Promoting a school’s work based learning program, and the school system itself, comes down to networking and relationships.
What are the media sources in your area?

NEWSPAPERS

RADIO

TELEVISION
NEWSPAPERS
• still read by scores of people, especially age 45 and over
• read online
• students still like to see their photos in the paper
NEWSPAPERS

• who is your contact on the staff?
• what is the deadline?
• is there a section for school news?
• would buying an ad help encourage more coverage?
Does morning show have section for school news?
Could school news be read during sports broadcast?
Is there a weekly interview show?
Could you have your news included on video sports coverage on the station web site?
TELEVISION

• can you be a guest on the morning show?
• can a reporter cover a story on your campus?
SOCIAL MEDIA

• Facebook - most popular
• Create a page for your school
• Regularly post content
• The more people who link and share your posts the better
• Post video • Use “Facebook Live”
• Buy Facebook ads
Other SOCIAL MEDIA options, which are smart phone-based:

- Twitter
- Instagram
- Snapchat
SOCIAL MEDIA

• You can control message
• Your message is communicated more direct to the public
• Potential for negative feedback
• More information provided for parents and the public