

BALANCING THE NEGATIVE NEWS ABOUT PUBLIC SCHOOLS

<http://smhp.psych.ucla.edu/>

For various reasons, there continues to be a relentless stream of negative stories about public schools.

We want to help balance the picture conveyed in the media.

To start the process, we worked with UCLA's public relations office to generate a story about the trailblazing work on new directions for student support, featuring the progress in Alabama and Georgia. The office wrote up the story, formatted it as a news release, and sent it out to over 100 news organizations. (Take a look http://newsroom.ucla.edu/portal/ucla/alabama_georgia_public_schools_248010.aspx .)

We have featured the story on our website and facebook and shared it directly with others.

In the Fall issue of our quarterly journal/newsletter, we would like to highlight as many places as we can that are pursuing new ways to address barriers to learning and teaching and re-engage disconnected students. We will follow this up with an effort to get broader media coverage. And we will add to the section on our website that highlights Where's It Happening? Trailblazings and Pioneer Initiatives - <http://smhp.psych.ucla.edu/summit2002/trailblazing.htm>

So if you would like to be included, please send us the information on any school improvement efforts that are focused on unifying student and learning supports and developing them into a comprehensive and equitable system of learning supports. Send to Ltaylor@ucla.edu

And if you haven't already done so, consider finding ways to promote innovative work on new directions for student and learning supports as part of local positive public relations efforts.

Also, as you share positive stories that are relevant to addressing barriers to learning and teaching, share them with us so we can distribute them to others.

Finally, it would help us and those we reach if you would share information about effective strategies for generating positive stories.

Warm Regards from our Center staff at UCLA.