

Quick Facts

- Offers Web-based access to more than 2,000 fully searchable U.S. newspapers, plus national newswires and national and local TV news transcripts
- Provides critical information to help you make better decisions
- Helps you address significant issues, learning from the experience of other school districts
- Sends e-mail alerts automatically when your school district and subjects you choose are mentioned in the news at the local, state and national level
- Enables you to easily search and retrieve relevant articles based upon user-defined search criteria
- Increases your reach and your productivity

A powerful news service for superintendents, department leaders and communications staff

Updated daily and offering deep archives, *Alerts & Research Service for School Leaders* is a comprehensive Web-based resource offering news video clips, content from national newswires, both national and local TV news transcripts and more than 2,000 fully searchable newspapers across the United States.



Leverage this comprehensive database

Alerts & Research empowers you and other school leaders to take action based on information from sources in your state and across the nation. You can learn how other districts are addressing challenges such as No Child Left Behind standards, wellness programs and crisis situations. *Alerts & Research* enables you to:

- make better informed decisions across your school district
- identify and address significant issues and crises while benefiting from the experience of others
- gain valuable perspective with current news coverage and years of archives
- increase your productivity

Be prepared to answer questions about your district

Alerts & Research streamlines the process of tracking media coverage about schools, staff, students and issues that impact your district every day. You and other school leaders will automatically receive email alerts when your district, or any other subject you choose, is mentioned in the news—anywhere—at the local, state and national level. With *Alerts & Research* you will be able to:

- be well informed on current news of critical interest to your district
- avoid being caught off-guard
- be better prepared to have answers for the public
- increase your reach and effectiveness

NewsBank is currently offering a free four-week trial of *Alerts & Research Service for School Leaders*.

For more information, contact a NewsBank representative by calling 800.762.8182 or emailing sales@newsbank.com.