

Stakeholder Group Summit Outcomes and Plans

Media Stakeholder Group

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Pre-Summit Stakeholder Group Assumption Targets and Proposed Activities

Will address assumptions 1–8

- Develop education-related video news releases prepared by KWBU on a variety of educational issues, programs, and opportunities
- Develop a “did you know” campaign focusing on education and the summit assumptions
- Organize a collaborative of local media persons that meets quarterly to develop and coordinate education information public service announcements

Summit Report in Brief

Who attended?

Attendees included representatives from newspaper, television, radio, communications, government, and education.

What the stakeholder group considered

We recognized that the media has a tremendous opportunity to assist with the success of the education initiative. Effective participation can raise awareness within the community of the importance of education, publicize opportunities for community involvement, and provide information to guide students successfully through their educational pursuits. As a result, the media has a responsibility to assist with the dissemination of educational messages to the public. Inspiring a shared vision for a well-trained and educated community will lead to economic vitality and quality of life for the entire community.

What will be our success?

We would consider our efforts a success if we, the media, work in collaboration to promote education and to support both students and the initiatives of all the stakeholder groups.

Discussion

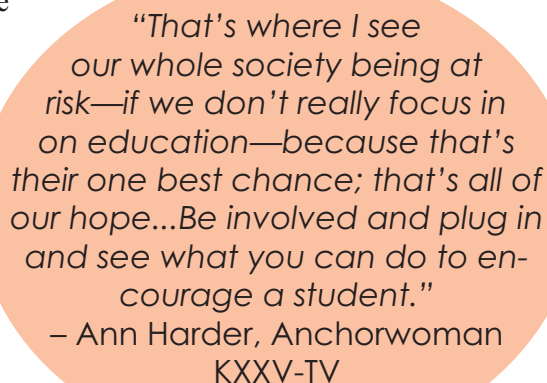
The Media Stakeholder Group discussed the range of media available to reach potential audiences, including the commonly thought of newspapers, radio, and television and other formats, including billboards, the Internet, government offices, businesses with heavy customer traffic, and groups such as parent-teacher organizations. It was emphasized that using multiple means to communicate would strengthen the reach and impact.

The group considered how it is poised to address all assumption areas through its ability to tell the story of education to the community. Media surveys show that education is high on the list of viewers’ interests, yet media organizations do not always make education stories a high priority, in part because positive education stories lack the immediacy and urgency of other topics, such as crimes and natural disasters. Given that many forms of communication media were represented, they considered how they could organize periodic meetings to share information among themselves. They also considered how they could work together to provide coverage of the many pockets of excellence in the community and to provide positive stories for the community.

Stakeholder Group Summit Outcomes and Plans

The stakeholder group considered specific programs for the dissemination of positive education stories. To assist media organizations with the delivery of positive and informative education stories, the group proposed the production of education-related video news releases. These pre-packaged stories would be used as standalone pieces or customized by media organizations to highlight education initiatives, for example.

Discussion of a “did you know” campaign considered a collaborative effort of local media, using a common look or logo that would assist in providing information on a range of issues to the community as a regular feature in a variety of publications and media outlets. Many examples were discussed, such as information placed in grocery store baby food aisles, information packets, and radio and television public service commercials. Reaching all targeted audiences will also require distribution in creative ways, such as blogs, social networks (MySpace and Facebook), YouTube, and the waiting rooms of government agencies, doctors’ offices, and businesses.



“That’s where I see our whole society being at risk—if we don’t really focus in on education—because that’s their one best chance; that’s all of our hope...Be involved and plug in and see what you can do to encourage a student.”
– Ann Harder, Anchorwoman
KXXV-TV

The stakeholder group felt that one of its best contributions could be in providing student success stories to the community, emphasizing how students of different ages, backgrounds, and social circumstances utilized education as a road to personal goals.

First-Year Action Items and Assumption Targets

- Create a Greater Waco Media Roundtable
 - Quarterly meetings of representatives of all local media organizations will discuss various story ideas and important education messages that need to be delivered to specific targeted audiences.
- Work collaboratively with media organizations to promote production and publication of more positive and informative education stories

Long-Range Proposals

- Work with each stakeholder group to determine information that needs to be disseminated and the best method of delivery to reach the target audience
- Create a “did you know” campaign to make information available for use on a scheduled basis, in a variety of formats, for use by various media organizations as well as via the Internet and other methods of distribution
- Secure grant money to cover the expense of producing education-related video news releases about positive education stories that are ready to use, or that can be customized for use, by media organizations

Other Ideas Being Considered

- Publishing interviews of community leaders on the importance of education
- Community education blog
- Publishing brag pieces on student success or encouraging parents and students to create and submit student success stories using Internet venues such as YouTube, local blogs, and letters to the editor
- Create door or window stickers to be displayed by members of the Greater Waco Community Education Summit
- Give people in the community an opportunity to publish what education means to them