

VENTURA COUNTY OFFICE OF EDUCATION

MEDIA CONTACTS

WHEN THE MEDIA CALLS:

A reporter, producer, or other news media representative may call your office or site for a number of reasons, including:

- To get information for a story on one of VCOE programs or schools;
- To get information about a VCOE student or staff member; or
- To get information or comments for an education news story.

HOW TO RESPOND:

All staff should act with **courtesy** and **professionalism** when taking calls from the news media. How this call is handled may be the reporter's first impression of VCOE and may be reflected in any resulting news coverage.

- All media calls are to be referred to the Superintendent's office at (805) 383-1901. You might want to use the following statement: **"Our Office policy is to first refer all media inquiries to our Superintendent. I can transfer you to his office or take down the information and forward it to his office."**

Obtain the following items to share with the Superintendent:

Reporter's Name	
Media Outlet (Company)	
Phone and Fax Number	
Email address	
Reporter's Deadline	
Subject: Intent of Story	
Describe what reporter wants such as: Information, interview, photo/videotaping, site visit	

FOR THOSE WHO ANSWER OR RETURN MEDIA CALLS:

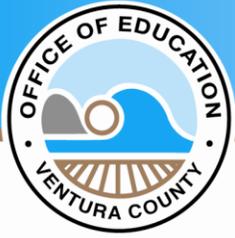
Avoid allowing a reporter to compel you to answer questions on the spot.

- It is always beneficial to prepare for an interview in order to better provide more accurate information.

If at all possible, ensure that the reporter's deadline is met.

Name: _____

Department: _____



Administration
5189 Verdugo Way
Camarillo, CA 93012
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VENTURA COUNTY OFFICE OF EDUCATION

Stanley C. Mantooth, County Superintendent of Schools

NEWS RELEASE

DATE:

FROM: Name
Title

CONTACT: Name, Title
Phone Number, Email

SUBJECT:

FOR IMMEDIATE RELEASE