

**THURSDAY, DECEMBER 1, 2011
11:00 PT / 2:00 ET**



USING THE MEDIA AS A FORCE MULTIPLIER FOR DROPOUT PREVENTION & RECOVERY

***PRESENTED BY:
MATTHEW D. LA PLANTE***

While you are waiting for us to begin, please type your answers in the “Chat Text Box” or let us know when you call :

- **Name of your school/organization & location**
- **Your role at that site**
- **What brings you to this discussion today**

Bring the big guns

Using the media as a force multiplier for dropout prevention and recovery

Matthew D. LaPlante

**assistant professor of journalism and communication,
Utah State University**

editor, NoDropouts.org





NoDropouts.org

Dedicated to promoting an ongoing conversation about all the ways in which students, parents, teachers, administrators and community allies are fighting — and winning — the battle against the dropout epidemic.

NoDropouts

Flexibility | Accountability | Support





NoDropouts.com

The American Academy works with more than 40 school districts, nationwide, to give dropouts the opportunity to return to school through flexible online learning environments, supported by expert teachers, mentors, tutors and local advocates.

NoDropouts

Flexibility | Accountability | Support





Matthew D. LaPlante

“Matthew LaPlante isn't a journalist. He's out to hurt you... I believe this man is an ideologue who's out to hurt you, and he shouldn't be working in any major newspaper.”

- *Bill O'Reilly*

NoDropouts

Flexibility | Accountability | Support





Kamala Harris

“Ultimately, we have to stop playing small ball and adopt a more intelligent game plan... that means recognizing the connection between public safety and public education, and long-term linkage between the high school dropout rate and the crime rate.”

NoDropouts

Flexibility | Accountability | Support



Gen. Colin Powell

“When a nation is engaging in war, every resource and tool should be used to achieve decisive force against the enemy.”



NoDropouts

Flexibility | Accountability | Support



NoDropouts.org

- Pre-school I.D. of at-risk families.
- K-3 benchmarks.
- Anti-truancy initiatives.
- Parental support programs.
- Mentorship.
- Alternative schools.



NoDropouts

Flexibility | Accountability | Support



NoDropouts.org

- Child care.
- Community support networks.
- Credit recovery.
- Dropout recovery.
- Adult ed. options.



NoDropouts

Flexibility | Accountability | Support



Propaganda

“Information intended to promote a (just) cause”



NoDropouts

Flexibility | Accountability | Support



Old Media

- Newspapers.
- Television.
- Radio.
- Magazines.
- Newsletters.



NoDropouts

Flexibility | Accountability | Support



New Media

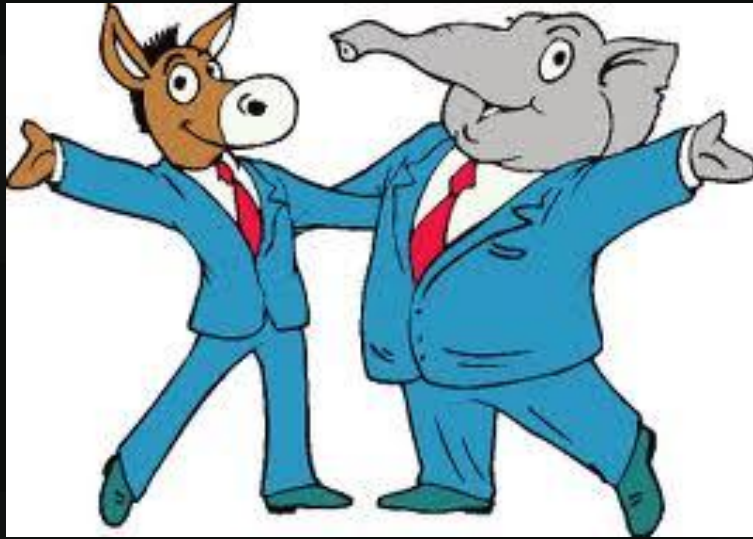


- Facebook.
- Twitter.
- Blogs.
- E-mail.
- Electronic newsletters.
- YouTube.

NoDropouts

Flexibility | Accountability | Support





An issue for everyone

- Bridges political divides.
- Compelling stories.
- Compelling social need.

NoDropouts

Flexibility | Accountability | Support





Rule #1

Tell your own story by employing the new/social/citizen media to “set the table.”

NoDropouts

Flexibility | Accountability | Support





Newspapers

- Interested in events and changes
 - graduations
 - new programs
 - changes to old programs
 - new numbers
 - benchmarks

NoDropouts

Flexibility | Accountability | Support





Broadcast

- Interested in events
 - graduations
 - sports
 - plays
 - things you can see

NoDropouts

Flexibility | Accountability | Support





Privacy

Don't assume you always know what level of privacy is in a student's best interest. Put them in control of their own story.

NoDropouts

Flexibility | Accountability | Support





The Public “attaboy”

- Positive public pressure.
- Encouragement for other at-risk students.
- Shared accountability for success.

NoDropouts

Flexibility | Accountability | Support



Victor

“They said, ‘we’ve finally got a kidney for you’ and they rushed me to the hospital. They hooked me up to an IV and started getting me ready for surgery... and then the doctor came in and said, ‘never mind, go home, this isn’t your day.’”



NoDropouts

Flexibility | Accountability | Support





What the world thinks

- Lazy.
- Unintelligent.
- Incapable.
- Poor grades.
- They “gave up.”
- Lost cause.

NoDropouts

Flexibility | Accountability | Support





What we know:

- Pregnant and/or parenting
- Sickesses.
- Learning disabilities.
- Economic hardships.
- Bullied.
- Transient.
- Abused.
- CAPABLE!

NoDropouts

Flexibility | Accountability | Support



Bring the big guns

Using the media as a force
multiplier for dropout
prevention and recovery

Matthew D. LaPlante

editor@nodropouts.org

matthew.laplante@usu.edu



THANK YOU
for participating today!



**LET'S CONTINUE THE TALK AT
THE RAPSA BLOG**

[HTTP://RAPSAPD.NING.COM](http://rapsapd.ning.com)

**FOR MORE RAPSA RESOURCES, VISIT
[WWW.RAPSA.ORG](http://www.rapsa.org)**

**Interested in
presenting a
RAPSA Webinar?**

**Email us at
info@rapsa.org**

Questions about RAPSA?

Eileen Holmes

RAPSA Director

eileen@rapsa.org

858.775.3819