



MEDIA RELATIONS

It's going to happen. Sooner or later, as a school administrator, you will have to communicate with the media.

But it doesn't have to be a painful experience. Contrary to popular belief, reporters aren't that bad. In fact, in most cases they are responsible people doing a tremendously difficult job under extreme pressure and deadlines. It is important to understand that fact when working with reporters.

This booklet is designed to help you through the media relations process. For those of you who are well versed in media relations, this publication will be a good refresher. For anyone new to this process, this booklet will take you step-by-step through media relations, providing guidance and tips on how to work well with reporters.

Media relations is not an exact science. In fact, your experiences working with reporters will vary from case to case and reporter to reporter. From getting the good news out about your school to handling crisis situations, this booklet is designed to help you.

Remember, when working with the media, knowledge is the key.

IMPORTANT PHONE NUMBERS

Communications & Media Relations:	754-321-2300
Safety Department:	754-321-4200
SIU/Professional Standards:	754-321-0735
Your Area Office:	954-_____