

# 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 ISSUE

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.

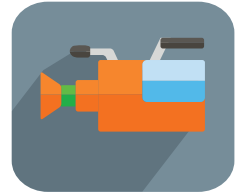


**"I understand your request. However, at this time we're going to ask that you remain off campus and contact the Public Information Office for assistance."**

- **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 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."
- "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](http://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