

Re-Positioning Myron B. Thompson Academy

TLC PR was hired as Myron B. Thompson Academy's public relations and communications firm to mitigate negative press and restore the school's image during a crucial period of transition.

TLC PR conducted a full media audit to gauge public perception and media portrayal of past issues related to the school. We also conducted an extensive "listening session" with governing board members, key stakeholders and school leadership to recreate a timeline of events, understand internal issues and define key goals.



To directly address misperceptions in the community, our firm secured editorial board meetings and reached out to community influencers and key legislators to establish open communications. Our messaging focused on providing an accurate picture of events and the subsequent steps taken to address the school's internal issues. We also highlighted improved enrollment, positive academic performance and student success stories.

Our firm secured significant media coverage that featured the school's outstanding academic performance and celebrated its unique learning environment, blending on-line with classroom instruction. Placements were secured in print media, radio and television featuring student talent, new technological advancements and strong academic standings.

Results: The positive media coverage generated awareness of the school; and served to turn around the image that had been negatively affected by inaccurate and sensationalized media coverage. The direct, one-on-one stakeholder outreach dispelled misperceptions and completely restored the school's reputation.

Client Comment: "TLC PR wrapped their arms around this project and walked with us every step of the way as we told the great story of our school to key stakeholders and to the media. We became a fan of this boutique firm because of the attention devoted to us and the positive results."