

Interacting With Local Media

Advice from Jamie Sarrio, an education editor from the *Atlanta Journal-Constitution* at the 2015 annual CoSN conference, adopted from the CoSN blog by Charlene Blohm and Dennis Pierce—read the full post here: <http://www.cosn.org/blog/do's-and-don'ts-cto-communications-local-media>

Do's

- Learn which reporters cover your district, and routinely pitch ideas for stories to them.
- Speak in basic terms. The best reporters are able to boil things down to a very basic level for readers.
- Write brief pitches with basic information included: who, what, when, where, why, and how.
- Include contact information and be ready to respond quickly.
- Provide supporting information such as documents, RFPs and expense details.

- Provide inaccurate information or try to hide information.
- Do nothing. Reporters will not necessarily know about your work unless you tell them.
- Try to control the story. If you find a reporter who is trustworthy and credible, help them get the information they need to tell a great story.
- Take it personally if there's a negative story about you or the district that makes you angry.

Don'ts