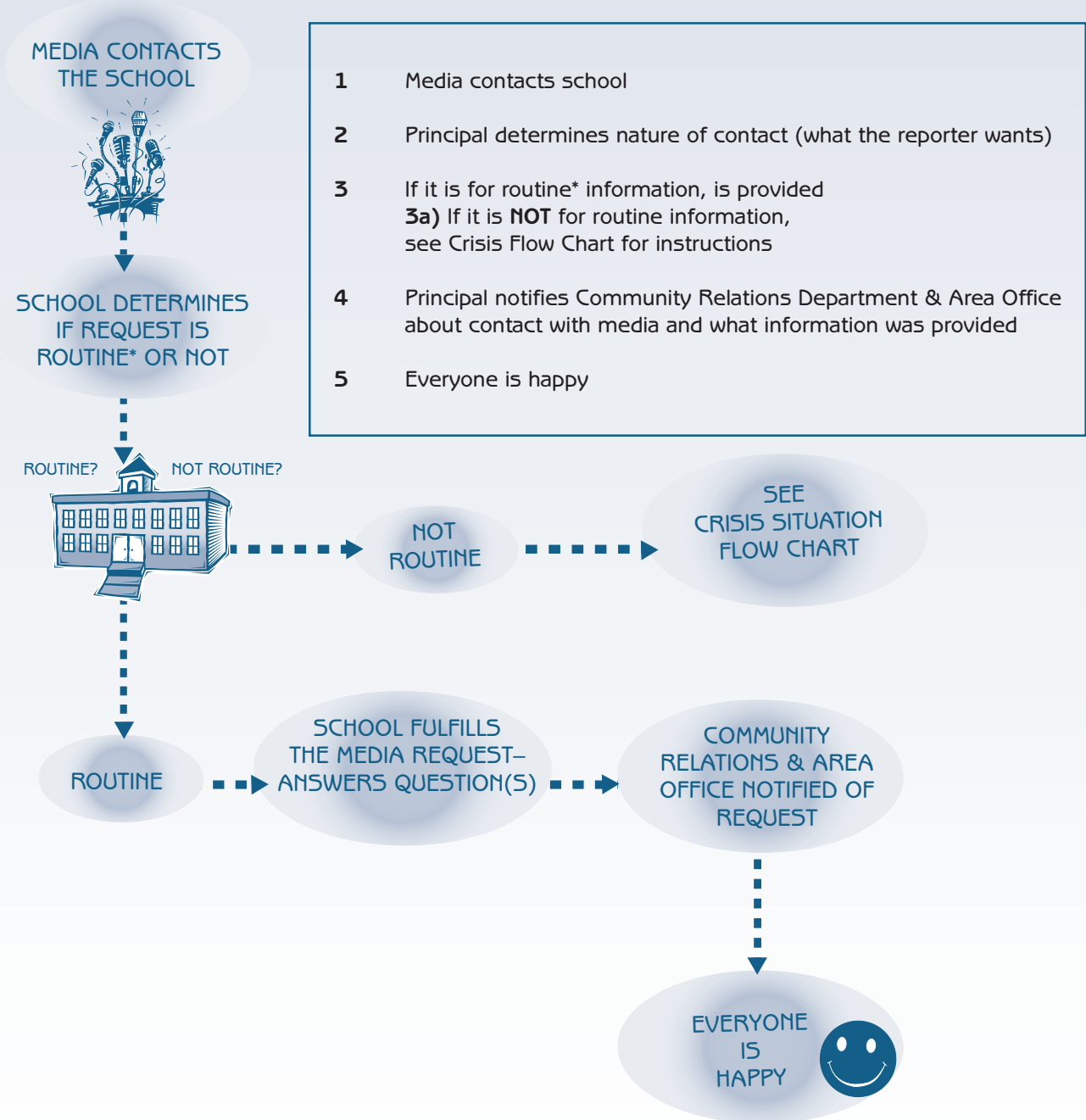




HANDLING ROUTINE* MEDIA REQUESTS



- 1 Media contacts school
- 2 Principal determines nature of contact (what the reporter wants)
- 3 If it is for routine* information, is provided
3a) If it is **NOT** for routine information, see Crisis Flow Chart for instructions
- 4 Principal notifies Community Relations Department & Area Office about contact with media and what information was provided
- 5 Everyone is happy

*Routine information requests: enrollment numbers, hours, academic programs, extracurricular activities, student activities, awards and honors, assemblies, performances, concerts, etc.