



Man Bites Dog... *and other relevant stories*

The Media and School Stories

One of the things we in Community Relations often hear from local media is, "Why don't you give us more stories about what's going on in the classroom?" Believe us, we try our darndest to get those great stories and photo ops to the media, but many times we simply don't know about it. We need your help!

The Media Wants... (Stories and Photo Ops)

- Highly visual stories. TV and print photographers love to show students and teachers in action!
- News value – is the program unique to Jefferson City and surrounding communities.
- A story that follows local and/or national educational trends.
- Stories that define key accomplishments.
- Stories about students and staff that will produce an “ahh” or “ohh” moment.
- The cuteness factor. (Generally, but not always, reserved for younger students.)
- Think about an angle for the story – what sets it apart? If we help the media find the angle, they'll do the story.
- In most cases **we** (the District) want to make sure that there is an element of **student achievement** involved. That's an easy case to make.

Even the Good Stories Sometimes Get Passed By

- There are many occasions when you and your students are doing terrific things, but the media still may not cover the story. Frankly, much of their decision is based on how heavy of a news day it is. If your story gets passed over, don't take it personally.

Final Thoughts

- The Jefferson City Public School District's protocol is for **all media to go through the Office of School-Community Relations**. Should you be contacted by the media please refer them to our office before proceeding with the story (and let your principal know as well).
- If you have something you think is newsworthy, but you're not sure, call or email me and we'll talk it over.
- People want to know about the schools. By allowing the media into our world, we build trust and credibility with our community.



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