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# WSD PROCEDURE C8-P2

APPROVAL DATE: 4/1/2024



Superintendent Signature

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## MEDIA OUTREACH

As we continue to engage with the media to share the great stories and achievements of our school, it is essential that our efforts are coordinated and aligned with our communication strategy. To streamline the process and ensure effective media outreach, please adhere to the following procedures when developing story pitches or engaging with the media:

### Story Pitch Development:

- All story pitches must be submitted to the Director of Communications for review and approval before outreach.
- Clearly outline the key points of the story, its relevance to our school, and potential angles that would be of interest to the media.

### Approval Process:

- The Director of Communications will review and provide feedback on all submitted story pitches.
- Once approved, you will receive confirmation to proceed with media outreach.

### Inclusion of Director of Communications and School Superintendent:

- All media outreach efforts must include the Director of Communications in the communication loop. CC Director of Communications on all email correspondence with the media.
- If a media outlet expresses interest in a story, coordinate with the Director of Communications.

- All media requests must be approved by the Superintendent.

#### **Interview Requests:**

- If you receive a direct interview request from the media, promptly inform the Director of Communications. Include details such as the proposed date, time, and format (in-person, phone, virtual).

#### **Crisis Communication Protocol:**

- In the event of any media inquiries related to sensitive or crisis situations, immediately inform the Director of Communications.