisa Jackson, administrator of the U.S. Environmental Protection Agency, will be the keynote speaker. TJHSST is a Fairfax County public school.

The solar panel array will produce almost 5,000 kilowatt-hours of energy per year, taking into account geographical features, seasonal variations in solar intensity, and cloud cover, preventing almost five tons of carbon dioxide from entering the atmosphere. The 32 panels amount to a 3.8 kilowatt system.

A group of 30 student volunteers, known as the TJ Solar Panel Initiative, has been working for three years to raise funds for the purchase and installation of the panels. The group pursued a grassroots campaign to reach individual donors in the Washington, D.C., metropolitan area and across the country, as well as reaching out to local and national corporate sponsors. Among the corporate donors are Standard Solar, Whole Foods, Texas Instruments, Dominion Power, Patagonia, and Java Green; assistance was also received from a number of nonprofit organizations, including the Earth Day Network and the Energy Action Coalition. Students and clubs at TJHSST also supported the initiative, including the class of 2009, the class of 2008, Future Business Leaders of America, Namaste (the Indian student cultural club), TJ Publications, and the Student Government Association.

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Note: For more information, contact Amanda Hurowitz at [amanda.hurowitz@fcps.edu](mailto:amanda.hurowitz@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
<b>Washington Examiner</b> 1015 15th St., NW Suite 500 Washington, DC 20005	202-459-4954 fax: 202-459-4994 Leah Fabel e-mail: lfabel@dcexaminer.com	Northern Virginia	Publication days: Mon.-Fri. Deadline: ten days prior to publication
<b>Washington Post</b> 1150 15th St., NW Washington, DC 20071 703-334-7300	(Va. Metro Desk) 202-334-4210  (Fairfax Extra) Joyce Jones, editor jonesjoyce@washpost.com	Washington metropolitan area	Publication days: Mon-Sun. Deadline: one week prior to publication  Deadline for Fairfax Extra (included in Thursday’s edition): two weeks prior to publication
<b>Fairfax Bureau</b> 4020 University Dr. Suite 220 Fairfax, VA 22030	Michael Chandler 703-383-5113 703-554-3236 (cell) fax: 703-273-2836 e-mail: chandlerm@washpost.com	Emma Brown 703-383-5103 510-406-1513 (cell) e-mail: browne@washpost.com	
<b>Washington Times</b> 3600 N.Y. Ave., NE Washington, DC 20002	Geoff Etnyre 202-636-3280 fax: 202-832-0659 getnyre@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
<b>eschoolnews</b> 7920 Norfolk Ave. Ste. 900 Bethesda, MD 20814	Gregg Downey 800-394-0115 x107 301-913-0119 e-mail: eschoolnews@eschoolnews.com	National (Education Technology focus)	Publication day: First week of the month Deadline: ten days prior to publication



## Weekly and Monthly Newspapers

Newspapers	Contact	Coverage Area	Publication Days and Deadlines
<b>Alexandria Times</b> 110 S. Pitt St. Alexandria, VA 22314	David Sachs editor 703-739-0001 fax: 703-739-0120 dsachs@alextimes.com	Greater Alexandria area, including Mount Vernon and Lee districts	Publication Day: Thurs. Deadline: Tuesday at noon
<b>The Belvoir Eagle</b> 9820 Flagler Rd. Fort Belvoir, VA 22060	Carl Purvis editor 703-805-3397 e-mail: editor@belvoireagle.com	Fort Belvoir Elementary, Hayfield Secondary, Whitman Middle, Mount Vernon High	Publication Day: Thurs. Deadline: preceding Thursday at noon
<b>Burke Connection</b> 7913 Westpark Dr. McLean, VA 22102	Justin Fanizzi 703-917-6437 fax: 703-917-0991 e-mail: jfanizzi@connectionnewspapers.com	Burke, Kings Park West	Publication day: Thurs. Deadline: preceding Fri., 5 p.m.
<b>Centre View</b> 7913 Westpark Dr. McLean, VA 22102	Bonnie Hobbs 703-917-6430 fax: 703-917-0991 e-mail: centreview@connectionnewspapers.com	Chantilly, Centreville, Clifton, Greenbriar	Publication day: Thurs. Deadline: preceding Fri., 5 p.m.
<b>Fairfax Chronicle</b> 7830 Backlick Rd. Suite 403 Springfield, VA 22150	Rob Garver 703-440-9550 fax: 703-913-9520 e-mail: editor@chroniclenewspapers.com	Fairfax City 22030, 22031, 22032 22033	First day of the month Deadline: 20th of the month
<b>Fairfax Connection</b> 7913 Westpark Dr. McLean, VA 22102	Julia O'Donoghue 703-917-6433 fax: 703-917-0991 julieattheconnection@gmail.com  Justin Fanizzi 703-917-6437 e-mail: jfanizzi@connectionnewspapers.com  Bonnie Hobbs 703-917-6430 fairfax@connectionnewspapers.com	Central Fairfax County area, Fairfax City	Publication day: Thurs. Deadline: preceding Fri., 5 p.m.



## Weekly and Monthly Newspapers

Newspapers	Contact	Coverage Area	Publication Days and Deadlines
<b>Fairfax Times</b> 11710 Plaza Americana Dr. Suite 420 Reston, VA 20190	Steve Cahill 571-323-6236 x16 fax: 703-437-6019 e-mail: scahill@fairfaxtimes.com  Holly Hobbs 571-323-6228 fax: 703-437-6019 hhobbs@fairfaxtimes.com  Kali Schumitz 571-323-6231 x34 fax: 703-437-6019 e-mail: kschumitz@fairfaxtimes.com	Fairfax City	Publication day: Thurs. Deadline: preceding Mon., 5 p.m.
<b>Falls Church News Press</b> 450 West Broad St. #321 Falls Church, VA 22046	Jody Fellows 703-532-3267 fax: 703-342-0347 e-mail: jfellows@fcnp.com	Falls Church Area	Publication day: Thurs. Deadline: Wed., a.m.
<b>Herndon/Oak Hill Connection</b> 7913 Westpark Dr. McLean, VA 22102	Mike Diccico 703-917-6448 fax: 703-917-0991 e-mail: mdiccico@connectionnewspapers.com	Herndon, Fox Mill Franklin Farm	Publication day: Wed. Deadline: preceding Fri., 5 p.m.
<b>Herndon Observer</b> P.O. Box 109 Herndon, VA 20172	Leslie Perales 703-437-5886 fax: 703-834-3142 e-mail: leslie@observernews.com	Herndon, Fox Mill, Franklin Farm, Reston	Publication day: Fri. Deadline: preceding Tues., 5 p.m.
<b>Laurel Hill Connection</b> 7913 Westpark Dr. McLean, VA 22102	Justin Fanizzi 703-917-6437 fax: 703-917-0991 jfanizzi@connectionnewspapers.com	Lorton, Laurel Hill Fairfax Station, Clifton	Publication day: Wed. Deadline: preceding Fri., 5 p.m.
<b>McLean/Great Falls Connection</b> 7913 Westpark Dr. McLean, VA 22102	Mike Diccico 703-917-6448 fax: 703-917-0991 e-mail: mdiccico@connectionnewspapers.com	Great Falls, McLean	Publication day: Wed. Deadline: preceding Fri., 5 p.m.



## Weekly and Monthly Newspapers

Newspapers	Contact	Coverage Area	Publication Days and Deadlines
<b>Mount Vernon Gazette</b> 1604 King St. Alexandria, VA 22314	Michael Lee Pope 703-615-0960 fax: 703-917-0991 e-mail: alexandriagazette@yahoo.com	Mount Vernon and Lee District areas of Fairfax County	Publication day: Thurs. Deadline: Tuesday prior to publication
<b>Mount Vernon Voice</b> 8808-A Pear Tree Ct. Alexandria, VA 22309	Steve Hunt 703-765-6948 main: 703-360-0080 fax: 703-360-0087 e-mail: steve@mountvernonvoice.com	Mount Vernon and Lee District areas of Fairfax County	Publication day: Wed. Deadline: Fri. prior to publication
<b>The Reston Observer</b> 1043 Sterling Rd. Herndon, VA 20170	Leslie Perales 703-437-5886 fax: 703-834-3142 e-mail: leslie@observernews.com	Reston	Publication day: Fri. Deadline: preceding Mon., 5 p.m.
<b>The Reston Connection</b> 7913 Westpark Dr. McLean, VA 22102	Mike Diccico 703-917-6448 fax: 703-917-0991 e-mail: mdiccico@connectionnewspapers.com	Reston	Publication day: Wed. Deadline: preceding Fri., 5 p.m.
<b>Springfield Connection</b> 7913 Westpark Dr. McLean, VA 22102	Justin Fanizzi 703-917-6437 fax: 703-917-0991 e-mail: jfanizzi@connectionnewspapers.com	Kings Park West, Springfield	Publication day: Thurs. Deadline: preceding Friday, 5 p.m.
<b>Sun Gazette</b> 6564 Loisdale Ct. #610B Springfield, VA 22150	Scott McCaffrey 703-738-2532 Brian Trompeter 703-738-2534 fax: 703-738-2530 e-mail: smccaffrey@acnpapers.com btrompeter@acnpapers.com	Great Falls, McLean, Vienna, Oakton	Publication day: Thurs. Deadline: ten days prior to publication
<b>Vienna/Oakton Connection</b> 7913 Westpark Dr. McLean, VA 22102	Donna Manz 703-917-6428 fax: 703-917-0991 e-mail: dmanz@connectionnewspapers.com	Vienna, Oakton	Publication day: Wed. Deadline: preceding Fri., 5 p.m.

## Foreign Language Newspapers

Newspapers	Contact	Coverage Area	Publication Days and Deadlines
<b>Asian Fortune</b> PO Box 578 Haymarket, VA 20168	703-753-8295 e-mail: info@asianfortune.com		
<b>El Tiempo Latino</b> 2200 Wilson Blvd. #201 Arlington, VA 22201	Milagros Melendez-Vela Northern Virginia 703-527-7860 fax: 703-527-0369 e-mail: milagros@eltiempolatino.com		Publication day: Friday Deadline: preceding Friday
<b>El Pregonero</b> 145 Taylor St. NE Washington, DC 20017	Andrea Acosta 202-281-2445 fax: 202-281-2448 e-mail: andrea@elpreg.org	Washington metro	Publication day: Thursday Deadline: preceding Wednesday, 12 midnight
<b>Korea Times</b> 7601 Little River Tpk. Annandale, VA 22003	703-941-8001 fax: 703-941-8465 e-mail: ktdccedit@koreatimes.com		Publication day: daily Deadline: 7 p.m.
<b>Korean Weekly</b> 9653 Fairfax Blvd. #10 Fairfax, VA 22031	703-219-9997 fax: 703-219-9998 e-mail: thekw@verizon.net		Publication day: Friday Deadline: 1 p.m. Thursday
<b>Manila Mail</b> 12246 Ox Hill Rd. Fairfax, VA 22033	e-mail: siteadmin@manilamaildc.net		
<b>Pho Nho Vietnamese Newspaper</b> 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
<b>Thu Do Thoi Bao</b> 3140 Graham Rd. Falls Church, VA 22042	703-876-1697 fax: 703-876-1698 e-mail: dnguyen647@aol.com		
<b>Washington Hispanic</b> 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
<b>WETA-PBS</b> (Channel 26)	2775 S. Quincy St. Arlington, VA 22206	703-998-2600 fax: 703-998-3401 www.weta.org/tv
<b>WJLA-TV</b> (ABC 7) <b>Newschannel 8</b>	1100 Wilson Blvd. Arlington, VA 22209	703-236-9555 or fax:703-236-2331 www.wjla.com www.news8.net
<b>MHZ Networks</b> <b>WNVTV-TV</b> (Channel 53) <b>WNVC-TV</b> (Channel 56)	8101-A Lee Hwy. Falls Church, VA 22042	703-770-7100 fax: 703-770-7112 www.mhznetworks.org
<b>WRC-TV</b> (NBC4)	4001 Nebraska Ave., NW Washington, DC 20016	202-885-4111 fax: 202-885-4104 www.nbc4.com
<b>WTTG-TV</b> (Fox 5) <b>WDCA-TV</b>	5151 Wisconsin Ave., NW Washington, DC 20016	202-895-3000 fax: 202-895-3133 www.myfoxdc.com www.upn20wdca.com
<b>WUSA-TV</b> (WUSA TV-9)	4100 Wisconsin Ave., NW Washington, DC 20016	202-895-5500 fax: 202-364-6163 www.wusa9.com

## Wire Service

<b>Associated Press (AP)</b>		
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 Bridge Rd. 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 (AM)

Station	Dial	Address	Telephone • Fax • Web Site
<b>WAVA</b> (Christian)	780	1901 N. Moore St. Arlington, VA 22209	703-807-2266 www.wava.com
<b>WOL</b> (talk)	1450	5900 Princess Garden Pkwy. Lanham, MD 20706	301-306-1111 fax: 301-306-9540 www.wolam.com/home.asp
<b>WCTN</b> (contemporary Christian)	950	7825 Tuckerman Ln., Suite 211 Potomac, MD 20854	301-299-7026 fax: 301-299-5301
<b>WDCT</b> (Korean)	1310	3251 Old Lee Hwy., #506 Fairfax, VA 22030	703-273-4000 fax: 703-273-1015
<b>WFAX</b> (religious)	1220	161-B Hillwood Ave., Falls Church, VA 22046	703-532-1220 fax: 703-533-7572 www.wfaxam.com
<b>WTNT</b> (news, talk)	570	1801 Rockville Pike Rockville, MD 20852	301-231-7798 www.freedom570am.com
<b>WMAL</b> (news, talk)	630	4400 Jenifer St., NW Washington, DC 20015	202-686-3020 fax: 202-537-0009 www.wmal.com
<b>WAGE</b> (news, talk)	1200	711 Wage Dr. Leesburg, VA 20175	703-777-1200 fax: 703-777-7431 www.wage.com
<b>WTOP</b> (all news)	1500/103.5 FM	3400 Idaho Ave., NW Washington, DC 20016	202-895-5000 fax: 202-895-5149 www.wtopnews.com



## Radio Stations (FM)

Station	Dial	Address	Telephone • Fax • Web Site
<b>WAMU</b> (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
<b>WAVA</b> (Christian)	105.1	1901 N. Moore St. Arlington, VA 22209	703-807-2266 fax: 703-807-2248 www.wava.com
<b>WASH</b> (soft rock)	97.1	1801 Rockville Pike, First Floor Rockville, MD 20852	240-747-2700 www.washfm.com
<b>WBIG</b> (rock)	100.3	1801 Rockville Pike, Fifth Floor Rockville, MD 20852	240-747-2820 fax: 240-747-3820 www.wbig.com
<b>WETA</b> (classical music)	90.9	2775 South Quincy St. Arlington, VA 22206	703-998-2790 fax: 703-998-3401 www.weta.org
<b>WPRS</b> (gospel)	104.1	5900 Princess Garden Pkwy. Lanham, MD 20706	301-306-1111 fax: 202-895-5149
<b>WLZL (El Zol)</b> (Spanish pop)	99.1	4200 Parliament Place #300 fax: 301-731-0431 Lanham, MD 20706	301-306-0991 fax: 301-731-0431 www.elzolradio.com
<b>WHUR</b> (urban adult contemporary)	96.3	529 Bryant St., NW Washington, DC 20059	202-806-3500 www.broadcasturban.net/ urbanac/whur.htm
<b>The Fan</b> (sports)	106.7	10800 Main St. Fairfax, VA 22030	703-691-1900 fax: 703-352-0111 www.cbssports.com/local/dc
<b>WJZW</b> (oldies)	105.9	4400 Jenifer St., NW Washington, DC 20015	202-686-3100 fax: 202-686-3070 www.trueoldies1059.com

## Radio Stations (FM - continued)

Station	Dial	Address	Telephone • Fax • Web Site
<b>WIHT</b> (today's hits)	99.5	1801 Rockville Pike, Sixth Floor Rockville, MD 20852	240-747-2700 www.hot995.com
<b>WKYS</b> (urban)	93.9	5900 Princess Garden Pkwy. Lanham, MD 20706	301-306-1111 fax: 301-306-9540 www.939wkys.com
<b>WMZQ</b> (country)	98.7	1801 Rockville Pike, Fifth Floor Rockville, MD 20852	240-747-2700 www.wmzq.com
<b>WPGC</b> (contemporary hits)	95.5	4200 Parliament Place #300 Lanham, MD 20706	301-918-0955 www.wpgc955.com
<b>WRQX</b> (adult contemporary)	107.3	4400 Jenifer St., NW Washington, DC 20015	202-686-3100 fax: 202-686-3091 www.mix1073fm.com
<b>WWDC</b> (modern rock)	101.1	1801 Rockville Pike, #405 Silver Spring, MD 20852	240-747-2700 fax: 301-565-3329 www.dc101.com
<b>94.7 Fresh</b> (rock)	94.7	4200 Parliament Place Lanham, MD 20706	301-683-0947 www.947freshfm.com
<b>Triple X ESPN Radio</b> (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.



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## 2009-10 Calendar of Noteworthy Events July 1, 2009-June 30, 2010

National Immunization Awareness Month .....	August
National Hispanic American Heritage Month .....	Sept. 15-Oct. 15
U.S. Constitution Month .....	Sept. 17-23
Computer Learning Month .....	October
Head Start Awareness Month .....	October
Fire Prevention Week .....	October 4-10
Columbus Day (observed) .....	October 12
Teen Read Week .....	October 18-24
Custodian Appreciation Week .....	October 12-16
National School Lunch Week .....	October 12-16
National School Bus Safety Week .....	October 19-23
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 3
Veterans History Week in Virginia .....	November 9-13
School Psychology Awareness Week .....	November 9-13
Veterans Day .....	November 11
American Education Week .....	November 15-21
Geography Awareness Week .....	November 16-20
Thanksgiving Day .....	November 26
National Inclusive Schools Week .....	December 7-11
National Mentoring Month .....	January
Martin Luther King Jr.'s Birthday (observed) .....	January 18
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 1-5
Lincoln's Birthday .....	February 12
Washington's Birthday (observed) .....	February 15
Music in Our Schools Month .....	March



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## 2009-10 Calendar of Noteworthy Events (continued)

### July 1, 2009-June 30, 2010

National Athletic Training Month .....	March
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
Foreign Language Week .....	March 1-5
Read Across America Day .....	March 2
National School Breakfast Week .....	March 8-12
Autism Awareness Month .....	April
Backpack Safety Awareness Month .....	April
Mathematics Awareness Month .....	April
National Poetry Month .....	April
National Library Week .....	April 11-17
Administrative Professionals Week .....	April 18-24
National Volunteer Week .....	April 18-24
FCPS Support Employee Recognition Week .....	April 19-23
Earth Day .....	April 22
Arbor Day .....	April 30
Asian- and Pacific-American Heritage Month .....	May
Better Hearing and Speech Month .....	May
Pride in America Month .....	May
National Physical Fitness and Sports Month .....	May
Teacher Appreciation Week .....	May 3-7
Child Nutrition Employee Recognition Week .....	May 3-7
National Children’s Book Week .....	May 10-16
School Nurse Day .....	May 12
National Educational Bosses Week .....	May 17-21
National Adult and Continuing Education Week .....	May 24-28
Memorial Day (observed) .....	May 31
National Safety Month .....	June





## Good Schools ... Good News

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