



WHO SHOULD WORK WITH THE MEDIA?

Remember, working with reporters isn't all gloom and doom. Sometimes reporters are calling about something "good" that's happening.

It can be anything from wanting to take photographs of new classrooms (good) to reporting on an accident involving students on campus (not so good). Depending on the situation, different people may take the lead when talking with the press.

In most cases, the principal should be the main point person when working with reporters. However, in some cases, a staff member other than the principal – but authorized **BY** the principal – can be the one to work with reporters (i.e. assistant principal, guidance counselor, etc.) That is usually for "soft news," such as:

- Upcoming PTA event
- Holiday celebration
- Student or staff member honored
- Character Day in the media center
- Tips on getting scholarships and financial aid for college

When it comes to emergency situations, the principal **MUST BE** the point person for the school. That does not mean; however, that the principal will be left all alone, solely responsible for talking with reporters.

During a crisis, the **Communications & Media Relations Department** will step in and provide a "spokesperson" who talks directly with the media. Communications & Media Relations will work with the principal to gather information as well as provide the principal with updates and instructions on anything that needs to be done.

Remember, Communications & Media Relations can help you through these situations – and there is no such thing as a silly question. That is why the Communications & Media Relations Department is there – better to ask now than be sorry later.