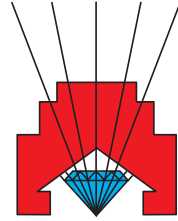


La Joya ISD Public Relations Handbook



The La Joya ISD Public Relations Handbook was prepared for each campus/department to assist you in publicizing all the newsworthy activities, accomplishments, etc. happening in your schools/department.

The La Joya ISD Public Relations Handbook includes the following:

❖ *Communications Procedures*

Here are some procedures to follow concerning news releases, interviews and photo requests.

❑ *Media Pass Form*

❖ *Media Procedures During A Crisis*

How we communicate during a crisis with students, the news media and the community is important. Included are some steps to follow concerning the media.

❑ *Media Contacts*

This list of contacts will help when submitting news releases to the media.

❑ *Public Information Notice and Consent Form*

This form authorizes the district to use a student's name, picture, and contents in material such as television, video, audio, printed media, and the internet for district and/or school related purposes only. This form is printed annually in the district student handbook.

❖ *What is News*

The enclosed news forms will help your campus or department keep the Public Information Office informed about news worthy items which may merit media coverage.

❑ *News Forms*

❑ *Anatomy of a News Release*

The anatomy of a news release shows the basic format to follow when writing news releases to submit to the media. Also included are samples of news releases for campus to use when submitting information to the Public Information Office.

❑ *Photo Request & Submission Forms*

The *photo request* form will help your campus schedule picture of students, special events, etc. through the Public Information Office. A completed *submission* ("Here's a Photo!") form should accompany photos being submitted to the Public Information Office.

❑ *KLJS TV 17 Administrative Policy*

❑ *KLJS TV 17 Department Forms*

Video Production Request Form

Video Duplication Form

Community Announcement Request Form

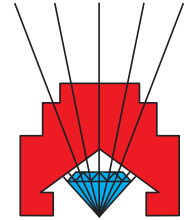
❖ *PR Representatives Roles & Responsibilities*

❖ *Publications/Deadlines*

❖ *Sample News Release*

❖ *Photograph Deadlines*

Media Procedures During a Crisis



In crisis situations, it is important for the district to ***SPEAK WITH ONE VOICE***. That means only one person should be designated as the official spokesperson.

Before making any statements to the media it is imperative that employees **IMMEDIATELY** relate information concerning an emergency to the Superintendent and or Chief of Police. The Superintendent will brief the Public Information Officer. The Public Information Officer will release timely and accurate facts to the media.

In emergency or disaster situations, do not make any statements to the media. Only the designated media spokesperson should respond.

If any staff member is pressed, simply state the facts that are being gathered and will be released through the district spokesperson as soon as possible.

Suggested response:

“At this time, we are gathering the information for you. As soon as we have the facts, we will call you back.”

It is the job of the mass media to gather news quickly and accurately, In the event that the district spokesperson is unavailable, no statement should be made. It is better to collect thoughts and gather information before making a media statement. Isolated statements from different individuals may be incomplete, misleading or erroneous.

If you are contacted by **TELEPHONE** by a news person, photographer or camera crew:

Refer them to the **Public Information Office at (956) 580-6025**, or if the Public Information Officer is en route to your school, tell them that the answer to their questions will be obtained as quickly as possible.

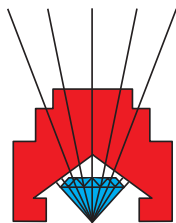
Obtain the following from the media calling:

- Reporter’s name
- Name of newspaper or station
- Telephone number
- Questions to be answered
- Deadline

Notify the Public Information Officer of the request for information.

If you are contacted **ON THE SCENE** by a news person, photographer or camera crew:

By this time the Public Information Officer should be on the scene. Designate a briefing area away from the scene and have media representative escorted to the designated area. Make sure that a staff member is stationed in the designated area with reporter(s)/photographer(s) at all times.



MEDIA PASS

Date: _____

Name: _____

News Organization: _____

Is hereby requesting media coverage of:

Campus/Department

on _____

Date

at _____

Time

For the following reason:

Authorized by:

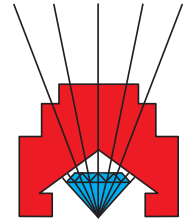
Public Information Officer

Superintendent of Schools

La Joya ISD

Communications Procedures

2006-2007



News Releases

The Public Information Officer is responsible for all news releases regarding district wide activities, and will assist teachers and administrators at each campus with news releases and media coverage of special events, student achievements, etc. from their campus.

The Public Information Office coordinates media coverage of special events for all schools/departments; however, the required paperwork must be filled out and submitted to the Public Information Office at least two (2) weeks before the event is set to take place. The Public Information Office should be notified of all media contacts, including scheduled interviews and photo shoots. Copies of all media news releases should receive prior approval by the Public Information Officer before being disseminated to the media.

Crisis Communications

The Superintendent, the Chief of Police and/or Public Information Officer will serve as the district spokespersons during crisis situations, including personnel matters. This will allow principals and supervisors to focus on the needs of the students and staff.

During a crisis situation, the primary communication goal should be to keep the public informed about the crisis while maintaining student privacy and as little interruption to the educational process as possible.

Media Interviews

Any district employee contacted by the media for an interview shall notify the Public Information Office as to the time, place and subject. Principals may serve as the spokesperson for their campus for stories involving educational programs on their site and other routine education items, **with Superintendent's approval only.**

Media in the Classroom/on the Phone

- If a reporter calls your campus for a story, refer them to the Public Information Office.
- When a reporter visits your campus (especially TV), notify the Public Information Office.
- Permission must be provided by the Public Information Officer before the media may tape record, photograph or videotape any students in a school building.

Photo Requests to the Public Information Office

Photo requests should be submitted two weeks prior to the desired date. This will facilitate scheduling and coordination of internal/external media coverage, including pre-publicity efforts.

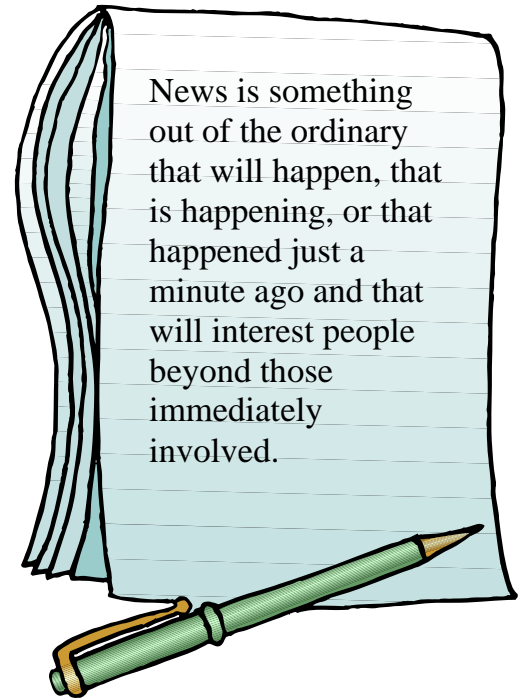
What is News?

News is ...

Timely:

- If it happened yesterday, it's cold news.
- If it ties with current events, it's probably hot news.

Innovative: An unusual approach or twist to an activity usually catches a reporter's attention.



If your programs, special events or awards are new information and of interest to parents, community members and students, it's *news*.

Don't underestimate your accomplishments! Don't hesitate to publicize your activities even though other schools are doing the same things. Others may not be thinking "news" and may not have contacted the media.

Story ideas are all around you! Don't overlook:

- student successes;
- student awards, honors, citations;
- interesting instructional methods;
- community people making presentations;
- volunteer activities;
- professional awards to staff;
- unusual hobby, community involvement or travel experience by staff member; and
- local angles to major national issues and trends affecting education.

Anatomy of a News Release

News Release

Contact Name

Contact: _____

Campus/Department: _____

(956) 580-_____

Date

August 01, 2006

Headline

La Joya ISD, Substitute Teacher Training

Put location (city) of school, first in caps, then start with summary sentence.

LA JOYA – La Joya ISD will offer a Substitute Teacher Training session on Thursday, August 17, 2006, from 8:30 a.m. to 3:30 p.m. at the La Joya Performing Center. For more information, contact Teresa Christensen at (956) 580-5555.

Double Space

- ### -
Indicates end of story

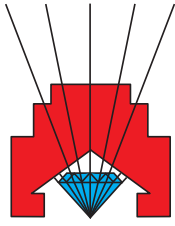
- ### -

More tips for news release:

- Keep stories brief, avoid flowery language, don't use lavish descriptions, and DO NOT editorialize.
- Do not use courtesy titles (Mr., Mrs., etc.).
- Paragraphs should be no more than three sentences long.
- Have someone else proofread your story.
- Most common mistakes include: wrong name or date, misquote, and incorrect facts.
- Have your principal read and okay the copy.
- Save a copy, noting the date you submitted it.
- Submit your news releases to the Public Information Office at the district's central office.

Remember:

If you are hoping for advance publicity, submit your release well in advance (two weeks or more is preferable.)



La Joya Independent School District

Public Information Office

201 E. Expwy. 83 • La Joya, TX 78560 • Phone: (956) 580-6025 • Fax: (956) 580-8896

Lizette Martinez, Public Information Officer E-mail: l.lizcano@ljisd.esc1.net

Naida Robles, Public Information Specialist E-mail: n.robles@ljisd.esc1.net



Picture this...Photo Request

Location/Campus: _____

Contact person(s): _____

Telephone Number: _____

Subject of Photo Request:

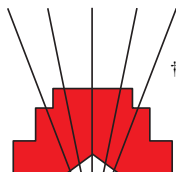
Who? _____

What? _____

When? _____

Where? _____

RETURN[†] COMPLETED FORM TO: Lizette Martinez, Public Information Officer
La Joya ISD Public Information Office
(956) 580-6025 • 580-8896 – fax



[†] Request must be submitted two (2) weeks prior to event.

La Joya Independent School District

Public Information Office

201 E. Expwy. 83 • La Joya, TX 78560 • Phone: (956) 580-6025 • Fax: (956) 580-8896

Lizette Martinez, Public Information Officer

E-mail: l.lizcano@ljisd.esc1.net



Here's a photo!

Location/Campus: _____

Contact person(s): _____

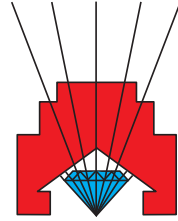
Subject of Photo: *(Who? What? When? Where?)*

Names of individuals featured in photo: *(from left to right, beginning with front row)*

La Joya ISD Public Relations Handbook

Public Relations Representatives

Role & Responsibilities



The PIO has approximately 45 designated Public Relations (PR) Representatives. Each representative serves as a liaison between the PIO and their campus/department. The PIO has three staff members with an office located north of the Central Administration building and given the district's size, both in area and student population, contact with campuses is limited. Therefore, the PIO relies on the PR Representatives to keep them informed of special events, student/staff achievements, or awards.

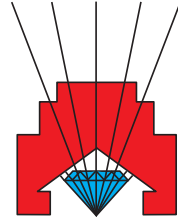
The PIO can cover events, as needed, with at least a three-day advanced notice and barring previous commitments.

It is the PR Representatives responsibility to identify themselves as the media liaison at their campus/department and to maintain continuous communication with the PIO to ensure coverage of their campus/department.

- ❖ Notify the PIO or the Superintendent's Office before inviting outside media or releasing ANY information to the media..
- ❖ Inform the PIO about school/department events, be it through advanced notice, or a short write-up describing the event.
- ❖ When submitting stories, verify that all applicable questions are answered—Who, What, When, Where, Why, and How.
- ❖ Submit/Update monthly event campus calendar to the PIO, if available.
- ❖ Write all stories in English and Spanish, if possible.
- ❖ Share promotional ideas or suggestions with the PIO that could improve positive exposure of the La Joya ISD.
- ❖ Provide feedback on the district's publications to better improve the content and overall quality.

La Joya ISD Public Relations Handbook

Publications/Deadlines



El Noticiero–

This is an external newsletter whose audience is the entire La Joya ISD community. This includes parents, students, district personnel, and taxpayers at large. The Noticiero shows the community how its tax dollars are benefiting students through innovative teachers, programs, facilities, and other resources.

Coyote Connection–

This is an internal newsletter whose audience is all district staff. The Coyote Connection highlights district programs and personnel by publicly recognizing their achievements. This contributes to a sense of unity and common purpose that is necessary for the district to fulfill its purpose of providing all children the opportunity of educational excellence.

These are the main publications printed on a regular basis throughout the school year. Other publications are created as needed for special events, or for specific purposes.

Deadlines–

Coyote Connection (employee newsletter)

Audience: La Joya ISD employees

- October 6, 2006
- November 3, 2006
- December 8, 2006
- January 12, 2007
- February 9, 2007
- March 2, 2007
- April 10, 2007
- May 4, 2007

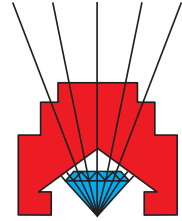
Noticiero (community newsletter)

Audience: La Joya ISD students, parents, district employees and community members.

- September 11, 2006
- October 20, 2006
- December 1, 2006
- January 26, 2007
- March 9, 2007
- May 11, 2007
- July 20, 2007

La Joya ISD Public Relations Handbook

Photograph Guidelines



- ❖ Identify all clearly visible people with full names and titles. For students, submit their name, grade, school, and teacher (i.e. whose class are they in during the photo).
- ❖ Do not submit Polaroid photos or print-outs of digital photos.
- ❖ Submit digital photos as independent picture files as E-mail attachments or on a disk (DO NOT embed digital photos in documents).
- ❖ Do not cut, tape, or paste photographs on other papers and when using paper clips, take care that vital areas are not damaged.
- ❖ People love to look at photos, especially of their children! So, if you are short on stories, take a picture of everyday learning at your campus and submit it with a caption.