



Peter Crescenti

professional would have been little more than *“That’s nice, but where’s the news? This is fluff!”* That so-called *“significant impact”* could be anything from raising money to help families in distress by the virus to training their classmates in social distancing. The wordy, self-serving opening paragraph never gets to the *“secret sauce”*—the main ingredient that turns mere facts into a newsworthy narrative.

So, then, what are the ingredients in the “secret sauce”?

What are the newshounds at the local newspaper or the local radio/TV station looking for? We all know that the first whiff of a scandal will draw them in droves, but how does your school attract their attention to the good news about your students and their teachers?

That’s precisely what PAIDEIA, Inc. has asked me to help teach you and other Christian school leaders. Very few of you, I realize, have been trained beyond the narrow boundaries of curriculum and instruction. You aren’t experts in accounting or estimating construction costs or designing a marketing strategy or differentiating a public relations campaign from mere publicity.

By means of these occasional publications, supplemented by direct counsel on-site or by telephone (Face Time or SKYPE or Zoom), I look forward to helping you and your school achieve a more prominent profile in your own immediate community or as broadly as your constituency wishes to reach.

News coverage is never guaranteed. You make news, great. You earn media coverage, congratulations. Do it right, and people know who you are, and what you do. Do it wrong, and you're no worse—but more importantly—no better off than you were before. It's that simple.

Peter F. Crescenti, Special Consultant, PAIDEIA, Inc.

TO LEARN MORE FROM PETER CRESCENTI ABOUT THE PUBLIC RELATIONS SERVICES OFFERED BY PAIDEIA, Inc. , COMPLETE THE FORM BELOW AND SEND IT TO PAIDEIA, Inc. AT dbl@paideia-inc.com.

- 1. Our school has an Advancement/Development officer responsible for the usual duties Yes No
- 2. Our school has an Alumni officer responsible for the usual duties Yes No
- 3. Our school has an Admissions officer responsible for the usual duties Yes No
- 4. Our school has an Athletic Director responsible for the usual duties Yes No
- 5. Our school has a College Placement officer responsible for the usual duties Yes No
- 6. As Head of School, I am essentially without administrative support to fill these duties Yes No
- 7. I’d like our school to be better known in our community and its achievements honored Yes No
- 8. I’m confident that we are already conducting public relations satisfactorily Yes No
- 9. Here’s a one-page example of a recent press release we submitted for public relations Yes No
- 10. I’d like to know how PAIDEIA, Inc. and Peter Crescenti propose to help our school Yes No

Here’s my definition of what a Christian school’s effective public relations effort should be:

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NAME.....TITLE.....

SCHOOL.....

CITY..... STATE... ZIP.....

EMAIL.....

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