



**New West
Communications**

**Communications Update
October 11, 2023**

THE DIMINISHED NEWS MEDIA

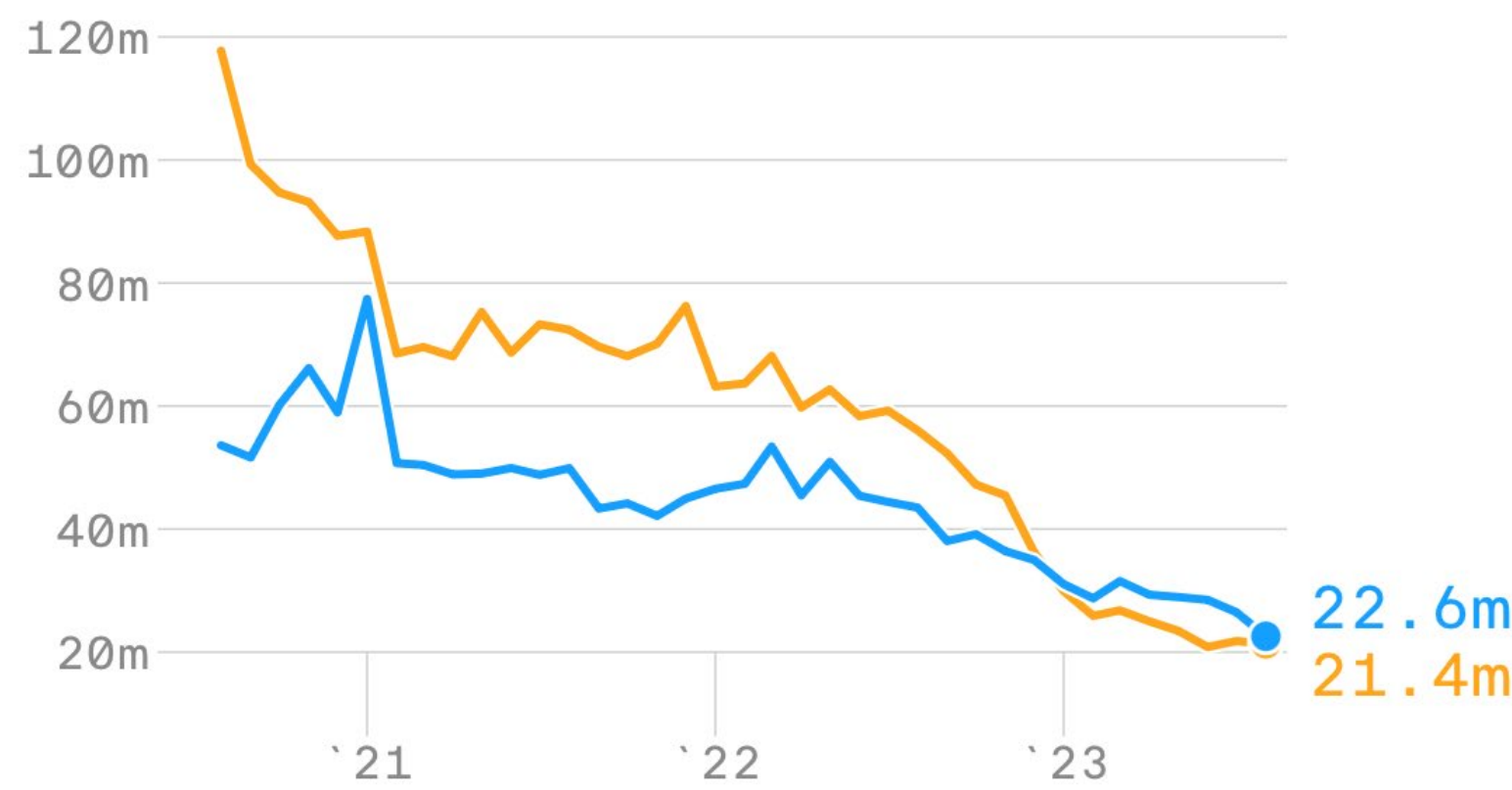
According to a report from the Local News Initiative at Northwestern University, since 2005, Texas has lost more newspaper journalists per capita than any state other than California or New Jersey.

DIGITAL NEWS PRODUCTS ARE NOT FILLING THE VOID

Facebook and X referrals to top news sites

Monthly; August 2020 to August 2023

X (formerly Twitter) Facebook



THE COMMUNICATIONS IMPERATIVE

With the news media so diminished, we must make the most of resources and platforms that allow us to communicate directly with policymakers, influencers and members of the public.



TSA MESSAGING COMMITTEE

Thank you to these districts for serving
on the TSA Messaging Committee:

Irving ISD

Tyler ISD

Killeen ISD

Lubbock ISD

Northside ISD

Klein ISD

TSA MESSAGING COMMITTEE

Purpose of the TSA Messaging Committee:

- Share messages, content and information among communicators
- Ensure TSA messaging aligns with districts' work
- Identify areas where content from TSA can be helpful
- Serve as a sounding board for strategies and tactics

TSA Advocacy Action Ceter



[ABOUT](#) [ADVOCACY](#) [NEWSROOM](#) [MEMBERS](#)



Texas School Alliance

A superintendent-led education organization comprised of 45 school districts across the State of Texas representing over 2.2 million Texas public school students.

ADVOCACY ACTION CENTER

 **40% of all students in Texas**

 **43% of the state's economically disadvantaged student population**

 **57% of the state's emergent bilingual student population**

About Us

The Texas School Alliance (TSA) represents 45 of the largest school districts in Texas. TSA districts educate 40% of the state's students.

As a superintendent-led organization, we utilize a thorough process to research and consider significant education policy issues of the day – ranging from school finance to teaching and learning to assessment and accountability. We also study specific topics and work to promote and

<https://texasschoolalliance.org/advocacy/>

TSA Advocacy Action Ceter

Speak out against vouchers!

The Texas Legislature is meeting to consider whether to send taxpayer dollars to private schools. Please tell the people who represent you in the Texas House and Texas Senate that you do not support private-school vouchers. Let them know you support local public schools!



Please provide your contact information so that we can send your message to the members of the Texas Legislature who represent you.

Contact Information

Prefix (required) ▾

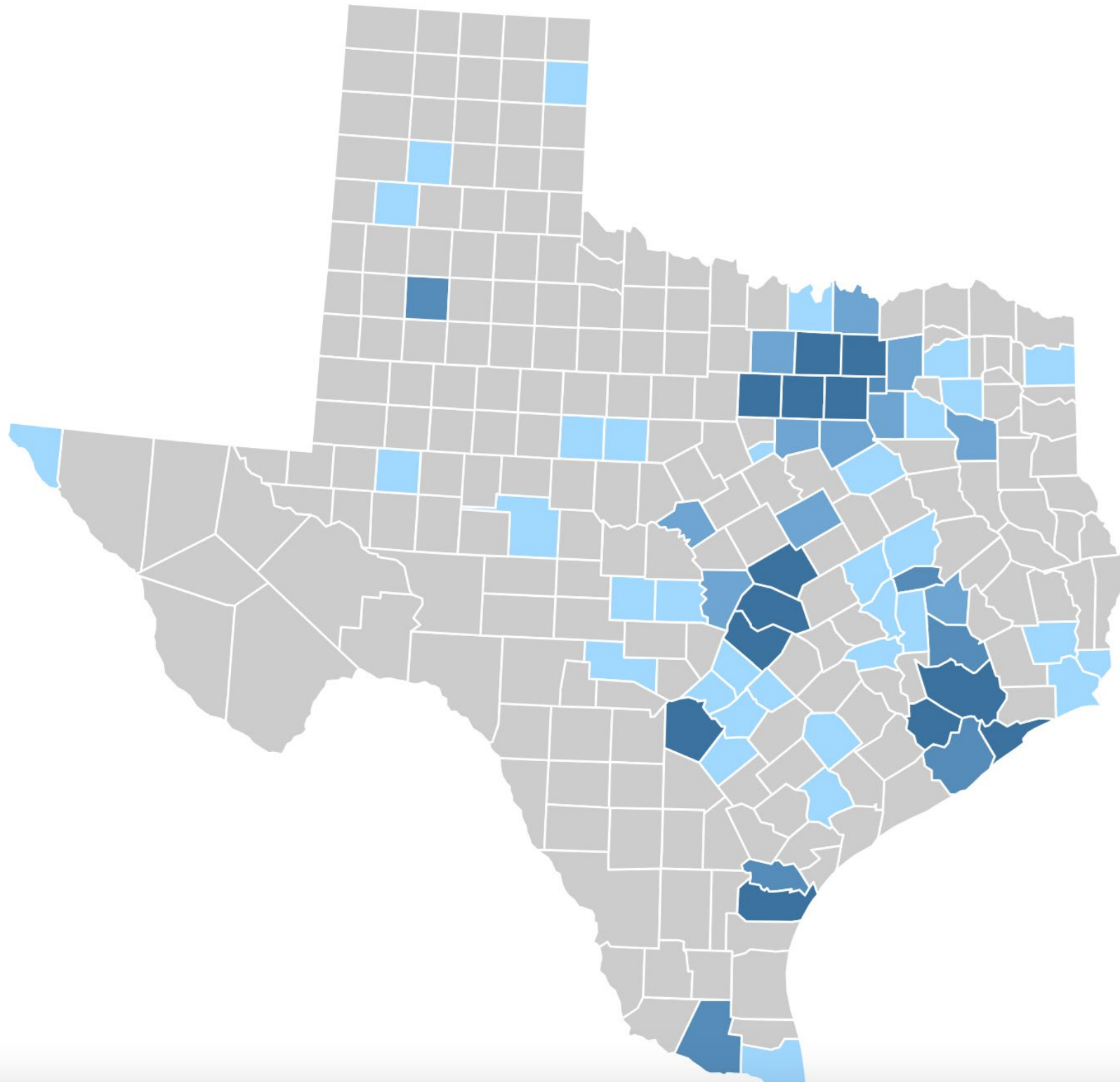
First Name (required)

Last Name (required)

Message

Texas State Senator

TSA ADVOCACY ACTION CENTER



Between Saturday morning and 7 p.m. Monday, **1,372** emails opposing vouchers were sent to legislators through the TSA platform.

RESOURCES FOR DISTRICTS



For talking points, social graphics, one-pagers and other TSA communications materials, go to <https://bit.ly/TSAMessage>

CONTACT INFO

Jason Embry

Jason@NewWestComms.com

(512) 560-3876

