



SHARING THE NEWS

Events, Activities & Information

Tips for working with our Public Information Liaison

Things To Consider



When Taking A Photo or Video

- Is this newsworthy?
- Does the photo tell a story?
- Does the student have photo permissions? Do I have permission to take this person's photo?
- Is the photo appropriate? Not too silly, no hand gestures, etc.
- Will the photo interest people to read a caption and/or accompanying information?



Photo/Video Ideas & Suggestions

- Students engaged in learning
- Showcasing a completed project
- Demonstrating a science experiment
- Demonstrating a new skill
- Students working or reading in their favorite spot
- Students receiving and/or showing an award, certificate, trophy, etc. they earned



Are You Having An Event, Activity, Or Assembly You Would Like To Invite The Media But Not Sure How?

- Contact our Public Information Liaison, Amy Hoffer, 1 to 2 weeks prior to the event to collaborate in writing a media advisory. The advisory needs to include event details (who, what, when, where, why).
- Amy will distribute the media advisory to media outlets. However, if the faculty/staff member has a relationship with a member(s) of the media, they may want to send the advisory.
- Should any of the information change (Ex: date, time, location) after the advisory is distributed please let Amy know so she can send the updated information the media.
- Members of the media typically do not confirm whether or not they will be able to attend as it is not known day to day what breaking news could occur. However, always assume media could attend, and make their visit as easy and stress free as possible. (Ex: Have close parking available for them; have a point person who can escort them, etc.) The media member will appreciate not having to worry about these details and will be more likely to want to return to cover future stories.

Please send your photos, videos, & questions to Amy Hoffer, Public Information Liaison

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