

NEWS MEDIA RELATIONS

Steps of Action:

- * Notify the Colcord Public Schools Administrators
- * Administrative Spokesperson: Administrator or Designee

In dealing with the media during or after a crisis, remember these important points:

1. Be accessible.
2. Designate an area for the media, both inside and outside the school.,
3. Know what is being done to help students and staff cope with the situation.
4. Be prepared. Be honest. Be brief. Stick to the facts, and stress student safety.
5. Confidentiality must be maintained to protect students' rights. Only directory information may be released.
6. Never say, "No comment." Instead, say, "I will have to get back with you on this matter."
7. Remember, few things are ever "off the record," and the interview is not over until the reporter leaves.

**Sample Crisis Media Release:*

Thank you for your concern, our staff is assessing the situation at this time. We are keeping the Administration apprised of everything that is taking place, so we ask that you contact the Administration for any information and arrangements necessary for your coverage.

It is important that we protect the privacy and welfare of our students, so we also ask that you please not tie up our school phone lines with calls, attempt to take pictures, or conduct interviews without contacting our Administration.