

HCS Media Rep Fact Sheet

Your Role – You are the PR Ambassador for your school and for the division. Please keep the PR office informed of great things happening in your school (these can be activities, special projects, special lessons, awards, or anything you feel is newsworthy). While we cannot guarantee publicity on everything, or always have our photographer available to take photos, you never know what the print or TV media might be interested in on a particular day. So the more creative or unusual, the better!

We will use you as our go-between if any member of the media is attending a function at your school to cover GOOD news. We will **never** ask you to handle the media in a negative or bad news situation. That's the job of the SAC PR office.

Getting the News Out – Any news about staff, faculty or students, should be sent to **both** cbowers@hampton.12.va.us . We have attached a list of the top 10 items that are usually newsworthy.

You may also send items directly to the Daily Press for their Town Squares section. These should be sent to Shannon Humphrey at hampton@dailypress.com . If you do send items directly, please e-mail us a copy of it as well.

Examples of items that can go in Town Square are:

Citizens of the Month (with photo group shot)

Special activities

Calendar notices, open houses or fair (need 10 days in advance)

Any news about staff, faculty or students

Artwork (photos) (they are used occasionally)

ALL PHOTOS MUST BE AT LEAST 250KB TO BE USED!!!!

When submitting photos, please identify individuals left to right with full names (i.e. John Smith). You do not have to identify everyone in groups of 10 or more.

When notifying PR of upcoming newsworthy items, please give us as much advance notice as possible!!

Top 10 List of HCS Good News

10. Student Awards/Accomplishments
9. Faculty/Staff Awards/Accomplishments
8. Unusual Events
7. Grants
6. Special School Guests
5. Special Community Partnerships
4. Student Activities (i.e. plays, concerts)
3. Human Interest (i.e. 6 students with the same birthday)
2. Acts of Heroism/Kindness
1. Creative Instructional News