

2022 National History Academy Media Plan



2022 NHA Media Plan Overview

GOALS

- **Primary:** Gain media coverage for the National History Academy Residential Summer Program. Ideally, we would like to get one top-tier placement and multiple additional placements.
- **Secondary:** Engage and create awareness around National History Academy overall, increase visibility and exposure of the programming amongst funders, build media relationships on behalf of Journey Through Hallowed Ground.

TARGET AUDIENCES

- The informed and interested public
- Potential funders
- Future participants (and those who would inspire future participants)

STRATEGY

- The NHA is starting from a mostly cold list, so our primary goal in this year's outreach will be to build relationships with contacts and present unique angles with tie-ins to trending topics
- Since coverage for NHA has been limited in the past, we want to do what we can to get some quick hits in order to boost exposure. The plan being to target local markets who will be likely to pick up the story (particularly in VA, DC, PA)
- Create materials that will help NHA participants amplify their own participation in order to further help with amplification and also to increase SEO

ACTIVITIES

- Begin to build up a media list on behalf of JTHG/NHA
- Create personalized pitches for top-tier and industry outlets, leveraging existing relationships to either gain coverage and/or facilitate appropriate introductions
- Support the development and production of any relevant stories
- Develop and deliver a media advisory for Target Market Pitches
- *May consider a locally focused wire release*
- Create a press release template for NHA to deliver to participants
- Manage and maintain outreach tracker:
<https://docs.google.com/spreadsheets/d/1-bQP6Nw7V511Jny0M9558Z4cZVSnY9zZeSydZ43caGs/edit?usp=sharing>
- Identify additional strategies to help amplify stories/NHA

Messaging and Outreach

SUMMARY

Inspiring students to learn about the foundations of American democracy.

DETAILS

Four-week experiential, collaborative and participatory learning experience that uses history to examine present day problems.

WHEN

Sunday, July 3, 2022 - Friday, July 29, 2022

WHERE

Foxcroft School in Middleburg, VA

Additional locations to be added based on pitch/outreach.

PITCH ANGLES

- Key Speakers (TBD)
- Could one summer program help mend America's political divides?
 - Using history as a lens to view today's most pressing issues, e.g.
 - Race in America - Critical Race Theory
 - Second Amendment Rights
 - Teaching a truly diverse group of students how to listen to, and question, people who disagree with them.
 - The power of teaching history in divisive times is that it helps to contextualize current events.
- How do we teach our history in 2022?
 - Given everything that has happened in the last few years when we cannot even agree on the facts of what has occurred and the landscape of misinformation.
 - The transformative power of studying our nation's history to understand our present.
 - In this digitally driven era, it's easy for students to feel disconnected, a feeling that was only enhanced by COVID-19.
 - This immersive experience introduces students to the idea that history is happening in real time.
 - It enhances their social literacy in remarkable ways.

BOILERPLATE

National History Academy offers a life-changing immersive summer education opportunity to students from across the country who care deeply about our country and our history. The Academy is designed to inspire 90 highly-motivated 10th, 11th and 12th grade students to learn about the foundations of American democracy and the responsibilities of citizenship.

Talking Points

- Unique teaching methods - Our curriculum, taught by master teachers, challenges students to participate and interact with fellow students and historic places, and is built around four components: (1) Harvard Business School history cases; (2) parliamentary debates; (3) a speaker series; and (4) visits to the defining sites of American history.
 - Case Method Institute Cases - Students will read and discuss five cases from the History of American Democracy curriculum developed by Harvard Business School Professor David Moss.
 - Braver Angels debates - National History Academy partners with Braver Angels on a parliamentary debate program that encourages the discussion of challenging modern-day issues in contrast to the historical debates studied in the cases.
 - Guest Speakers. Nationally recognized guest speakers supplement classroom activities. Past speakers include American Civil War Museum CEO Christy Coleman, Academy Award-winning actor Robert Duvall, Smithsonian National Museum of the American Indian Curator Cecile Ganteaume, Civil Rights leader Ernest Green, Lincoln biographer Matthew Pinsker, former Chairman of the Federal Election Commission Trevor Potter, former Pennsylvania Governor Tom Ridge, financier David Rubenstein and other prominent historians and leaders.
 - Historic Site Visits - Students will gain behind-the-scenes access to many of the defining sites of American history.
- During the summers of 2018 and 2019, 170 students from 37 states and two territories came together for a collaborative and participatory program. Due to the pandemic, the program moved online for 2020 and 2021 allowing many more students to participate from around the world. We are returning to inperson programs in 2022, while continuing to offer virtual visits for schools.
- The students for both in person and online were incredibly diverse. The in person programs had the following representations: 41% White, 13% African American, 16% Asian American, 21% Hispanic or Latinx, 7% Multi-ethnic, 1% Middle Eastern, 1% American Indian. Over half received partial or full financial aid. They truly represented all of America.

June Timeline

June 6 - 10

- Beekeeper priority pitches placed
- NHA connections placed
- Press release template for students drafted
- Media moment opportunity monitoring
- Media Advisory draft

June 13 - 17

- NHA connections transitioned to Beekeeper
- Beekeeper priority pitch follow ups
- Beekeeper targeted local outlet research
- Press release template delivered to students
- Continued media list building
- Media moment opportunity monitoring

June 20 - 24

- Continued media list building
- Beekeeper priority pitch second tier follow ups
- Media moment opportunity monitoring

June 27 - July 1

- Continued media list building
- Media moment opportunity monitoring

July

- 1-2 week lookaheads with potential outlets
- Ongoing support

For questions and follow-ups please contact
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