How to Talk to the Media… or Not

• REMEMBER THE POWER OF THE MEDIA
• WHEN THE MEDIA CONTACTS YOU, LET THE COMMUNICATIONS OFFICE KNOW
• YOU ALWAYS HAVE A CHOICE, TO TALK OR NOT
• ALWAYS BE PREPARED

• DON’T WING IT
• DON’T TRY TO MEMORIZE ANSWERS
• DON’T FEEL OBLIGATED TO ANSWER EVERY QUESTION
• NEVER LIE

• NEVER SAY NO COMMENT
• IF YOU DON’T UNDERSTAND A QUESTION, ASK THE REPORTER TO REPEAT IT OR REWORD IT
• NEVER, EVER FEEL OBLIGATED TO TALK IN AN AMBUSH
• IF YOU CHOOSE NOT TO TALK…REPORTERS WILL GET THE STORY ANYWAY
Crisis Situations

- DON’T TRY TO HANDLE THE MEDIA ALONE
- AT A SCHOOL’S WORST OR MOST DEVASTATING TIMES, MEDIA IS NOT AT ITS BEST
- IF A CHILD IS MISSING OR ABDUCTED, MEDIA WILL BE AT YOUR SCHOOL
- DON’T HESITATE TO ASK FOR HELP WITH SKY ALERTS
- CRISIS SITUATIONS CAN BE CONTROLLED, DEPENDING ON HOW WE HANDLE THEM

EVERY SCHOOL HAS GREAT STORIES.
WE WANT TO TELL THEM!
• OUR WEBSITE AND FACEBOOK PAGES ARE NOW THE HEADLINE NEWS OF THE DISTRICT, UPDATED ALMOST DAILY
• VISIT THE WEBSITE www.jordandistrict.org
• FACEBOOK www.facebook.com/jordandistrict
• YOUTUBE www.youtube.com/user/jordanschooldistrict
• IN OUR EYES EVERYTHING IS A STORY, WE WANT YOU TO SHARE IT ALL

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Any Thoughts?