

SPREADING OUR **WINGS**



Building a Principal Trust

*Simple, effective communications tools
to support your administrative team*

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Beth Johnston
Communications Director
Lindbergh Schools

Principal Press Release Program

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Program Goals

- Honor, recognize student, staff and building achievements
- Generate stories for district website
- Provide photos for social media channels
- Generate 5:1 media coverage in local news, compared with neighboring districts

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How it Works

- Principals, teachers submit story ideas through an online form
- Communications Department publishes news submissions with light editing
- Communications Department follows up to take photos, write story, and/or invite media
- Story ideas are tracked by building and included in principal evaluations

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Story Idea Categories

- Major schoolwide events
- Awards and accomplishments
- Giving back to the community
- Upcoming event or fundraiser
- Special event or activity (may be linked to a holiday, observance, etc.)
- Technology use in the classroom
- Cute photos (good lighting, faces visible, not blurry) or YouTube videos

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Getting things started

Dear Principals,

I am reevaluating our press release program to promote our schools as much as possible in the community and also provide better visibility for the items that are submitted.

To do this, we are going to change how we track press releases. Beginning in April, the data packet will list all press releases submitted for each school, and it will show which ones ran in local media, which ones appeared on the Lindbergh homepage, and which ran on our social media sites.

Here are some suggestions for stories that are most likely to be published:

- Major schoolwide events
- Awards and accomplishments
- Giving back to the community
- Upcoming event or fundraiser
- Special event or activity (may be linked to a holiday, observance, etc.)
- Technology use in the classroom
- Cute photos (good lighting, faces visible, not blurry) or YouTube videos

We've also updated the Press Release form to an electronic format that is easier to use: <http://go.lindberghschools.ws//cms/module/selectsurvey/TakeSurvey.aspx?SurveyID=128>

I'd be more than happy to go over these changes with any of you on an individual basis or provide feedback.

Thanks,

Beth

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LHS – ECE Partnership Story

- <http://www.kmov.com/home/Oldest-and-youngest-Lindbergh-students-side-by-side-has-paid-dividends-in-classroom-236101821.html>

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Lindbergh News Alert

Please help us share positive stories about Lindbergh with our community by sending story ideas to Beth Johnston, Community Relations director.

1. Your Name*

2. School or Building*

3. Your email address*

4. Date of event*

If event covers multiple days, please include dates covered in your story below.

mm/dd/yyyy



5. Type of story*

6. Do you have photos?*

Yes No

If yes, please make sure students featured have "Media Release: YES" in SIS, and email them to Beth Johnston, Director of Community Relations: bjohnston@lindberghschools.ws.

7. Suggested Headline*

If you will be submitting photos, please reference the headline you enter here.

8. What's the story?*

Answer these questions: Who? What? Where? When? Why? How?

School	Year	Aug	Sept	Oct	Nov	Dec	Jan	Feb	March	April	May	YTD
LHS	2009-10	x	9	9	12	12	14	15	11	17	9	108
	2010-11	5	13	13	13	7	14	12	12	30	16	135
	2011-12	5	6	13	11	7	12	11	15	14	12	106
	2012-13	7	14	11	15	5	15	35	19	23	NA	144
	2013-14	7	10	9	7	4	9	13				59
SPERREN	2009-10	x	1	7	9	2	6	7	11	13	8	64
	2010-11	1	4	12	9	5	7	5	5	9	5	62
	2011-12	1	2	4	3	4	5	6	5	5	8	43
	2012-13	0	4	8	7	2	5	9	4	9	NA	48
	2013-14	2	3	5	5	4	4	6				29
TRUMAN	2011-12	1	4	1	10	2	9	5	8	5	2	47
	2012-13	1	3	8	3	11	3	5	5	11	NA	50
	2013-14	4	0	10	5	4	3	3				29
	Truman Elem 2009	0	1	12	8	2	9	11	2	9	11	65
	2010-11	3	10	11	8	5	7	6	7	9	7	73
CONCORD	2011-12	2	3	11	9	5	8	9	4	4	16	71
	2012-13	1	6	9	8	8	7	4	7	6	NA	56
	2013-14	2	7	8	8	5	8	4				42
CRESTWC	2009-10	x	2	3	0	5	4	4	4	7	3	32
	2010-11	1	2	4	1	6	4	2	5	7	3	35
	2011-12	2	2	7	5	3	8	5	4	8	5	49
	2012-13	1	11	15	7	7	19	2	3	9	NA	74
	2013-14	0	6	7	3	5	3	9				33
LONG	2009-10	x	2	1	7	1	5	2	3	5	1	27
	2010-11	0	2	9	2	6	1	4	9	3	4	40
	2011-12	0	2	5	3	2	6	5	2	7	9	41
	2012-13	1	2	6	7	8	9	7	3	2	NA	45
	2013-14	1	5	8	1	6	3	5				29

KENNERL	2009-10	x	0	8	8	4	4	3	7	9	9	52
	2010-11	2	5	9	9	3	4	9	4	7	11	63
	2011-12	5	11	18	7	7	5	6	9	5	7	80
	2012-13	7	4	11	10	6	9	1	9	6	NA	63
	2013-14	4	5	5	6	5	6	9				40
SAPPINGT	2009-10	x	1	3	5	1	3	4	2	3	1	23
	2010-11	2	12	17	9	11	6	9	11	7	5	89
	2011-12	4	9	11	8	2	8	4	6	11	13	76
	2012-13	1	8	13	6	7	9	10	5	8	NA	67
	2013-14	3	12	11	6	5	7	8				52

ECE	2009-10	x	1	4	6	2	7	4	7	5	3	39
	2010-11	1	3	0	2	5	5	4	6	4	5	35
	2011-12	4	1	3	6	3	4	4	3	5	0	33
	2012-13	0	2	4	2	0	19	14	12	15	NA	68
	2013-14	3	13	14	10	14	8	10				72
	2009-10 Totals	0	17	47	55	29	52	50	47	68	45	410
	2010-11 Totals	15	51	75	53	48	48	51	59	76	56	532
	2011-12 Totals	24	40	73	62	35	65	55	56	64	72	546
	2012-13 Totals	19	54	85	65	54	95	87	67	89	0	615
	2013-14 TOTALS	26	61	77	51	52	51	67	0	0	0	385

JANUARY TOTALS

SCHOOL	Story Ideas	Media Type:		
		External	Internal	Social
LHS	9	0	6	2
SPERRENG	4	0	4	1
TRUMAN	3	1	3	0
CONCORD	8	1	5	0
CRESTWOOD	3	0	2	0
LONG	3	1	3	1
KENNERLY	6	2	4	1
SAPPINGTON	7	0	3	2
ECE	8		2	1
TOTAL	51	5	32	8

Sharing Feedback

- Lisa Janis, National Child Care Teacher of the Year
 - Why:
 - It's a national award, and an honor for Ms. Janis, ECE and Lindbergh
 - Even if people don't have children in ECE or Lindbergh, this will be meaningful to them because it is a national achievement by someone in their community
 - All of the Pre-K classes and teachers were together to celebrate
- Special Olympics young athletes program
 - Why:
 - Unique and interesting! It is an ongoing program sponsored by Special Olympics Missouri that introduces young children with disabilities to sports and lifetime fitness
 - Brings in outside community members through LHS and Fontbonne
 - Great photo opportunity for students doing sports activities

Additional Thoughts/Suggestions:

- Newspapers will not run photos that do not show people's faces.
- Is it easy to understand what is happening in the photo, and how it relates to the story?
- Please include photos as attachments and do not cut and paste into a Word document
- If more than one class is doing the same unit, it is better to combine those into one press release with photos from each class
- The best stories are either related to a holiday or observance, have cute pictures with bright lighting, and are not something you would typically do every day, like a fire drill
- For newspapers, Try to put yourself in the shoes of someone who does not know much about Lindbergh ECE, and whether or not they would find the story or photo interesting.

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Sharing Feedback

Giraffes patience game

- This would be ok for the website. Photos need to be more focused and show action. Show kids playing the games, for example.

Community helpers – Ducks and room 4

- While this story by itself does not warrant sending to the newspapers, the photos from room 4 are so cute that I think I would send those out as a press release. Kids dressed up as firefighters and construction workers are very cute! However, please send these photos as attachments and not embedded in the Word Document, so they will be high enough quality for publication.

Safety drills at Long

- This story did not have any photos. Also, since children do safety drills all the time, it did not present anything new or interesting.

Concord Flyers Club – Making Cards

- This is cute for the website but there are no photos, so I would not use it.

Elephants and Dragonflies – Self Help

- I would put this on the website but probably not send it as a news release. Dragonflies did not send me any photos, and Elephant photos did not show faces.

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Ralph the Support Dog

- <http://fox2now.com/2014/01/23/lindbergh-students-have-to-say-goodbye-to-support-dog/>

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Crisis Communication and Readiness Training

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Principal Crisis Checklist

1. Crisis Occurs
2. Protect your students and staff
3. Communicate (simultaneously) –
You or Designee

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Principal Crisis Checklist

Communication

1. Actual Emergency: Call 911
2. Notify school SRO if applicable
3. Call switchboard operator, ext. 8500
 1. If operator is not available, call Security Director, ext. 1815
 2. If Security Director is not available, call Communications Director, ext. 8802
4. Organize strike teams and handle crisis
 1. If law enforcement is present, act in support role to local fire and police

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Central Office Checklist

Meanwhile:

1. Switchboard operator calls Security Director and Communications Director
2. Security Director calls:
 1. SRO if necessary and Lindbergh security
 2. Superintendent
 3. Assistant Superintendents
 4. Director of Facilities

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Central Office Checklist

3. Security Director goes to building site
 - a) Assists principal with executing crisis plan
 - b) Contacts Communications Director with media and information updates

4. Communications Director handles all messages
 - a) Parents, media, community
 - b) Website, social media
 - c) Parent letter
 - d) Remind 101
 - e) SchoolReach, if appropriate
 - f) Media

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Your Next Steps:

1. Make sure you know where this plan is at all times
2. Communicate this plan to your lead teacher or assistant principals who are on duty in your absence.
3. Review crisis plan with staff regularly and hold regular strike team meetings
4. Review “What do do when media calls” with teachers and support staff

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When the Media Calls:

To protect our students' privacy and ensure that reporters receive accurate, complete information about district events, please direct all media inquiries to:

Beth Johnston

Communications Director

Lindbergh Schools

314-729-2400, ext. 8802

314-779-6931 *cell*

bjohnston@lindberghschools.ws



Your Next Steps:

1. Put Beth and Eric's cell phone numbers in your phone
2. Send Beth your Remind 101 admin information
3. Contact Eric or Beth if you have any questions

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Crisis Letters

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Lindbergh Schools

Friday, May 10, 2013

Dear Parents and Guardians:

It is with deep sorrow and a heavy heart that I must share with you a tragedy in our Sappington Elementary School family. Lonnie Avent, a third-grader at Sappington, died last night. Lonnie was accidentally hit by a passing car while visiting family members.

Our Sappington family is grieving right now, and Lonnie will be greatly missed by all of his teachers, friends and classmates here at school. He was an excellent student, and a great young man. His passion for life and sense of humor will be greatly missed.

I have spoken with our counselors, Stacey Toomay and Mary Kay Scott, and they will be available to meet with Lonnie's classmates in groups or individually as needed. If you feel that your child needs to speak with one of our counselors individually, please call our school at 729-2460, and we will set up an appointment for your child.

Students react to tragedy in different ways. As parents and teachers, we should expect, try to understand, and accept a variety of emotions and behaviors. The most important thing we can do is to be supportive, to encourage discussion, and to be good listeners.

Sappington and the Lindbergh Schools community extend our most sincere sympathies to Lonnie's family.

Sincerely,



Craig Hamby
Principal
Sappington Elementary School



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Thursday, August 29, 2013

Dear Sperreng Parents and Guardians,

It is with great sadness that I share with you a tragedy that occurred in our Sperreng Middle School family this week. This morning, I learned that sixth-grader Maci Gapsch died last night from complications resulting from a house fire that occurred on Tuesday. The fire also claimed the lives of her father and great-grandmother. Maci's sister Mia is a seventh-grader at Sperreng and was also in the home at the time of the fire, but she has been released from the hospital with only minor physical injuries.

I will make an announcement later today notifying students of Maci's passing and letting them know that teachers and counselors will be available should they need to talk with anyone. I am also meeting with Sperreng teachers and staff to make sure they are equipped to meet the needs of our students at this time. If you feel that your child needs to speak with someone individually, please contact our guidance counselors Ms. Tina Christanell (Grade 6, and Grade 7 A-J) or Mr. Aaron Swatosh (Grade 8, and Grade 7 K-Z) at 314-729-2420.

Students will react in different ways to this tragedy. As parents and teachers, we should expect, try to understand, and accept a variety of emotions and behaviors. The most important thing we can do is to be supportive, encourage discussion, and be good listeners.

In addition, our school is working with Mia's family to support her in any way we can. If you would like to send a card to express your sympathy, please send it to our school guidance office, and we will forward it to the family. In addition, a fund has been established through Lindbergh Schools, for people who wish to help. You can donate online by visiting this link, provided by the Lindbergh Schools Foundation:

<http://www.give2schools.org/cat.asp?id=2C1361C34B8843D7A7993885B9D3497D>.

If you prefer to write a check, please make your check payable to "Lindbergh Schools," and write "Gapsch Fund" in the memo line. You may drop off your check at Sperreng or mail it to Lindbergh Schools, c/o Gapsch Family Fund, 4900 S. Lindbergh Blvd., St. Louis, MO 63126.

Maci's family has shared with us that funeral services will not be held until next week. We will communicate that information with you as soon as it is available.

The Sperreng and Lindbergh Schools community extend our most sincere sympathies to Mia and her family, and our thoughts and prayers go out to them at this time.

Sincerely,

Dr. Mark Eggers
Principal
Sperreng Middle School|

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Lindbergh Schools

Tuesday, February 4, 2014

Dear Parent/Guardian,

I am writing today to inform you that a student in your child's class has been diagnosed with pertussis, also known as whooping cough. Pertussis is spread through the air by cough and is highly contagious. However, Lindbergh's district nurse Amanda Klabs advises that taking a few important precautions can help you protect the health of your child.

The St. Louis County Department of Health recommends:

1. Contact your child's physician as soon as possible and advise him or her that a confirmed case of pertussis has been identified in your child's classroom. The physician will administer a prescription for an appropriate preventative antibiotic.
2. Consult with your child's physician to ensure that your child is up to date on his or her pertussis immunization.
3. If your child develops a cough, contact your physician right away. A coughing child must complete the entire course of an appropriate preventative antibiotic before he or she may return to school. Whooping cough begins with cold symptoms and a cough that becomes worse over 1-2 weeks. The cough is often worse at night, and is not made better by cough medicines.
4. Make every effort to keep infants away from people who have a cough. A physician should promptly evaluate infants with any coughing illness.

Taking appropriate preventative steps is the best way to ensure that your child stays healthy. I am attaching a pertussis fact sheet from the county health department, which contains detailed information about the illness and its symptoms.

Sincerely,



Dr. Todd Morgan
Principal
Kennerly Elementary School

Randa Mirbaha, RN
Nurse
Kennerly Elementary School



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E-mail for parents

2-7-14

Dear Parents:

Shortly after school began today, around 9 a.m., we were informed that a major water main had broken on Concord School Road, cutting off water access to Concord Elementary School.

Our staff responded immediately, providing bottled drinking water for students and gallons of water for kitchen use, and maintaining a supply of hand sanitizer in all of the restrooms and classrooms. In addition, I would like to thank our district's Facilities Department for delivering adequate water to the school throughout the day, to ensure that all restrooms remain functioning.

Missouri American Water is working to return water service to the area, and estimates that water will be running again later today. Our plan at this time is to complete the school day as usual, and we expect normal operations on Monday.

Thank you for your patience and understanding as we work to address this situation. Your child's health and well-being is our top priority, and we will continue working diligently today to ensure that all Concord children learn in a safe, comfortable environment.

Sincerely,

Dr. Megan Stryjewski
Principal
Concord Elementary School

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Media Relations

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Media Relations

1. Plan events and/or press conferences
2. Develop talking points
3. Coordinate interviews and stories
4. Manage student media permission
5. Post coverage to social media sites

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If Media Calls:

- Shortly after school began today, around 9 a.m., we were informed that a major water main had broken on Concord School Road, cutting off water access to Concord Elementary School.
- I want to thank my staff for responding immediately, focusing on what the students need to be comfortable and safe. Our kids were able to focus on learning, like any other day, because of the quick action taken by the teachers and district.
- We have several cases of bottled drinking water for our students and gallons of water for kitchen use. In addition, we are maintaining a supply of hand sanitizer in all of the restrooms and classrooms, and our district's Facilities Department has been delivering adequate water to the school throughout the day, to ensure that all restrooms remain functioning.
- Missouri American Water is working to return water service to the area, and estimates that water will be running again later today. Our plan at this time is to complete the school day as usual, and we expect normal operations on Monday.
- Our top priority is the health and [well being](#) of our kids, and we are continuing to work hard today to ensure that all Concord children are learning in a safe, comfortable environment.

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NOTE: Only complete this form if you DO NOT want your child to be involved in one or more of the areas listed in the checklist below.

During the school year, there are times when photos or videos of your child may be taken or when your child may be interviewed while at school to showcase an event, award or classroom activity. These photos, videos or interviews may be published in school publications, on Lindbergh Web sites, or in local media (newspapers, TV, and online).

Some examples of items that may be publicized include students who earn an award (i.e. honor roll, science fair winners), student athletic competitions, students taking part in a classroom project, graduation ceremonies or students involved in community service.

This form is ONLY for parents who DO NOT want their child's name or likeness included in any of the above media activities. Please fill this out ONLY if you wish to deny the use of your child's name, photograph or video images in any of these media-related communications.

Name of student _____
Name of school your child attends _____
Student's grade level _____ Teacher's name _____
Name of parent/guardian _____
Address _____ Zip _____
E-mail address _____
Home Phone _____ Work Phone _____

CHECK ALL THAT APPLY:

- I **DO NOT** want my child's name, photograph or video being published by Lindbergh Schools or local newspapers, television or radio stations for the purpose of news coverage and publicity, or for district or school publications, Web site or videos. **Please note that this denial shall not apply to photos or video of large groups of unidentified students in public areas of the school property or at school-sponsored activities or events, and shall not apply to school yearbooks. Please contact your child's school if you do not want him or her included in the yearbook.*

- Lindbergh Schools **MAY NOT** release my child's directory information. Under Federal Education Rights and Privacy Act, public school districts are allowed to release basic directory information, which is a student's name, grade level, parent/guardian names, address, telephone number, date of birth, major field of study, participation in activities and sports including audiovisual or photographic records of the openly visible activities thereof, weight and height of members of athletic teams, dates of attendance, degrees and awards received, most recent school attended by student, enrollment status, photographs including photographs of regular school activities that do not disclose specific academic information about the child and/or would not be considered harmful or an invasion of privacy.

Signature of parent/guardian

Date

Please return this form to your child's school office **ONLY IF** you wish to exclude your child's participation in any of the above areas.
This form should be completed annually to continue any such exclusions in future school years.

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KSDK Story: Lindbergh Fight Club

- <http://www.ksdk.com/video/1823102983001/0/Lindbergh-students-accused-of-organizing-fights>

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STLToday: Can Lindbergh High School Crack Down on Student Fight Club?

On Tuesday, Lindbergh officials identified several of the students who fought and some who watched. Within hours, they contacted YouTube, which removed the videos. The Facebook page, which had 124 friends, also was shut down.

Principals met with students identified in the videos and their parents, and they referred the names of those involved to police. The St. Louis County police department, which has an officer assigned to Lindbergh High School, is looking into the videos.

School administrators were unsure whether the students would face discipline. They do not think the fights are related to gang activity or bullying.

But while officials were quick to condemn the incidents, they are limited in their ability to crack down on the behavior because it appears to have occurred off school grounds.

"Unless it's being organized at school — and we don't have any evidence of that now — it's not a school discipline issue," said Lindbergh district spokeswoman Beth Johnston. "It's a dangerous activity, and it's not something we want to encourage at all. (Principals) are counseling them on why this is not appropriate."

- http://www.stltoday.com/news/local/education/can-lindbergh-high-school-crack-down-on-student-fight-club/article_c8197f0a-52b4-5e7b-9c31-132dc46a5e5d.html

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KSDK Story: Lindbergh Fight Club

- <http://www.ksdk.com/video/1823102983001/0/Lindbergh-students-accused-of-organizing-fights>

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New safety procedure at Lindbergh school being criticized by neighbors

- <http://fox2now.com/2014/01/22/new-safety-procedure-at-lindbergh-school-being-criticized-by-neighbors/>

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News 4 Schools: Lindbergh schools dealing with drastic overcrowding

- <http://www.kmov.com/home/Lindbergh-schools-dealing-with-drastic-overcrowding-225264892.html>

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Beth Johnston
Communications Director
Lindbergh Schools

314-729-2400, ext. 8802
bjohnston@lindberghschools.ws

www.lindberghschools.ws
[Facebook.com/LindberghSchools](https://www.facebook.com/LindberghSchools)
[Twitter.com/LindberghFlyers](https://twitter.com/LindberghFlyers)

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