



# SCHOOL INITIATED MEDIA CONTACT



- 1 School has an event or subject they want the media to cover or publicize
- 2 School contacts the media (phone call and/or press release)  
2a) School provides same information\* to Communications & Media Relations & Area Office
- 3 Media receives information from school
- 4 Media covers event/publicizes information
- 5 Everyone is happy

\*ANY documents provided to the media must also be provided to Communications & Media Relations (news releases, reports, statistics, audits, etc.)