

Making peace with NEWS Media

QUICK Tips

If you are talking with a news reporter – soon – here are some quick tips.

DO:

Return calls.

Treat reporters with respect as professionals.

Collect your thoughts ahead of time.

Consider and formulate three major messages you want to share.

Know that honesty builds credibility.

Keep it short and succinct.

Be completely clear about whether you are speaking for

the entire Board of Education – as one Board member – or an individual citizen.

DO NOT:

Speculate or guess or “fudge.”

Go off the record.

Lose your cool.

Use trade jargon, education-ese or abbreviations.

Say “no comment.”

Ramble and chat.