



# Positive PR for Schools

## Enhancing Your School's Reputation

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We help schools build strong media relations, improve stakeholder engagement and enhance their reputation. Our proactive education PR practice offers a range of services to support in-house teams.





The practice is led by Alder specialist partner, **Alison Brace** – a former education correspondent for national and local newspapers - who has extensive knowledge of the sector and the media. Alison has also worked on

BBC education consumer programmes and was a regular feature writer and columnist for the Times Educational Supplement.

## OUR SERVICES

### Consultancy support:

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Regular weekly meetings will help us keep abreast of the school's events diary and identify news stories and features ideas to feed into local, regional and education press.

### Proactive PR strategy:

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We will work with you to develop a robust communications strategy to reflect the school's ethos and vision. Investing in building relations with local, regional and sector press will lead to a higher profile nationally over the longer term too.

### Press release distribution:

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We will draft and distribute press releases that are publication-ready – something that will build good publicity for your school and nurture excellent long-term relationships with journalists.



### Media lists:

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Media lists for national, sector and regional press are essential tools which help save you time and ensure your proactive approaches are well-targeted.

### Awards entry writing:

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Awards are a key driver of reputation and interest in a school. Our expert team will help you identify – and draft entries for – the most suitable award categories.

### Online media monitoring:

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Our intelligent media monitoring software will alert us to any issues of concern and help identify opportunities for good publicity too.

### Sentiment reports and newsletters:

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Our monthly analysis reports will show how your reputation is evolving over time – and how you compare to your peers.



### Training masterclasses:

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From how to write the perfect press release to how to build good media relations, our comprehensive training programme will ensure your in-house team is at the top of its game.

### Thought leadership articles:

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Is there a topic you feel strongly about and would like support in crafting your ideas into a first-person piece for print or online media? We can help you with that.

## CONTACT US

Services are charged at a bespoke rate depending on your school's needs. For a discreet, no obligation call please contact us on 020 7692 5675 or email [enquiries@alder-uk.com](mailto:enquiries@alder-uk.com).

