



# THE MEDIA - WHY DO WE NEED THEM?

"All they do are bad stories."

"They never look at the positive things happening, just the negative."

*"They don't care if they get it right, just that they get it first."*

Sound familiar?

For many of us, these statements express how we feel about the media. While there may be some truth to these sentiments, there are three things that are fact:

- (1) The media isn't going away anytime soon;
- (2) Sooner or later, as a school administrator, you'll have to deal with them;
- (3) They can help us get our Good News out to the public.

You may ask: "Why do I have to talk with reporters? Can't someone else do it?"

Well, in some cases yes. If an emergency situation or crisis arises at your school, the Community Relations Department is in place ready to spring into action and help you. But during the course of a school year, there are times when **you** will be the point-person for the media.

We all know things happen in and to our schools that are not always positive. And reporters are quick to cover many of them. They also shine the spotlight on many of the "good" things that happen, too. And **that's** why we need them - they are the main conduit that provides information to our community.

You have to look at it as a give-and-take situation. If you want reporters to cover a "good" thing at your school, you have to be available to reporters when something "bad" may happen.

We want the **whole** story of education to get out, which is why we need to work as best we can with the media. If we just allow them to cover the "bad" things and don't work to promote all the positive things happening, our community is going to get an even more slanted view of Broward's school system.

It's a delicate balancing act - and it isn't perfect.

So don't view the media as the "enemy," but rather an "ally" when it comes to promoting all the wonderful things happening at your school. You, your staff and your students work hard, and all of you deserve to be recognized.

And *that* is why we need the media.