

Sharing Information with Communications

News Tips

Got great news to share? Wondering what kind of information would make a good news story? **STOP!**

We'll take the "wonder" off your hands. Determining what to pitch to media and how to handle information you have regarding student achievement, student activities, special events, etc. is what **we** do. All **you** need to do is send us the basics along with pertinent contact information and we'll do the rest.

Need some ideas about what to send to us? Think about this:

- Are you having a special visitor to your classroom?
- Do you know of students who have won an award or been recognized for a particular accomplishment?
- Do you have information about academic awards and achievement?
- Do you have information about athletic awards or achievement?
- Do you know of student organizations that are doing great things or have special projects or events coming up?
- Is there a field trip in your future?
- Is there a special activity occurring in your building — Pajama Day, Family Night, Chili Cook Off?
- Is there a colleague who has a unique and interesting story — hosting a charitable event, going on a safari, reaching a milestone?
- Is there a special activity that you do every year to mark a special occasion—Red Ribbon Week, Go Red for Heart Health, Testing pep rally?
- What are the annual events that occur in your building—concerts, fairs, art shows, Moms and Muffins, Dads and Donuts, Arbor Day, Earth Day?
- Do you have information that showcases teaching and learning in a unique way?

Ask yourself these questions:

- As a parent, would I find this interesting?
- As a community member, would I want to know about this?
- As an employee, would my colleagues need to know this information?
- As a student, would I be proud to see this?
- Will it make someone smile?
- Will it make someone think highly of our District?
- Will it make community members feel welcome and part of the District?

Remember...if it's interesting to you; we're interested!

Quick ONLINE TIP SHEET: bit.ly/UC-GoodNewsTips

GENERAL NEWS: communications@ucityschools.org

STAFF NEWS: insidepride@ucityschools.org