

MEDIA COVERAGE QUICK TIPS



Media Relations Made Easy Tips for Front Office Communicators

WHAT YOU SHOULD DO WHEN A REPORTER CALLS?

- Always be polite and respectful. Not all media inquiries are about negative stories or issues. The District also relies on the media to help share good news with the public.
- Ask the reporter what he or she is calling about.
- If it has already been determined that the Public Information Office (PIO) will be handling a specific issue, refer the reporter to the PIO at 754-321-2300.



- Never say **“No Comment.”** **Example of how to refer media to the PIO:**
“Thank you for contacting our school. The District’s Public Information Office is handling all media inquiries and will be happy to assist you. The phone number is 754-321-2300.”
- For all other inquiries, ask for the reporter's contact information and deadline, and then notify your principal or supervisor regarding next steps.

School Emergency Phone Numbers

Name _____
Phone Number/Extension _____

Name _____
Phone Number/Extension _____

Name _____
Phone Number/Extension _____

WHAT YOU SHOULD DO WHEN A REPORTER VISITS YOUR SCHOOL UNEXPECTEDLY?

- Always be polite and respectful. Ask the reporter what he or she needs.
- If it has been determined that the PIO is handling the issue, inform the reporter that he/she will need to contact the PIO for assistance and politely advise the reporter that he/she will need to leave the campus.



- Never say **“No Comment”** or **“We were told not to talk to you.”** Examples of how to ask media to leave campus:
“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. You can reach the office at 754-321-2300.”
- Notify the principal (or designee) of the media's presence and request. If applicable, also notify your School Resource Officer that media has been asked to leave campus.
- If you are unsure whether the PIO is handling the issue, ask the reporter to have a seat in the office lobby while you contact the principal for direction and next steps.

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

Broward County Public Schools • Public Information Office • 754-321-2300

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