

## When Best Practices and Best Interests Collide

### Working with the Media in Public Education

Presented by

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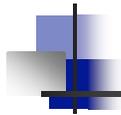
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## Why are We Here?

### **Communication is ESSENTIAL!**

- Leading cause of superintendent unemployment
  - Poor communication (*NSPRA*)
- Primary source of info for parents
  - Teachers and other building staff (*NSPRA*)
- Households with no kids enrolled in your schools
  - 50 to 75 percent (*DOE/ERS*)
- Top duties for school boards include
  - Building public confidence in schools
  - Serving as the public's link to their schools (*NSBA*)

## What are we talking about?

- Working with the media in public education
  - Gonna work with 'em? Gotta understand 'em!
- Examine the state of the media today
  - Solid base of national research
    - Project for Excellence in Journalism
    - Institute for Public Relations
- Tips and best practices
  - For working with the media



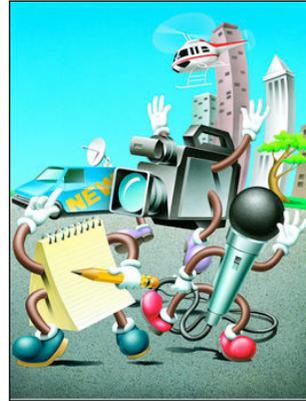
## The News Media of 2008

- It's a fiercely competitive business
- Media must balance
  - Entertainment vs. newsworthiness
  - Speed vs. accuracy
- 24/7 industry
  - Cable, Web streaming, Podcasts, cell phones, video cameras, RSS, MySpace, FaceBook, etc.
  - Blurs traditional media communications
- Driving forces of change include
  - Technology, budgets and consumer lifestyles

## Where do we get our news?

- 2007 Zogby poll identifying “important news sources”

■ Web	81%
■ TV	78%
■ Radio	73%
■ Newspaper	69%
■ Friends/Neighbors	39%
■ Magazines	38%
■ Blogs	30%



## Newspapers

- What do we know?
  - Circulation is declining
  - Advertising revenues decreasing
  - News staff and news hole is shrinking
    - Councils/school boards off the assignment board
  - Online reach is growing/presence improving
    - 97% have RSS
    - 88% post comments on blogs
    - 51% sort stories by popularity
    - 33% allow comments on stories



# Newspapers

- News Investment
  - Staff is being reduced or reassigned
    - Many move from print to Web
  - Becoming more multimedia
    - Nearly all photogs and some reporters shoot video
    - Online presence - video, photos, graphics
  - Prominence of user-generated content
    - Photos, blog postings, comments on stories, etc.

Web Search powered by YAHOO! SEARCH

STLtoday.com

News Business Sports Entertainment Life & Style Multimedia Interact Jobs Autos Homes Marketplace

Top headlines Columns and blogs

## Stardom delayed for local group

They are cute, they are talented, but they were voted off Nashville Star.

► Earlier story about Pearl Heart  
► The Blender on Pearl Heart's elimination

Sponsor deal Popped off Not Nashville Star Outdoors update

community voices

**Today's Talk:** Is there a downside, along with an upside, to corporate sponsorships?

**Recipe Exchange:** No-bake blueberry pie

**Joe's Movie Lounge:** Tivoli's midnight

Featured Reader Photo

Travel: Bring it on home  
► View, share your photos

Popular galleries:

July Fourth 2008

Featured Comment

Always entertaining to hear that the president and presidential candidates think that balancing the budget is so important that they will do it outside of the term they are serving or

NEW Local unemployment rate is highest since 1993

Six percent of the labor force was looking for work in May.

- NEW Arrest made in De Soto toddler's death
- Home-built plane crashes; pilot unhurt
- NEW Former MU president takes over at WVU
- Edwardsville man gets 3 years for gas theft
- McCain here next week for Hunter Farm fundraiser
- Local chef competes in 'Hell's Kitchen' finale
- NEW Oil down more than \$8 in two days
- NEW Fed plans protection for future homebuyers

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LUXE MAGAZINE Showcase

Dillard's  
The Style of Your Life.

community voices

**Today's Talk:** Is there a downside, along with an upside, to corporate sponsorships?

**Recipe Exchange:** No-bake blueberry pie

**Joe's Movie Lounge:** Tivoli's midnight movies

**Featured Reader Photo**



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**Popular galleries:**

- July Fourth 2008
- Feathered Friends
- Spring Flooding 2008

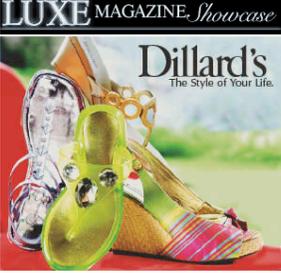
▶ More Photos

**Featured Comment**

Always entertaining to hear that the president and presidential candidates think that balancing the budget is so important that they will do it outside of the term they are serving or running for.

- JiveBomber  
Current Affairs  
▶ More

**LUXE MAGAZINE Showcase**



**Shubert Furniture** **SEVERAL MILLIONS OF DOLLARS TOTAL FURNITURE SELL-OFF!**

**most popular**

E-mailed Stories

1. Tiny dog chews off Alton woman's toe
2. Nun's 'vision' seems clear: It will be the Cubs' year
3. St. Louis U. bars former newspaper adviser from entering the newspaper's offices
4. E. coli high at Lake of Ozarks, state says
5. Backlash to birthday mania
6. City truck crashes into historic diner
7. Dictionary's latest words are worth checking out
8. BOOOOO Jim Edmonds?
9. High (and not so dry)
10. Collinsville police arrest 3 in shooting

sponsored by **Ameron**

▶ Search for an event

**entertainment**

Top picks Restaurants Bars



**Critics' best bets for Tuesday**  
Hudson and the Hoo Doo Cats at Faust Park

**classifieds**

Jobs Autos Homes Misc.

Search Job Postings

▶ Post a Resume

▶ Watch job videos on Now Hiring TV

STIFEL NICOLAUS

Employers Post a Job in Print and/or Online

**post-dispatch picks**

Photography Graphics & Games



▶ View more of our best photos

**audio slideshows**

**Shoeshine man rebuffs time**

Traditional craftsman in an old bus delivers a comforting service to auto dealers in area.

- Visiting mom - in jail
- Roller Derby at work and play
- A goal in sight for Obama intern
- Seeing through the eyes of others
- Middle schoolers bike the Katy Trail
- Mailman thankful to be alive
- Jefferson County Drug Task Force combats meth
- Program that fights for at-risk youth, now at risk itself
- Burlesque plus

**supply the punch line**



▶ Click to suggest a Punch Line caption

**witness reader photo galleries**

Weather Animals Travel



▶ Wacky weather? Show us!

**special reports**

**Reporting for Duty: Soldiers in basic training**

Phillip O'Connor and David Carson followed a group of raw recruits from enlistment through nine weeks of basic training at Fort Leonard Wood. See the video, hear and read their stories.

- Have the Blues 'done left this town'?
- Katrina: Recovery & salvation
- Free to flee
- From Afghanistan
- Feeding Africa

**videos**



Click to Play

00:00

Send View All Digg

Your Vote: ★★★★★ Popularity: ★★★★★

**national and world photos**

News Sports Celebs

**information station**

**Casinos: By the numbers**

Use the search below to find out which casinos have the highest payouts and are the

**featured just in popular**

**Obama in St. Louis**  
Barack Obama says he favors tax cuts for middle class Americans to help stimulate the econ... (July 07)  
▶ Play Video

**Hazelwood Aquatic Facility Opening**  
Excited swimmers flock to the first

## Local TV

- What do we know?
  - Local ratings are declining in “Top 25” markets
  - Journalists are stretched thin (more with less)
    - Backpack journalists
  - Live TV viewing is declining
  - Schedules are shifting
    - Effort to meet changing lifestyles
- Content analysis of local TV news
  - Thinly sourced
  - shallowly reported
  - 12 minute newshole
    - 7 during sweeps



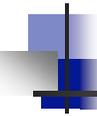
## Local TV

- News Invest<sup>\$</sup>ment
  - Spending on technology, not people
    - Partly attributed to digital TV conversion
  - Adding more news hours
  - Providing news to other platforms
    - Other Web sites, radio, local cable TV, etc.
  - Taking the Web very seriously
    - Average of 4 staffers exclusively for online
    - Embracing concept of crowd sourcing
- Ratings are changing
  - Based on commercial viewership, not programs



## Online News Media

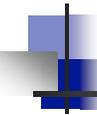
- What do we know?
  - 75% of adults use the internet
  - 71% have been online for news
  - 37% were “online yesterday” reading news
  - “News” - most popular online video category
- Time spent online
  - Content increasing, communication decreasing



## Online News Media

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- Old model - “Walled Garden”
  - Drive surfers to a site and keep them there
  - Content is almost exclusively proprietary
- New model - The Navigator
  - Help surfers navigate through others’ content
- Primacy has become the M.O.
  - Web no longer a supplement to print editions or news broadcasts
  - Becoming the “front porch instead of the back door”



## Online News Media

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- Providing access to deep, supplemental content
- Embraced by newspapers and TV
  - Video, podcasts, photos and graphics
  - “crowd sourcing”
  - User-generated content
- Brought about the birth of “citizen media”

The screenshot shows the NBC Action News website. The main article is titled "Superintendents Collecting Pensions While Working" and is reported by Aaron Keller. The article text states: "PSRS documents name at least 20 administrators who were working for schools while collecting pensions. Superintendent Gene Rice retired from the Fair Grove District but kept working as a part-time superintendent. His yearly income went up by an estimated \$23,600. William Marcus did the same thing in the Fordland School District and got an extra \$22,500. Don Sentl retired from the Clayton School District, took the lump sum from his pension and went straight back to work the next month. PSRS told him it was fine, and that he'd eventually get two retirement checks for two separate stints as superintendent." A quote from a source reads: "Some of it is just astounding to see what they're getting away with. It's not what the system was meant to do." The article includes a list of attachments: "Marcus correspondence with PSRS (98.5KB)", "Sentl correspondence with PSRS (98.0KB)", and "Tavaeu employment documents (1.3MB)". The website also features a sidebar with navigation links, a video player for "Action News INVESTIGATORS DOUBLE DIPPING", and a weather forecast.

## Citizen News Media

- Citizen media and Web 2.0
  - Forces that will change public relations forever
- Over 1/3 of surfers engaged in user-generated content
- Redefining journalism as we know it
  - Citizens becoming reporters and publishers
  - However ... without an editor
- Driving the development of social media relations

## South County Truth Spot

This blog has been created by a group of South County residents to refute the misinformation propagated by local bloggers, bureaucrats, public employees, elected officials, labor unions and their shells in the media. We are a bipartisan group whose only interest is to set the record straight and act in the interest of South County taxpayers.

MONDAY, MAY 19, 2008

### ➤ Mehilville School District's Chairman Lays an Egg on Local TV

Last night, KTVI "You Paid For It" reporter Elliot Davis did an excellent story on Mehilville School District's wasteful spending on an outside PR firm. (*TruthDetector: The PR firm is the "union public relations firm" and the very expensive*)

Board of Education Chairman, Tom Diehl *stuttered and stammered* his way through the interview and made virtually no sense at all. We encourage our readers to [watch this interview](#) for themselves.

But the most *idiotic feature* of Diehl's interview was the spectacle of former PR chief, Patrick Wallace filming the interview. Davis asked when viewing Wallace at work "is this the PR firm? No Elliot, this is the \$73,000 a year employee who was recording the proceedings so that Mr. Diehl wouldn't be taken "out of context".

Wallace's appearance as a cameraman was very revealing. Mr Diehl obviously was *unprepared* to defend his own actions and wanted to make sure that Elliot Davis' questions were documented. The *South County Truth Spot* believes that most viewers noticed the *desperation* of the District's spokesman.

#### Our Favorite Sites

- NB** [NewsBusters.org - Exposing Liberal Media Bias](#)  
Essay: The Washington Post, Journalistic Magicians  
1 hour ago
- CNSNews.com Headlines**  
Planned Parenthood Praises Obama's Pro-Abortion Stance  
4 hours ago
- The Source**  
Cordish Kay Contribution Watch Day 19  
6 hours ago
- NRO** [National Review Online](#)  
Kahane: Barrack  
10 hours ago
- KY3 Political Notebook**  
Less Driving Dries Up Gas Tax Money For Roads  
14 hours ago

## Social Media

- Social media is:
  - User-generated (blogs, video, etc.)
  - Sticky and viral
  - Often a source of info for journalists
  - Garden hose of key communicators
- Research of PR pros shows that
  - 72% of feel SM compliments traditional media
  - 80% agree that blogs and citizen media influence coverage of traditional news media

## Working with the Media



## Relationship Building

- Personal Meetings & Tours
- Regular Press Opportunities
- Beyond the Press Release: Phone Calls and Emails
- Placing Reporters on the Key Communicator List

# Proactively Deliver Good and Bad News

- Get Out in Front of the Story
- Some Markets Exist on Localizing National Stories
- Sunshine is the Best Disinfectant (Open Communications)

# Facts and Messages

## Key Points – CHS Wrestlers with Staph Infection

### BACKGROUND INFO

- Two CHS wrestlers have been diagnosed with a staph infection
  - Wrestler #1 was diagnosed on Jan. 18
  - Wrestler #2 was diagnosed weekend of Jan. 21/22
  - In accordance with District policy, both students were kept home from school until they had been on antibiotics for 48 hours
- Two wrestlers from Ladue were diagnosed with staph about the same time
  - CHS has not wrestled Ladue recently but has been as some of the same meets
- In light of above information, District consulting physician recommended that all wrestlers be checked and receive medical clearance before being allowed to return to practice or competition
  - Jan. 24 meet against Priory has been cancelled
  - Physician will be at CHS on Jan. 25 to check wrestlers
  - Wrestlers should be back in action for Jan. 26 meet at the latest
- Communication has included
  - Letters to wrestling parents on Jan. 18 and Jan. 20
  - Calls to wrestling parents on Jan. 23 and Jan. 24
  - Letter to all CHS families on Jan. 24
  - Letter to all Orange Room parents on Jan. 24
  - Draft letter provided to Center of Clayton for classes that use wrestling room
- Letters were sent to parents today as an informative and precautionary measure ONLY
- We take all matters that involve the safety and well-being of our students very seriously

### NORMAL/PRECAUTIONARY PROCEDURES AT CHS

- The District has procedures in place to address issues such as this
- Normal procedures include
  - Cleaning wrestling mats daily with an industrial-strength disinfectant specifically designed to eliminate bacteria such as staph
- Additional precautions taken as a result of these events
  - All wrestlers being medically-cleared before returning to practice or competition
  - Wrestling mats are being cultured to test for the presence of staph
  - CHS locker rooms were closed and thoroughly disinfected

### INFO ABOUT STAPH INFECTIONS

- Staph is not transmitted through casual contact
  - Requires direct physical contact with a wound or drainage from a wound to spread
  - Parents should take action if son/daughter has a wound that becomes infected or changes rapidly
- Standard precautions are your best defense
  - Wash your hands thoroughly and frequently
  - Do not share personal items or athletic gear
  - Be aware of any sudden change in a sore, especially in a sore that becomes a boil

Specific Background  
Timeline  
Action

SQ for Addressing  
Similar Issues

General Background  
Precautions

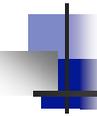
## Media Summits



## Lay Out the Ground Rules

- Training Staff
  - District Media Procedures
- Media Protocol
  - Basic Ground Rules

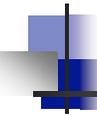




## Social Media Relations

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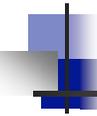
- Measurement
  - Outcomes - hits and keywords
  - Outtakes - online focus group
  - Outputs - content (what people are saying)
- Quantifying
  - Measure links to blogs, views of video
  - Evaluate authority of blogger
  - Understand visitors vs. eyeballs



## Social Media Relations

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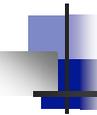
- What to do when it's you
  - Take a deep breath and do your research
    - Look at links, comments, etc.
  - If it's not a crisis, wait and see
  - Don't spam bloggers



## Always Consider ...

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- Audience
- Culture
- Relationships
- Honest
- Simple



## Always Consider ...

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## Resources

- The Project for Excellence in Journalism
  - State of the News Media (2004 through 2008)
  - [www.stateofthenewsmedia.com](http://www.stateofthenewsmedia.com)



- Institute for Public Relations
  - [www.instituteforpr.com](http://www.instituteforpr.com)



- [www.clayton.k12.mo.us/nspra2008](http://www.clayton.k12.mo.us/nspra2008)

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