

HOMETOWN ADVOCACY

Create a Reporter Pool

WMEA Advocacy Strategy



There are exciting things happening in your music classroom, many of which aren't known by the full community you teach in. In this WMEA Advocacy Strategy, you can create a 'pool of reporters' who can help share news with the community to raise awareness. This is important advocacy work but many educators don't have the time to do it.

What might you want to share:

- Upcoming concerts and other public events
- Student recognitions (state honors, scholarships, college acceptance, etc.)
- Guest visits to classroom
- New units of instruction

Who might you look to for creating the materials to be shared:

- Staff
- Students
- Parents
- Other interested community members

Where might you share this news:

- Local newspapers
- Television or radio stations that cover your school district
- Online resources

Keeping editorial control - some points to consider

- All organizations need to make sure that messages going to the public about their activities are accurate and appropriate. Seek one or two people who can help with this that have demonstrated maturity and good judgment to assist in this effort. Perhaps there is a person in your community who already does work like this professionally who would be willing to mentor students.
- Some school districts have policies in place about what can be posted publicly, whether in print or online. This will likely include details regarding names, photographs and other information. Be sure to ask administrators if there are rules to be followed so you are always in compliance with district requirements.

- As you consider posting materials online, decide if you want the postings to be 'one way' (readers can see it but not comment) or 'two way' (allowing readers to comment). Be thoughtful about how you set up this part of online postings as your control of commenting is not complete unless you make that unavailable. For example, posting information on a website where people can view the material doesn't usually allow for comments to be posted there, whereas posting information on a social media site often provides a venue for citizens to offer thoughts. If you post concert information on a website, that would be 'one way' communication; posting that same material on a social media site where someone might comment after the event about what they thought of the concert is 'two way' communication.

Examples:

- One person volunteers to create a Facebook posting one week prior to each public concert that includes the basics (time, performers, etc.).
- A couple people volunteer to keep the website for your area up to date regarding 'news' you want to promote.
- One person volunteers to post photos after each public event (be sure to check on school policy regarding posting student photos and/or names) in the local newspaper.
- A student volunteers to interview the guest artist appearing on an upcoming concert, or a clinician coming in to work with students. The student creates a short video that is shared out of the interview.