

# MEDIA COVERAGE QUICK TIPS



## Media Relations Made Easy What to Do...When Media are Covering a Positive News Event at Your School

### YOU HAVE INVITED THE MEDIA TO VISIT YOUR SCHOOL

Notify the Public Information Office (PIO) about the date, time and name of media outlet(s) visiting your school. Also, provide brief details about what is taking place. Remember to keep your cadre director informed.

#### Public Information Office - Media Contact Information:

Tracy Clark, Chief Public  
Information Officer, 754-321-2616  
Nadine Drew, PIO Specialist, 754-321-2300  
Cathleen Brennan, PIO Specialist, 754-321-2300



### PREPARING FOR A REPORTER'S VISIT

- **The media MUST follow established rules at your school.** This includes:
  - ▶ Checking-in at the front office. Ensure your front office staff members are aware of the media's visit and are ready to welcome them.
  - ▶ Being accompanied on campus at all times.
- **If multiple media outlets are coming to your school,** have representatives ready to greet and escort them to the appropriate location.
- **NO student** can be interviewed or photographed unless he/she has a current media release, signed by a parent or guardian, on file at the school giving permission.



### PREPARING FOR A MEDIA INTERVIEW

- **Notify the PIO** and your cadre director about the interview. Additional guidance will be provided, if necessary.
- **Anticipate the most likely questions.** Determine whether your responses will require any special efforts, such as gathering data. By anticipating the questions, you can begin planning your responses.
- **Develop three to five key messages** to work into your responses. These are the most important things you want the reporter to know from the interview.
- **Remember the 10-second rule.** Reporters will only use portions of your responses for their stories, so keep your answers concise. For example, the typical "sound bite" in a television news story is only about 10 seconds. If your answers are too long, the reporter will shorten them, meaning your full message won't be heard.
- **Never guess.** During an interview, if you don't know the answer to a question, tell the reporter you will research it and get back to him/her as soon as possible. Be respectful of the reporter's deadline to receive the information.



### MEDIA REQUESTS FOR ROUTINE INFORMATION

School leaders are authorized to respond to media requests for routine information. This may include: enrollment numbers, school hours, academic programs, extracurricular activities, student activities, awards and honors, assemblies, performances, concerts, etc. **If you are unsure whether the information being requested is of a routine nature, contact the PIO for assistance.**

To access the complete Media Relations Made Easy Guide, visit the Marketing & Communication Center at [web/communications](http://web/communications), and click on the Marketing Toolkit.

# SCHOOL INITIATED MEDIA CONTACT

01

School has an event or subject it wants the media to cover or publicize

2a

School contacts the media (phone call and/or press release)

2b

School provides same information to the Public Information Office

03

Media receives information from school

04

Media covers event/publicizes information

**\*ANY documents provided to the media must also be provided to the Public Information Office (news releases, reports, statistics, audits, etc.)**



SCHOOL HAS AN EVENT

2a

SCHOOL CONTACTS THE MEDIA



SCHOOL NOTIFIES PUBLIC INFORMATION OFFICE

03

MEDIA RECEIVES INFORMATION FROM SCHOOL



04

MEDIA COVERS EVENT/ CONDUCTS INTERVIEW

