

# Making peace with NEWS Media

## How to celebrate the good news

- Know your reporters
- Contact the news media via email or phone
- Contact the LPS communications department
- Web and social media
- Vigilance and persistence

## How to celebrate the challenging news

■ Simple as it may sound, the best approach with the news media is to tell the plain truth – as much as possible – and tell it promptly. Deal with a crisis head-on. If you act like you're hiding something, people think you're hiding something. If you're evasive or difficult to reach, media folks push harder. If you wait – other people have the opportunity to frame the wrong message.

- Create a communications plan – a very simple plan
  - Who are the audiences you need to reach?
  - How will you reach them?
  - What are the messages you want to share? Formulate your major, key messages and talking points.

■ Don't wait for others to frame the story, act:

- Answer the reporter calls
- Create a press release – hold a press conference
- Website
- Social media

■ Your messages in challenging times should always include:

1. A clear, honest picture of the situation.
2. If necessary, an apology or expression of sympathy. (“We apologize for any concern that might have been caused...” ETC.)
3. Make this an opportunity to “turn” the story – how has this opened opportunities to do better, improve? What are you doing to improve the situation/prevent something like this from happening again? (“We are reviewing/analyzing/researching/investigating...to see what happened and improve our policies/procedures/etc.”)

■ Remember: It is always about the students. (“We are doing everything possible to ensure that our students are safe at all times...”)