

District 23 Earned Media Coverage Report: 2022-2023 School Year

Kustra-Quinn Communications, Inc.

OVERVIEW

This is a report of the results generated from message development and targeted media outreach conducted during the 2022-2023 school year. Pitching of local and Chicago media outlets has focused on back to school, the unveiling of new outdoor learning spaces, Building a Better D23 Info. Sessions, Family Fest, MacArthur's new dual-credit Robotics class, the School Board vote to seek a tax referendum, administrative changes (assistant superintendent and Betsy Ross principal) and year-end events.

MEDIA OUTREACH

From late August through May, we have written messaging and developed pitches and press materials and sent them to contacts at print, broadcast and online media outlets. We have followed up regularly with media and coordinated all coverage opportunities. Targeted outlets include:

- Chicago Tribune
- Daily Herald
- Mount Prospect/Prospect Heights Journal
- Patch Arlington Heights
- Arlington Heights Post
- Arlington Heights Cardinal
- Chicago TV and radio news desks and producers/reporters
- Media outlets' digital editors and social media channels

EARNED MEDIA COVERAGE

PLACEMENT / LINK	PLACEMENT TYPE	DATE	HEADLINE / TOPIC
WINTER/SPRING 2023			
Daily Herald	Online	1/25/23	Prospect Hts. District 23 will seek tax hike to fund full-day kindergarten, building upgrades
Daily Herald	Print, P.4	1/25/23	Dist. 23 will see tax increase to fund full-day kindergarten, building upgrades
Daily Herald, Facebook & Twitter	Social Media	1/25/23	
MP/PH Journal	Online	1/25/23	Dist. 23 Board Approves Placing Referendum on April Ballot
MP/PH Journal	Print, P.1	1/25/23	Dist. 23 Approves Question for Ballot
Daily Herald	Online	3/10/23	District 23 taps Curtis for assistant superintendent post
MP/PH Journal	Online	3/14/23	Dist. 23 Names New Assistant Superintendent
MP/PH Journal	Print, P.2	3/15/23	Dist. 23 Names New Asst. Superintendent
Daily Herald	Online	4/13/23	District 23 names MacArthur Assistant Principal Stephanie Gage as principal of Betsy Ross
MP/PH Journal	Online	4/14/23	Administrative Changes in Dist. 23 Include New Betsy Ross Principal
MP/PH Journal	Print, P. 10	4/19/23	New Betsy Ross Principal Named

CBS2 Chicago	TV & Online	5/26/23	8 th -Graders Celebrate Graduation in Prospect Heights
Daily Herald	Online	5/31/23	D23 Salutes MacArthur's Class of 2023 With a District-wide Parade
MP/PH Journal	Print, P.7	5/31/23	Eighth Grade Parade!
FALL/WINTER 2022			
Patch Arlington Heights	Online	8/31/22	'Excitement and positive momentum' as D23 students head back to school
MP/PH Journal	Online	9/4/22	Dist. 23 to unveil new outdoor learning spaces
MP/PH Journal	Print	9/7/22	Dist. 23 to unveil new outdoor learning spaces
Daily Herald	Online	9/12/22	District 23 to dedicate new outdoor learning spaces
FOX32 – aired at 12pm, 4pm & 9pm	TV & Online	9/15/22	Prospect Heights school introduces outdoor space for classes
Daily Herald	Online	9/16/22	Prospect Heights school dedicates 'gift' of outdoor learning space
Daily Herald	Print	9/16/22	Prospect Hts. School dedicates outdoor 'gift'
Daily Herald	Online	9/28/22	District 23 plans community events to share details and seek input about Building a Better D23
MP/PH Journal	Print	9/28/22	District 23 to share details, seek input on future plans
MP/PH Journal	Online	10/4/22	Dist. 23 to share details, seek input about future
MP/PH Journal	Print	10/26/22	D23 hosts family fest
Daily Herald	Online	11/10/22	Prospect Heights District 23's inaugural Family Fest a celebration of community
MP/PH Journal	Online	12/19/22	Dist. 23 ignites passion for STEM with robotics for eighth graders
MP/PH Journal	Print	12/21/22	Dist. 23 ignites passion for STEM with robotics for eighth graders
Daily Herald	Online	1/10/23	Top Teacher: Prospect Heights teacher builds partnership between middle and high school robotics programs
Daily Herald Facebook & Twitter	Social Media	1/10/23	Top Teacher: Prospect Heights teacher builds partnership between middle and high school robotics programs
Daily Herald , P. 1 Neighbors	Print	1/11/23	Balancing Act Prospect Heights teacher builds partnership between middle and high school robotics program
Chicago Tribune	Online	1/15/23	Robotics class in Prospect Heights lets 8 th graders earn high school credit and aims to accelerate pandemic learning recovery
Chicago Tribune Facebook & Twitter	Social Media	1/15/23	Robotics class in Prospect Heights lets 8 th graders earn high school credit and aims to accelerate pandemic learning recovery
WBBM Radio	Radio	1/16/22	MacArthur robotics class and D23 partnership with D214

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