

Positive PR for Schools

Enhancing Your School's Reputation

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:

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:

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:

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:

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:

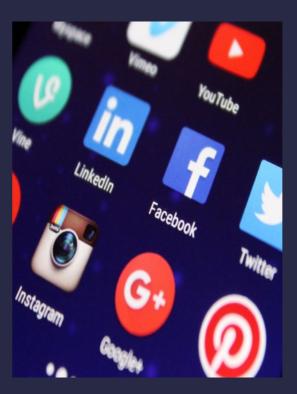
Awards are a key driver of reputation and interest in a school. Our expert team will help you identify – and draft entries for – the most suitable award categories.

Online media monitoring:

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:

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





Training masterclasses:

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:

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.