# MEDIA COVERAGE QUICK TIPS









### Media Relations Made Easy

What to Do... When Your School is Facing Negative Media Coverage

#### MEDIA INQUIRY ABOUT A

# **CONTROVERSIAL/NEGATIVE**<sub>ISSUE</sub>

Contact the Public Information Office (PIO), and notify your cadre director and the Office of Service Quality (OSQ) at 754-321-3636.

# 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

#### WHEN A

# REPORTER ARRIVES UNEXPECTEDLY AT YOUR SCHOOL

- Stay calm. Notify your cadre director, the OSQ and the PIO.
- You have the final say when it comes to your school. If you do not want a reporter to visit your campus during the school day, politely advise the reporter to leave. Refer the reporter to the PIO for assistance.



breaking

"I understand your request. However, at this time we're going to ask that you remain off campus and contact the Public Information Office for assistance."

- A reporter does have the right to be off school campus (off District property) on public property to cover a story about your school. When this happens, notify your school resource officer (SRO) and ask that the SRO monitor the situation. Notify the PIO about the media coverage.
- If your school is hosting an event or meeting that is open to the public, the media are also permitted to attend. If you have questions, please contact the PIO for assistance.

#### **MEDIA IS**

## **OUTSIDE** YOUR SCHOOL

- The District does not have authority over the media when they are located off campus.
- If you are concerned about the media taking pictures or video of students, you can politely request that the reporter/photographer not photograph or video students who are not with their parents. This is something most reporters will agree to
  - reporters will agree to as a courtesy, understanding that we are trying to protect students' privacy.
- **Contact the PIO** for additional assistance.



# **NEVER SAY "NO COMMENT"**

#### You could say:

- "I understand your question; however, I will need you to contact the District's Public Information Office for assistance."

  NEVER SAY
- "I appreciate your concerns and interest regarding this [issue, situation, event, etc.]. Please contact the District's Public Information Office for answers to your questions."
- [If appropriate] "To ensure the most current information is provided, the District's Public Information Office is responding to media inquiries."

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

# **CONTROVERSIAL & CRISIS SITUATIONS**



#### \*Examples of potential controversial or crisis situations:

- Legal Matters
- Crimes
- Safety Issues
- Disciplinary Matters
- Protests
- Disgruntled Employees

- Union Issues
- Employee Wrongdoing
- Fires
- Accidents / Abductions
- Employee Issues On or Off Campus
- Districtwide Issues

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