2016-2017
Public Relations Handbook

New Hanover County Schools

New Hanover County Schools
6410 Carolina Beach Road
Wilmington, NC  28412
(910) 254-4221
www.nhcs.net/publicrelations
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Greetings:

Our main focus as the Public Relations Division for New Hanover County Schools is to tell the story of our school, departments, students and staff. We also strive daily to accomplish the following goals:

- Provide accurate and timely responses to information requests.
- Produce high-quality publications with comprehensive and up-to-date information.
- Support student achievement by highlighting their accomplishments.
- Support the schools, the Board of Education, superintendent, principals and staff in communicating NHCS policies, procedures and programs.
- Build community support for NHCS.
- Provide positive and educational programming for The Learning Network of the Cape Fear.

The PR Division will continue to expand and improve upon its services for NHCS and the community. We encourage NHCS employees to contact the PR Division with questions or comments pertaining to public relations. We will be glad to respond and assist. My staff and I look forward to working with each school and department in the 2016-17 school year.

Best Regards,

Valita Quattlebaum, APR
Chief Communications Officer

PEACE, LOVE, PUBLIC RELATIONS

### NHCS Public Relations Services

#### MEDIA RELATIONS
- Assistance with Media Inquiries
- Crisis Communications
- Media Advisory List
- Media Advisories
- Media Interview Preparation
- NHCS-TV
- NHCS Web Content
- Photography
- Press Releases
- Social Media

#### COMMUNITY RELATIONS
- Best Foot Forward
- Board Recognitions
- Community Partnerships
- Motivational Speakers
- NHCS Marketing
- Non-School Materials Distribution
- Special Event Planning
- United Way Campaign

#### PUBLICATIONS
- NHCS Facts Brochure
- W.A.V.E.S.
- School Directory
NHCS Public Relations Staff

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Community Relations
### Materials Distribution Procedures

The NHCS PR Division reviews and considers non-school materials for distribution to NHCS students. Materials must adhere to the requirements set forth by New Hanover County Board of Education Policy 9415.

Nonprofit organizations providing programs for youth that are designed to promote fitness, cultural arts or academics consistent with the North Carolina Common Core Standards will be considered. Materials submitted by for-profit businesses/organizations will not be considered for distribution and will be denied as required by the Board Policy.

The following procedures have been implemented. Please review before submitting materials for consideration.

- Materials should be submitted for consideration via fax, (910) 254-4477 or email to heather.miller@nhcs.net.
- The NHCS disclaimer must be included on any and all materials distributed to students. The disclaimer is as follows:
  
  "This information/publication does not represent the views of New Hanover County Schools nor does it constitute or imply endorsement, recommendation, or favoring by New Hanover County Schools."

- Allow 48 hours for approval/denial of your request.

**If materials are approved:**

- A stamped/approved copy will be returned.
- Materials should be bundled in groups of 25 for elementary and 30 for secondary for easy distribution at the schools. For current NHCS membership, contact the PR Division at heather.miller@nhcs.net.
- For verification purposes, a copy of the approved copy should be placed on top of materials.
- School principals have site-based decision authority to decline approved materials for distribution to students.

**If materials are not approved:**

- A response citing the reason(s) why approval was not granted will be provided.

For more information about non-school materials distribution, please contact the PR Division at (910) 254-4245.
Board of Education Recognition

The New Hanover County Board of Education recognizes student, teacher, and school accomplishments at monthly Board meetings. The Board Chairman extends congratulations to those who have excelled and obtained national or state-level achievements. The Board Chairman may also choose to recognize NHCS employees, schools, students or community members that he or she deems their accomplishment is worthy to be recognized by NHC Board of Education. The following is an outline of the Board recognition process and explanation of what accomplishments warrant recognition by the Board. For more information about Board recognition, contact the PR Division at (910) 254-4245.

Board Recognition

- The Board will recognize NHCS employees, schools or students if they have obtained:
  - National or state-level award, recognition or certification.
  - Example: A student places in the State Science Olympiad Competition. The student will be recognized by the Board.

Types of Recognition

- **NATIONAL LEVEL**
  - Recipients receive a plaque.
  - Example: A student has been selected as a Presidential Scholar Candidate. The student will receive a Board recognition plaque.

- **STATE LEVEL**
  - Recipients may receive a certificate or plaque.
  - Example: A school's athletic team wins a State championship. Team members will receive Board recognition certificates. The school will receive a Board recognition plaque.
  - The Board Chairman may also determine what type of Board recognition is given to recipients.

- **BOARD HEROES AWARD** ([click for more information and nomination form](#))
  - This award recognizes the heroic efforts of New Hanover County Schools staff and students who help save or dramatically impact the life of another

Location of Board Recognition

- NHC Board of Education monthly meetings are conducted at the NHC Board of Education Center, 1805 South 13th Street, Wilmington, NC.

Time

- Recognitions are typically held at the beginning of the Board meeting, immediately following approval of the meeting agenda.
- Board recognition is limited to 30 minutes at monthly Board meetings.
- In the event of a large number of recognitions within one particular month, some recognitions may be carried over to the next month’s Board meeting in the interest of time.

Request for Board Recognition

- All requests for Board recognition (those adhering to the Board recognition guidelines as stated above) should be submitted to the PR Division for consideration and approval. Details supporting the accomplishment should be included along with the person’s contact information. For student recognition, please include the student’s home mailing address so an invitation can be mailed home.
For over 25 years, NHCS has proudly presented an annual arts showcase entitled Best Foot Forward. Each year, more than 600 of our brightest and most talented students present the arts curriculum through dance, drama, and music. Best Foot Forward features over a dozen spectacular performances integrating special effects and uplifting music from pre-kindergarten, elementary, middle, and high schools.

Best Foot Forward 2016 will be held on Friday, March 10, 2017. The PR Division coordinates ticket sales and assists with the production of Best Foot Forward. For more information about Best Foot Forward 2017, contact the PR Division at (910) 254-4245.

Following is the list of participating schools for Best Foot Forward 2017:

**High Schools:**
- Ashley
- Hoggard
- Laney
- New Hanover

**Middle Schools:**
- Murray
- Noble

**Elementary:**
- Bellamy
- Carolina Beach
- Castle Hayne
- Murrayville
- Ogden
- Parsley

**Pre-K:**
- Johnson Pre-K
Publications
NHCS W.A.V.E.S.

W.A.V.E.S. is an employee newsletter designed to keep employees abreast of various issues related to the school system. It also informs employees of various honors and awards achieved by fellow co-workers. W.A.V.E.S. is distributed via e-mail to NHCS employees and is posted on the NHCS website. Schools/departments are encouraged to print a few copies and place them in employee gathering areas (i.e. faculty lounge, break room), so employees who do not have regular computer access will have an opportunity to read it.

WE ♥ NHCS! These pages are dedicated to celebrating the AWESOME employees of NHCS. Send pictures with captions of you or your fellow staff members being AWESOME to heather.miller@nhcs.net for inclusion in future editions of WAVES.

SHOUT OUTS! Shout outs give you the opportunity to say something nice even if you have no photo to go with it. Send us your shout out and we will quote you in the next edition.

RECENT BOARD RECOGNIZED EMPLOYEES— This section shows your peers receiving recognition from the Board of Education with explanations of their accomplishments. To nominate someone for a Board Recognition, contact the PR Division at heather.miller@nhcs.net.

WWAY TEACHERS OF THE WEEK— This section shows pictures of teachers who have been named Teachers of the Week by WWAYTV-3. If you have been named a Teacher of the Week, be sure to send in your photo and the date you were chosen.

EMPLOYEE NEWS & ANNOUNCEMENTS— Have you or your peer gotten married? Had a baby? Received a diploma? Send us a photo with the announcement for inclusion in the next WAVES.

THIS&THAT

Each W.A.V.E.S. edition includes an employee classifieds page, THIS&THAT. Employees may submit ads for items to sale, rent, wanted, or to promote a service. No commercial advertising will be included. All ads should be submitted to Heather Miller via at heather.miller@nhcs.net.

News, information, or items for employee classifieds may be submitted to the PR Division via e-mail heather.miller@nhcs.net or fax (910) 254-4477.
FACTS Brochure
The PR Division produces NHCS’ annual Facts Brochure. The brochure is a snapshot of key facts about NHCS. The Facts Brochure is published every fall using data acquired from the previous school year.

The Facts Brochure is available on NHCS’ web site www.nhcs.net/publicrelations or copies may be obtained by contacting the PR Division at (910) 254-4245.

School Directory
The PR Division and Kidsville News prints school directories for families of NHCS students. The directories are printed at no cost to the district through sponsorships and advertisements gathered by the Kidsville News staff. The directories contain basic information about each school and key district information. The directories serve as just one more communication method from the district to our stakeholders.
Media Relations
Media Relations

Key Roles and Responsibilities in Communications

NHCS PR Division fields numerous media inquiries on a daily basis. The PR Division responds to all media inquiries and contacts the various schools/departments when needed to assist with answering the media questions or to gather the necessary details for the inquiry.

The PR Division serves as a liaison between NHCS and its schools/departments and the media—scheduling media interviews, arranging press visits on school campuses/central offices, organizing press conferences, releasing press releases/media advisories, etc. The PR Director serves as the NHCS designated spokesperson when requested or necessary. For interviews conducted by other NHCS personnel, the PR Division will be on-hand to assist with interview preparation, compiling information/research for interview topic, etc.

The following outlines NHCS communication responsibilities. Due to the nature or sensitivity of a topic, the Superintendent may choose to have media interviews/communication handled by other NHCS personnel than those who would typically respond.

SUPERINTENDENT—Serves as spokesperson for news which significantly impacts all or most of the school system or news that is judged to be unusually controversial or critical to the welfare of students, staff, or school operation. Superintendent informs Board members regarding controversial and critical information.

CHIEF COMMUNICATIONS OFFICER—Serves as coordinator of media relations, is responsible for coordinating the release of news received from school communication coordinators, disseminating the releases to correct areas (local media, Board, NHCS-TV, NHCS web site, etc.). Responds to questions from the media and directs calls to the Superintendent’s Office when required.

ASSISTANT SUPERINTENDENTS—Serve as spokespersons for news which significantly impacts an area(s) of their responsibility, coordinate media activities of their staff, provide information for news releases and responds to questions from the press, and inform the Superintendent about media activities that might present a potential problem.

EXECUTIVE DIRECTORS, DIRECTORS, & SUPERVISORS—Serve as spokespersons for routine news related to their expertise or responsibilities, provide information to Public Relations Division for news releases and questions requiring technical or special interpretation.

PRINCIPALS—Serve as spokespersons for news that impacts the operation of their schools.

PUBLIC RELATIONS COORDINATORS—Collect news among their local school staff, inform their principal and the Public Relations Division about news and media activities for release to the local media.
Understanding the News Media

Students at your school have done something really outstanding, and they deserve some positive news coverage. There’s no question the students deserve the attention, but getting the media to your school to cover it could be a challenge.

Newspapers, radio, and television stations cover large geographic areas that include many schools. Your story is in competition with not only dozens of other schools, but also the numerous other stories that come across the editors’ desks every day. To add to the dilemma, most newsrooms are painfully understaffed, making it even harder to get your school noticed in this ever-growing region.

This is part of the reason the public perceives that reporters only want to write negative news. People say, “Obviously good news isn’t news.” This is not only inaccurate, it’s unfair.

Writing stories about plane crashes, train wrecks, or crooked politicians may be exciting stuff that win writers awards, but most journalists also enjoy writing positive feature stories. After all, reporters are husbands, wives, fathers and mothers, sons and daughters, just like the rest of us. They go to church, belong to civic organizations, and live in the very communities they write about. Their children attend the same schools your children attend.

Perception Isn’t Always Reality - There’s plenty of “good news” in the newspapers, on the radio, and in the television broadcasts every day. But unfortunately, “bad news” makes more of an impact, while “good news” can either go unnoticed or can be quickly forgotten. Even when these stories are noticed, it sometimes seems like they’re not appreciated. How many times have you heard someone say, “Must be a slow news day” when a television station or newspaper runs a feature on some community event or individual doing a good deed?

Don’t assume that reporters and editors are only looking for negative news at your school. They realize that upbeat news-features sell newspapers, too.

Don’t take it personally if reporters can’t cover your school event. They have as many stories to do each day as you have students to teach. But, don’t give up! If you can’t get a reporter to your school, write up something on the event yourself, take some photos and submit them to the newspaper. You’d be surprise how many of these actually make it into the pages of your local newspaper.
Most of us remember the news media with only one aspect of their business — covering a news event. In fact, almost every media outlet offers school communicators TWO outlets of communications. First, determine what type of coverage you need. The following should help you determine how to get that coverage.

1) **Advance Publicity/Acknowledgment of Honors**
   - **Purpose:** To notify the public of upcoming events such as meetings, performances, festivals, fundraisers, etc. These are usually short “promos” to inform the public prior to an event.

2) **News/Event Coverage**
   - **Purpose:** To highlight an issue or event in a timely fashion by focusing on the people and places affected by it. These articles are usually written after the fact, not before the event.

### Print Media

To understand the difference between these two avenues of communication, just pick up your local newspaper. The articles and pictures on the front page and most inside pages constitute news and feature coverage, but most newspapers also carry several columns of material they call “Briefs,” “Coming Events” or “Community Bulletin Board.” These columns of information offer community groups advance publicity and/or acknowledgment of honors. Some newspapers even devote a whole section or even a full page to information from and about local schools. “The School News” page in The Wilmington Star-News is one example. Many newspapers also carry columns that might include honor rolls or other significant achievements by people in the community.

### Broadcast Media

Many broadcast outlets offer little or no opportunities for acknowledgment of honors. Some cable channels post community events that run continually.

Some local radio stations will deliver a newscast about local events, but they also may talk about upcoming events in the community. This is called a “public service announcement,” and it represents a kind of free advertising for community groups. Television stations also have much the same format.

To summarize the two types of media assistance available to school communicators and how to distinguish the two:

1) **Advance Publicity/Acknowledgment of Honors**
   - **Newspaper:** Community Calendar, Coming Events, Briefs, Community Bulletin Board are usually to promote an event prior to the event. School News and Honors sections are to recognize individuals’ accomplishments.
   - **Radio:** Public Service Announcements (PSA)
   - **Television:** Public Service Announcements (PSA)

2) **News Coverage**
   - Newspaper, Radio, Television: Written news coverage or daily newscasts told about events after they occur.
NHCS Media Sources

NHCS Web Site—www.nhcs.net

The NHCS web site, www.nhcs.net, is an excellent communication source for parents, students, the community, and NHCS employees. It encompasses a wide variety of information pertaining to NHCS. From schools’ web pages to Board of Education policies to news alerts to employment opportunities, the web site is an excellent tool to utilize and communicate NHCS news.

The home page is updated almost daily with news items, information, and feature stories concerning NHCS by the Technology and PR Divisions.

Major changes to the web site are made by the NHCS Web Master, Dolores McLean. Items to be included on the home page, such as news releases/advisories, photographs, or feature stories, should be submitted to the PR Division for consideration. Please email the items to heather.miller@nhcs.net and send at least three business days before requested posting date.

Items for submission on other pages of the NHCS web site may be sent directly to the Web Master by emailing dolores.mclean@nhcs.net, or you may reach Dolores at (910) 254-4109 for additional instruction or to ask questions. Please allow two weeks for information provided in an acceptable format to be posted. Provide the deadline at the time the information is submitted.

The following file requirements cover the content for all websites and pages included in the NHCS site. Please contact the Technology Division at (910) 254-4109 or (910) 254-4288 if you have any questions regarding file requirements.

Text & mixed text/graphics files are accepted in the following formats:

- MS Word, MS Excel, Tab-delimited text, Comma-delimited text, Rich Text Format (RTF), Adobe Illustrator, Adobe PageMaker, Publisher, Adobe Photoshop, and Macromedia Freehand

Graphic files are accepted in the following formats:

- JPEG, GIF, TIFF, and PNG

Files are accepted via the following mechanisms:

- Email attachments, CD-ROM (CD-R, CD-W), Novell Network, and Flash Drive (Removable media, CD’s, flash drives, etc., may not be returned.)

Media Advisory List—NHCS Weekly Event Calendar

This weekly report contains news about happenings within NHCS. Events, activities, programs, and other items of public attendance should be inputted to the Media Advisory List each Thursday by 2 p.m. All information fields must be completed and include pertinent details. The Media Advisory List is distributed to all local media, as well as NHC Board of Education members, NHCS principals and senior leadership staff.
PUTTING YOUR SCHOOL NEWS ON NHCS-TV

1. **Submit a Press Release—Plan video coverage.** Please send in a press release to the PR Division at least three weeks prior to the event. All press releases are channeled through NHCS-TV to be included in our weekly *Your School News* newscast. Upon review of your press release, the NHCS-TV staff may see greater potential in your event. We will notify your school if someone from the NHCS-TV staff is planning to video the event/activity for news footage. If NHCS-TV does not contact your school about coverage, if possible, please make arrangements to have someone from your staff videotape the event and then forward a copy of the video to NHCS-TV. Email aaron.oliver@nhcs.net for more information.

2. **Choose videographer—Send in video monthly.** TV is a visual medium. Most viewers would rather see what happened at your school rather than just hear about it. Make sure someone has been assigned the **school videographer**. This individual armed with a video camera, can tape events that occur at your school (*i.e.* guest speakers, science experiments, unique art events, *fun math lessons*, etc.). Please have the school videographer send at least one tape a month to NHCS-TV for inclusion in our news casts. Below are simple instructions for the videographer to follow when preparing tapes to submit to NHCS-TV.

NHCS Media Sources

**NHCS-TV**

NHCS, in partnership with UNCW and CFCC, launched The Learning Network of the Cape Fear in 1998. This cable only educational access channel reaches all of New Hanover County via Time Warner Cable Channel 5 and Charter Cable Channel 12. Through this partnership, programming produced by NHCS-TV, or its partners, is available in over 70,000 households. For more information, contact Aaron Oliver (aaron.oliver@nhcs.net/ (910)254-4106) or Michael McGuire (michael.mcguire@nhcs.net/(910) 254-4180).

**Mission**

Our mission is to educate and inform our audiences about the schools, educational policies and goals of the District and also provide enhanced learning opportunities for our schools and community.

**Programming**

New Hanover County Schools-Television is an internal resource with an external reach. Programming by NHCS-TV on T.L.N. covers four major areas:

1. To serve as an educational lab and learning environment for students, and give them real world experiences in the field of broadcasting.
2. All school board meetings and public forums are recorded live and shown unedited over the access channel. These meetings are cablecast numerous times at regularly scheduled and publicized times each month.
3. Original programming including student activities and events, classroom activities, and community informational programs are broadcast weekly throughout the traditional school year.
4. A wide range of satellite and syndicated programs (NASA, US Department of Education, Annenberg/CPB, National Gallery of Art) and educational enrichment programs are broadcast during the year.

*When the above programs are not being broadcast there is a district message board including key announcements of school calendars, programming schedule, emergency announcements and more.*
PUTTING YOUR SCHOOL NEWS ON NHCS-TV—cont’d

3. **All topics are welcome.** We do our best to include news of all types from pre-k, elementary and secondary schools. In fact, we like to receive and announce award winners, grant winners, and all those recognized for their special efforts at your school. In most cases, these are news items that broadcast TV and local newspapers do not have the opportunity to use. NHCS-TV’s mission is to promote NHCS. So, we always want to learn about the positive things going on at each campus by receiving lots of video and stories to include on our variety of newscasts and shows.

4. **Questions about coverage?** There are always moments when your school may not be sure if a story warrants additional coverage on NHCS-TV. Just give us a call at (910) 254-4106 or drop us an e-mail (aaron.oliver@nhcs.net) with details about the event. We will be glad to talk the project over with you to see if expanded coverage is necessary and if it can be arranged.

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**Video Tips for Schools**

1. Before beginning, please be certain that all students who could be potentially taped have a current Image Release Permission form on file granting permission to be filmed or photographed.

2. All shots must be at least 30 seconds long to allow for clean edits. Always try to start recording 10 seconds before an event starts and record at least 10 seconds extra after the event ends.

3. Think multiple shots.
   - Get one establishing shot for your event. This a shot that takes in the entire classroom or auditorium filled with students.
   - Cutaways. Close-ups or two shots of students working, playing, interacting. Even a close-up or medium shot of the teacher talking with the class or interacting with a student.

4. Remember the topic of the story. If this is about students working with seeds and plants, then get shots that support the lesson or activity.

5. Get too much footage rather than too little. Always shoot more than you think might be needed.

6. Once taping is completed, prepare a two or three paragraph description of the event, show, or demonstration. Please include:
   - What was the lesson about?
   - Who was the teacher(s)?
   - Are there any students that need to be recognized?
   - How long did it take to complete the project or steps to reach the final goal?
   - Please list any numbers/statistics *(Example: Students collected 500 cans of food for Mother Hubbard’s Cupboard, etc.)*.

7. Contact Aaron Oliver in the NHCS-TV Studio about submitting your video—aaron.oliver@nhcs.et or (910) 254-4106.
So how do you tell your story? Here are some tips to keep in mind as you go about submitting items to the PR Division:

**Look for stories with visual appeal:** Both print and television media thrive on stories that give their audiences something dynamic to see and/or read. Maybe it's an exciting science experiment or a colorful cultural event depicting another culture or time period. What is unique and extraordinary is more likely to catch a reporter's attention.

**Human interest stories** sell themselves to the public and to the media. If a student or staff member has overcome incredible odds to achieve success, this would be a great opportunity to call the news media.

**Student success** stories are an area where the media enjoy shining their spotlights. A set of test scores is a bit too dry, but a first-hand look at how teacher/learning techniques are paying off in your school is perfect. Let the teacher and students demonstrate what works in your classroom. Remember, if the story involves students just sitting at desks, it will have little visual appeal.

**When a prominent speaker or personality** comes to your school, let the PR Division and media know in a press release or media advisory sent via e-mail to heather.miller@nhcs.net or fax to (910) 254-4477. Sample press releases and advisories are on Pages 33-36.

Frequently, the media looks for ways to tie **world events or issues** into the classroom. Whether it's a major news event in a foreign country, a flood or earthquake, you will want to contact the media if your students are mounting a service project to help those in a disaster situation.

**Other newsworthy items:**
- Feature stories, including unique activity, program, etc.
- Event Announcements (*i.e.* Earth Day Celebration, Fall Family Festival, etc.)
- Honor rolls
- Meeting notices
- Special interest stories
- Parent involvement
- Staff recognition
- Student recognition
- Innovative programs

*When possible, be sure to include digital photos to enhance your story/media release.*
Public Relations Division

The PR Division provides one-stop media distribution for NHC schools/departments. The designated Public Relations Coordinator should submit either a completed Press Release Tip Sheet or media coverage request to the PR Division. The information can be submitted via email, heather.miller@nhcs.net or fax to 910-254-4477. The Press Release Tip Sheet is located on Page 23 and is also available on the NHCS web site, www.nhcs.net/publicrelations.

Where does the press release/media advisory go? The PR Division distributes all NHCS press releases/media advisories to the following:

- ALL local media, including print, radio, and TV
- NHCS-TV
- NHCS website
- NHCS Facebook page
- NHC Board of Education members
- NHCS senior leadership staff.

If warranted, the information will be considered for Board recognition. By allowing the PR Division to distribute your school/department's news, all internal and external communiqués are covered.

The PR Division strongly encourages schools/departments to include media relations as a part of its event/activity planning in a timely manner. If possible, please submit the information, Press Release Tip Sheet or media coverage request, at least seven days prior to the event/activity via email, heather.miller@nhcs.net or fax to 910-254-4477.

Notifying the Media: Types of Media Releases

Media Advisory

Media Advisories work best when there is a specific scheduled event that will be explained when the reporter arrives. Use a Media Advisory for a news conference, a kick-off event, a special announcement, or a performance. It differs from a news release in that it offers just basic information on WHO, WHAT, WHEN, WHERE, and WHY. E-mail, fax, or mail the information to the media a week or two ahead of your event. A Media Advisory sample is on Page 36.

Written Press Releases

The Press Release is best used to convey in-depth information about an issue, an honor, award, or any newsworthy event that has already occurred. Its advantages are that some smaller newspapers may print it in its entirety, while other media may use it to generate their own news story. Its disadvantages are that it is impersonal and needs to be well-written to receive attention. Write a news release like a story, but put the most important information at the top so you can grab the reader's attention. Include quotes from people affected by the event or news item. Try to keep your news release no more than one page, with about an inch margin on all four sides. (News reporters and editors don't have time to weed through a mountain of information in order to figure out what you're trying to say, so be as concise as possible.) Samples of Press Releases can be found on Pages 33-35.

Public Service Announcement (PSA)

A public service announcement (PSA) or community service announcement (CSA) is a non-commercial advertisement broadcast on radio or television, ostensibly for the public good. PSAs are intended to modify public attitudes by raising awareness about specific issues or announce upcoming non-profit related events that may be of public interest. A PSA sample is on Page 37.
Get the Picture

How to take and submit usable photographs

District publications, the website, and weekly newspapers need photographs. Good photographs have a way of telling the rest of the story that sometimes cannot be done through words.

Photos submitted for use in printed publications must be of high quality. If taking a photo using a digital camera, please make sure the camera is on its highest setting. Digital photos to be sent to newspapers and for printed publications should be 300 ppi. (Note: Large photos can be reduced and upgraded to 300 ppi without losing clarity. Smaller resolution photos cannot be enlarged and upgraded to 300 ppi without losing considerable clarity.)

When taking photos, please:

- Make sure the subject is focused and centered on the frame.
- Take the time to get a good clear shot and eliminate any extraneous background items.
- Try to avoid group activity photos where people are not facing the camera. At least get a side view of the participants. (Example: A classroom photo of a teacher or someone reading to students should be taken from the side so both the teacher’s and students’ faces can be seen. Photos of students’ backs are less appealing and less likely to be used.)
- Try to keep the subject of the photo simple. Too much activity or too many people in the photo make it too “busy” and less likely to be used.
- Submit a variety of photos, helping to capture various parts of the event/activity.
- Be VERY certain the student(s) you are photographing has an approved Student Image Release form on file. Student Image Release forms are on page 40-41.

School photographs can be emailed to heather.miller@nhcs.net Please specify what the photos are to be used for (i.e. NHCS web posting, press release, etc…). When sending photos, please send the original JPEG images from the camera. Please do not copy the photo files into another program such as MS Word, Publisher, etc., and send as a document file.
Get the Picture

Submitting School Photos for Web Placement

The PR Division reviews and prepares all photos and captions that are placed on the main page of the NHCS website. The PR Division welcomes and encourages schools to submit photos for placement, though please consider the following requirements before submitting photos for web placement. The PR Division has editor’s rights to decline a photo for placement due to poor quality or content.

Points to remember when submitting photos for NHCS website:

- Photos should be at least 640 x 427 ppi. Photos larger than 640 x 427 ppi are OK to submit. Remember: Larger photos can be reduced, though smaller photos cannot be increased.
- NO VERTICAL/PORTRAIT photos will be used.
- Please do not crop/alter photo.
- Photos including date/time will not be used.
- Photos that capture important, thoughtful events/activities will be considered first to be used.
- Submitted photo(s) should also contain a two to three sentence caption describing the photo. Please do not include students’ names, as they will not be included.
- Before submitting photos, please verify that any student included in the photo has an approved Student Image Release form on file.
PRESS RELEASE TIPS:

- Schools are encouraged to submit routine, good news releases to media in written, professional press release format via email or fax.


- Schools should always consider if the news is newsworthy before submitting to PR Division.

- All media releases (press releases/media advisories/PSA’s) should be approved by the school’s principal and sent to the PR Division for release to media.

- If possible, submit news releases at least 7-10 days prior to media.

- Note the appropriate contact person and information regarding the news/event.

- Be prepared to provide additional details/information if requested.

- When possible, include a digital photo that relates to the news item.

- Schools can call upon the PR Division for assistance anytime.

- Schools may submit a Media Tip Sheet to the PR Division to request a news release to be completed for major/special news and happenings (i.e. State awards, special guest visits, major theatrical production, etc.).

- Ensure correct spelling of students’ and teachers’ names.
News reporters may call for a number of reasons. Sometimes the reasons may be obvious—an event or activity you are publicizing. But occasionally, reporters choose you and your school for reasons that may be harder to discern:

- They may want to use a program at your school to illustrate a national, state, or local issue. Reporters often "localize" state and national stories by focusing on local examples.
- Reporters may be looking for your perspective on trends, issues, or events.
- They may want to know why your school's average test scores are "x" and another school's are "y."
- Or perhaps an angry parent has decided to use the power of the media to resolve an issue between the family and the school.*

But one thing is certain: reporters most certainly will call you if any type of tragedy happens in or around your school and your students are involved. (See "When Tragedy Strikes" on Page 29.)

**What to do when a reporter calls unexpectedly?**

1. **Call the PR Division at (910) 254-4221 or (910) 254-4245**
   
   We may have some knowledge of what story the reporter is doing and can offer you some guidance, if you need it. Even if you know the nature of the story in advance, we'd like to know if a NHC school is going to be featured in the media.

2. **Always return the reporter's phone call.**
   
   If you're busy, you may want to have a staff member call. A reporter has a deadline he must meet. If you don't return his call, he may think you're trying to "cover up" something and he will probably go to your school to investigate the incident in person. Ask the reporter to call the PR Division, explaining that the PR Division will help him/her compile the story more efficiently.

3. **Determine what the reporter wants.**
   
   Ask if this is a "feature" story or a "hard news" item, which may be of a more controversial nature. Frequently reporters want you to line up some students or staff to interview. This can be a hassle, but since you have control over who is interviewed, you should welcome the opportunity to provide people who have good things to say. (See "Parental Permission" on Page 25.)

   *Realize that just as you have to check out accusations of misconduct among your staff, the news media generally will feel led to "check out" "tips" of misconduct, which depending on the outcome, may or may not result in a news story.

4. **Determine whether you have to participate in this story right now.**
   
   If this is a bad day, request to reschedule the reporter for another day. If you think your school isn't a good example of what the writer is looking for, you may know of another school that may work better for the reporter's story. For example, if the reporter is looking for a club or program your school doesn't offer, you may refer the reporter to the PR Division and they will help to facilitate the reporter's inquiry.

   *(From a PR standpoint, it's never a good idea to completely refuse to do a story, but you could try to redirect the reporter to another day or another school. You can even offer to be of assistance when the timing is better.)*
When the Media Makes Contact cont’d

When the reporter and photographer arrives…

- Unless arrangements have been made in advance, expect the media to spend only about an hour at the school. Journalists are constantly fighting daily deadlines that limit their time.
- Find out when the story will be aired or printed. Students and staff will want to know so they can look for it.
- Make sure they are escorted for the duration of their visit.

REMEMBER:
Call the PR Division at (910) 254-4221 or (910) 254-4245 when a reporter calls you or arrive unannounced at your school. This office is your support system, trained to handle these situations.

Parental Permission

Parental permission is needed before a reporter, photographer, or NHCS employee (teacher, principal, etc.) can interview or photograph a student or use a student’s work in a public domain (i.e. posting on the school web site), unless the student is 18 years old or older. The school must obtain written permission. This is done so by using the Student Image Permission and Student Interview forms. A copy of the forms are located on Pages 40-43. Both English and Spanish versions of the release forms can be found on NHCS’ web site under the Forms link and the PR Division’s web page.

The PR Division encourages schools to distribute a Student Image Permission form to ALL students at the beginning of each new school year. The forms should be received in a timely manner and be included in the student’s file. Classroom/homeroom teachers should take note of those students who have received permission and those who have not received permission. A Student Interview Permission form is necessary when a student has been asked to take part in a media interview/feature story. This form should be sent to parents for approval and returned to the school prior to the interview taking place.

It is very important that no student participate in a photo, video, or interview, whether conducted by school or non-school personnel, that does not have permission to participate or has not turned the appropriate release form. It is the school’s responsibility to keep track of the release forms and ensure only students with granted parental permission have their photo, interview comments, and/or image of student work used in any public domain. If the permission status is uncertain, it is recommended not to photograph, video or interview the student or use the student’s work until the correct status is determined and verified with the student’s parent/guardian.
Local Media Contact List

**New Hanover County Schools**
Valita Quattlebaum
Chief Communications Officer
valita.quattlebaum@nhcs.net
(910) 254-4221

**WECT (NBC Affiliate)**
Scott Saxton
News Director
ssaxon@wect.com
(910) 386-5435

Justin West
Assistant News Director
jwest@wect.com
(910) 386-5436

WECT Newsroom
newsroom@wect.com

**WWAY (ABC Affiliate)**
Kevin Wuzzardo
News Director
kwuzzardo@wwaytv3.com
(910) 762-8581

WWAY TV-3 Newsroom
newsroom@wwaytv3.com

**News 14**
Bess Fowler
Assignments Editor
newsroom@news14.com

**Star News**
Hannah DelaCourt
Education Reporter
hannah.delacourt@starnewsonline.com
910-343-2328

Ken Blevins
Photo Editor
ken.blevins@starnewsonline.com
910-343-2232

Si Cantwell
Local News Editor
si.cantwell@starnewsonline.com

**Wilmington Journal**
Mary Alice Jarvay Thatch
Publisher/Editor
wilmjournnews@aol.com
910-762-5502

**Wilmington Police Dept.**
Linda Rawley
Public Relations Officer
linda.rawley@wilmingtonnc.gov
910-341-4608

**Wilmington Parent Magazine**
Karin LeMaire
karinwilmingtonparent@gmail.com
seasidemedia1@gmail.com
910-518-0011
Local Media Contact List

**NHC Government**
Ruth Ravitz Smith
Chief Communications Officer
Phone: (910) 798-7177

**NHC Sheriff’s Office**
Sergeant J.J. Brewer
Sheriff's Office
jbrewer@nhc.gov.com
910-798-4200

**Cumulus Broadcasting**
Mike Farrow
mike.farrow@cumulus.com

**WILM-TV (CBS Weather)**
news@wilm-tv.com
910-332-7001

Public Service Announcements
psa@wilm-tv.com

**Port City Daily**
Hilary Snow
hilary.s@hometownwilmington.com

**Greater Diversity News**
Kathy Grear
kgrear@greaterdiversity.com
Crisis Communications

**This section is primarily for principals.**
In a perfect world, a school would be only a place for positive experiences, for learning and developing social skills. This, however, is the real world. How you handle controversy and tragedy can determine whether the year is successful or blemished by an event out of your control.

Understanding Your Role During a Crisis

"Bad News" can be anything from the untimely death of a teacher or student to a bus wreck or an act of violence on campus. For all the times you've tried to get positive coverage of events and activities on campus, this is the one time you can be sure of media coverage. When you develop your crisis plan, do not exclude the media. They will show up in force on your campus at a time when you least need the frustration. Treat them with respect and courtesy. Like you, they are simply doing their job, and if you work with them, they can help you get this story told accurately.

As much as you wish to give all of your time to staff, students, and parents, you also should understand that the news media will do the story - with or without your participation. When you participate, you have some control and influence over what is presented. Your refusal to participate is likely to send the media hunting for students, parents, or staff who might not have the full story. They may be inclined to share hearsay or information protected by privacy laws. When your school community watches the story, you might end up with an even bigger crisis.

The Crisis Plan

The New Hanover County Schools initiated a crisis plan during the 1993-94 school year. The Crisis Plan, located in the Administrator's Emergency Handbook, is revised annually. Once you notify central office that a tragedy has occurred at your school, you will receive rapid response from the Administrative Staff Team.

Notifying Parents

Once the crisis team has responded and there is a clear picture of media interest in the tragedy, you will need to make a determination on whether parents should be notified. When you know that the tragedy is having an impact on your students and is likely to get media coverage, you should strongly consider sending a Connect 5 message or a letter home to parents. This strategy allows you to communicate details of the incident, assure parents that a situation is under control, and appeal for additional support of the child in this time of crisis. The NHCS PR Division will assist you in this effort. The message gives you the opportunity to tell the story to your most important public. They need to hear the facts from you and not from the evening news.

News Media Coordination

The NHCS PR Division will respond by coming to the school to handle any walk-in media, media phone calls, and help make a determination as to whether a news conference should be scheduled.
When Tragedy Strikes

The news conference participants usually include the principal and any other school official with a connection to the incident's investigation or resolution. The PR Director will assist you by working out an agreeable news conference time and notifying the news media. If you so desire, the Public Relations Division can help you draft a statement for you to present at the news conference.

The News Conference: What to Expect

Reporters always want to know more about a student than you can legally tell them. They will invariably ask about the student's academic and disciplinary record. Because of the Family Education Rights and Privacy Act (FERPA), you may not discuss those records. Feel free to explain to the reporter why you cannot release details of the student's records.

Reporters often phrase the question, "What kind of kid/student was he/she?" No matter what kind of issues may have surrounded the child, please do not speak negatively of the student. It is always safe (and accurate) to say, "He/she was well-liked by his/her friends." "He/she will be sorely missed."

Reporters will also ask about the "mood" of the staff and students. This is obviously a no-brainer question, but it occurs at every single school-based news conference as reporters look for some statement or sound bite addressing how the students are handling their grief. The answer should be obvious, but the reporters need your comments about how sad and shocked the incident has left your students and staff.

After the News Conference

That night, try to watch an evening newscast and read the next morning's paper. The press coverage may influence how your students and staff are perceiving an incident. The reporting may also include information unknown to you or perhaps even some inaccuracies.

The Day After

The media won't let go of a headline-grabbing story. They are likely to return for a "follow-up" after the event has happened. If it is something that happened on campus, they will want to know what procedures or policies are being changed to prevent it from happening again. What happened to the students involved? How are students handling the situation today? Again, a proactive approach - setting up a brief news conference - can keep the media away from students and staff on campus. The PR Division will be glad to help.
Forms & Samples
New Hanover County Schools
Media Tip Sheet

TO: Public Relations Office  DATE:
FROM: TEL. #:

WHO: __________________________________________________________

(Tell who is sponsoring the event, or who will receive/has received recognition. Provide first and last names and the title of people mentioned, as well as newsworthy people that will attend or participate in the event.)

WHAT: __________________________________________________________

____________________  ________________  ________________  ________________

____________________  ________________  ________________  ________________

____________________  ________________  ________________  ________________

(Give details about what will occur or what a reporter may see when covering the story. For awards, tell what the award recognizes.)

WHEN: ________________  ________________  ________________

(Include the day, date and time of the event, including a.m. or p.m., and submit at least one week in advance.)

WHERE: ____________________________

(Include where the event or recognition will occur, including the address and room name or number. Please specify area of school the event will occur: multipurpose room, library, gym, outside, etc.)

WHY: ______________________________

(Explain the reason or goal of the subject of the story. For awards, provide information about why the award was presented, such as nomination/selection criteria details.)

WRAP UP: Provide additional information to make the story more interesting and set it apart from other similar stories. Check to make sure that the guidelines above have been followed.

The Media Tip Sheet should be submitted to the PR Division via email, heather.miller@nhcs.net or fax to 254-4477, at least 7 days in advanced. Questions? Contact the PR Division at 254-4245.
Oceanview Elementary School students teamed up with the Math-a-Thon in March to raise money for St. Jude's Children's Research Hospital patients. Math-a-Thon is a fun and educational fundraising program where students work on math problems from a fun-book, CD-ROM, or online. They get money sponsorships from friends and family for completed math problems. Participating students turned in their math problems and pledges to the Math-a-Thon coordinators, Maggie May, fifth grade teacher, and Charlie Brown, school counselor.

Total pledges by students exceeded $2,000, improving math skills of Oceanview students and the lives of children served by St. Jude's Hospital.

###

**Oceanview Dolphins Make a Splash With Math**

Oceanview Elementary School students teamed up with the Math-a-Thon in March to raise money for St. Jude's Children's Research Hospital patients. Math-a-Thon is a fun and educational fundraising program where students work on math problems from a fun-book, CD-ROM, or online. They get money sponsorships from friends and family for completed math problems. Participating students turned in their math problems and pledges to the Math-a-Thon coordinators, Maggie May, fifth grade teacher, and Charlie Brown, school counselor.

Total pledges by students exceeded $2,000, improving math skills of Oceanview students and the lives of children served by St. Jude's Hospital.

###

More Press Release Tips:

- Use a headline that is a full sentence.
- Put the most important information first.
- Double or triple space and keep the text to one page.
- Use quotes from school officials and/or those involved in the activity, honor, or award.
NHCS Teachers Chosen as UNCW Beginning Teacher Promise of Leadership Award Recipients

(Allison Dixon, Laney High School, Stanley Hollins and Joshua Stephens, Ashley High School, received Beginning Teacher Promise of Leadership Awards from the Watson College of Education at UNCW.)

Three New Hanover County Schools (NHCS) teachers were chosen as Beginning Teacher Promise of Leadership Award recipients by the Watson College of Education at the University of North Carolina Wilmington. Allison Dixon of Laney High School and Stanley Hollins and Joshua Stephens of Ashley High School were nominated to receive this award based on their commitment to teaching diverse learners, use of technology in the classroom, and potential for leadership. These teachers were formally recognized at the Beginning Teacher Professional Development Day on May 15, 2015. Through collaboration and support from Watson College of Education professors, they designed professional development sessions which they presented to fellow beginning teachers during the spring Beginning Teacher Professional Development Day.

The Beginning Teacher Promise of Leadership Award is designed to provide professional growth opportunities and support for excellent beginning teachers. For more information, contact Marcia Kearns-Merkle, Beginning Teacher Support Specialist, at (910) 471-4271.

###
New Hanover County Schools is pleased to present the All-County Elementary Choral Festival on Saturday, February 9, 2012, at 2:30 p.m. The concert will be held at the Minnie Evans Art Center located at Veterans Park. Approximately 150 young vocalists from New Hanover County elementary schools have been selected to perform.

The All-County Elementary Chorus will be conducted by guest choral clinician, Ginger Wyrick, Assistant Professor of Music at Queens University of Charlotte, NC. She is the director of the Chamber Singers and Royal Showstoppers.

The public is cordially invited to attend. There is no admission fee.

# # #
MEDIA ADVISORY:

CONTACT: Joe Montana, Physical Education Teacher
          Harris Middle School, (910) 321-7890

Carolina Panthers Football Organization Hosts Camp at Harris Middle School

WHAT: Members of the Carolina Panthers Football organization will host a training camp for Harris Middle School students in Grades 7 and 8. The Junior Training Camp brings the experience of an NFL training camp to children in an effort to increase their interest in team sports and encourage them to become physically fit. Football drills, teamwork, respect for authority, self-confidence and discipline will be taught.

WHEN: Tuesday, May 13, 2012, 9:00 a.m. - 2:00 p.m.

WHERE: Harris Middle School, 455 Ocean Parkway, Seaview, NC.

# # #
Your School's Letterhead

Dear Public Service Director/Community Calendar Coordinator:

Please Run the Following Announcement as Often as Possible:

Sky High School's Choral presents its annual holiday extravaganza featuring songs of the season. The Chorale will perform music from every culture represented at Jones High. They'll be accompanied by the Jones High Orchestra. It's an evening you'll never forget! The show starts at 7:00 pm, Friday, December 3, in the Sky High Auditorium. The performance is free to students and $2 for the public. For more information, call the school at 910-555-1212.

Thank you. If you need more information, please feel free to call.

Sincerely,

Jane Smith
Publicity Chairman
910-555-1212
Guidelines for Letters to Parents
During Crisis Situations

Connect 5 calls should be the first form of contact to parents. In some instances, however, a letter home may also be appropriate. If there is a need for a letter, these are guidelines to follow that may be helpful.

1. Be sure the situation merits a letter home to all parents. If you are in doubt, call the Superintendent's office for advice.

2. Letter content should always be straight forward and HONEST.

3. Provide enough information for parents to understand the situation without giving any specific details that might impede any investigations of the situation. If the withholding of information sounds "questionable," explain to parents that any disclosure at this time might impede a police investigation.

4. Be timely with letters to parents (if at all possible, the day of the incident). If an incident happens during the instructional school day, and you are certain of television news coverage that evening, it becomes even more imperative that letters get home with students that day.

5. In a crisis situation, principals have many responsibilities that can make it difficult for them to find the time to write a letter to parents. The Public Relations Director will be glad to assist principals in letter writing and media communications.

6. Always reassure parents that safety is the number one priority.

7. Always provide the Superintendent with a copy of the letter sent to parents.

8. Review the attached sample letters.
Dear Parents,

I want to make you aware of a situation that occurred at our school today. This morning around 10:57 a.m. we received a telephone call from Emergency Services saying a bomb threat had been made toward Harris Middle School by way of a telephone call to 911.

Law enforcement was immediately notified, and we evacuated the school. Law enforcement completed their facility search, and students were allowed back in the school after about 25 minutes.

Our ultimate goal is to catch those making any threats and prosecute them to the fullest extent of the law. Any student who is caught making threats will face an automatic 365-day suspension from school and will also face criminal charges.

Please be reassured that at any time any type of threat is made against the safety of our students, and/or staff, it is taken very seriously and immediate and appropriate steps are taken.

Thank you for your continued support of our school.

Sincerely,
Aaron Rogers, Principal

November 19, 2012

Dear Parents,

I want to make you aware of a school bus accident that occurred this morning while transporting Sky High School students to school. Around 8:20 a.m., Bus 192 was involved in a minor accident near the intersection of Highway 84 and Twelve Mile Creek Road.

Emergency and law enforcement personnel were immediately called to the scene.

There were no serious injuries to any of the students on the bus or to the driver and passenger in the car that was involved in the accident. One student was transported to the hospital on the request of his parents.

Thank you for your continued support of our school, and be reassured that the safety and well being of our students and staff will always be our number one concern.

Sincerely,
Paula Deen, Principal
Dear Parent/Guardian:
During the current school year, your child’s image/photograph or work may be included in a classroom or school project that could be used in one of the following ways:

- Used as a demonstration project/activity in education workshops/classes/conferences
- Used as sample project/activity on CD’s created by New Hanover County Schools use in education workshops and student classrooms
- Posted on the school or NHCS web pages and social media sites on the Internet
- Submitted as samples to program publishers or as contest entries to sponsors
- Appear on videotape made during a student presentation of their project, or in broadcasts or videotapes demonstrating computer multimedia in general
- Videotaped to appear in a school-related program or news broadcast to be used by a local television station or school/county project
- Used in a printed publication such as a newspaper or magazine

Your child’s name or address WILL NOT be included with your child’s picture when publishing on the Web.

There is no monetary compensation for the use of the work, but it will help many teachers get more use out of their computers, and show other students a good example of what can be. Please sign the release form below and return this sheet to your child’s school. Your permission grants us approval to publicize without prior notification and remain in effect until revoked.

**RELEASE FORM**

_________I/We **DO** give permission for ____________________________’s image/photograph, or school work or to be
used as described above. We are willing to release this into the public domain and understand that no monetary compensation will be given for the use of the materials.

_________I/We **DO NOT** give permission for ____________________________’s image/photograph, or school work to be used
as described above.

Parent/Guardian Name ____________________________________________________________

Parent/Guardian Signature _______________________________________________________

Address ______________________________________________________________________

City, State, Zip Code  ___________________________________________________________

Phone Number ________________________________  Date ___________________________

*Please return this form to your child’s teacher.*
Estimado Padre /Guardián:
Es posible que durante el curso escolar, el trabajo o imagen (foto) de su hijo(a) pueda ser incluido en algún proyecto de la clase o de la escuela. El proyecto podría ser utilizado de una o varias de las siguientes maneras:

- Como demostración en una actividad educacional, talleres o conferencias.
- Como un ejemplo de proyecto o actividad en CD’s creados por nuestra escuela o condado para utilizarse en talleres educativos y salones de clases.
- Situar en la red (Web) de la escuela o condado.
- Presentar como ejemplos a empresas de publicidad o también como entradas participantes en concursos con patrocinadores.
- Como parte de un video filmado durante la presentación del estudiante, o la difusión en televisión del trabajo del estudiante para nuestras escuelas o televisión local o como video utilizado en demostraciones por computadoras.
- Como parte del periódico escolar, publicación local, libro anual, o revistas.

El nombre o dirección de su hijo(a) NO SERÁ incluido con su foto si fuese publicada o colocada en sitio de la ‘Web’.

No existe ningún tipo de compensación monetaria por el uso del trabajo, pero el poder utilizar el proyecto ayudará a los maestros(as) a demostrar y utilizar como ejemplo de lo que es un buen trabajo, al hablar con otros estudiantes que posiblemente tengan que realizar similar trabajo. Por favor, complete los blancos y firme este formulario. Devuelva a la escuela de su hijo(a) lo más pronto posible. Su permiso nos permitirá publicar sin notificación previa o adicional y se mantendrá en efecto hasta que usted nos avise que desea revocar el permiso.

_____ Yo doy permiso a ____________________________ para que usen su imagen (foto) o su trabajo de la manera descrita arriba. Permítan que se haga de conocimiento público y entiendo claramente que no recibiré ninguna compensación monetaria por el uso de dicho material.

_____ Yo NO doy permiso a ________________________ para que usen su imagen (foto) o su trabajo de la manera descrita arriba.

Nombre del padre o encargado_____________________________________
Firma del padre o encargado   _____________________________________
Dirección _____________________________________________________
Número de teléfono_________________________ Fecha_______________
Escuela ____________________________ Año escolar 200____ -200_____
Dear Parent/Guardian:

Local media (TV, newspaper, radio stations, etc.) frequently want to interview students to add a personal touch to stories. Students’ comments may be used in newspapers or be broadcasted on radio or TV.

_______________________________(reporter’s name) has asked to interview students regarding _____________________________(topic). The interview will be printed in/aired on _____________________________(station, channel, publication).

This form allows you as a parent/guardian to choose whether your child may be interviewed or not. Please check one of the following:

_________I/We DO give permission for to the news media to interview my child. Further, I authorize its use without inspecting or approving the finished product or its specific use.

_________I/We DO NOT give permission my child to be interview by the news media.

Student’s Name ____________________________________________________________

Student’s School / Grade ______________________________________________________

Student’s Teacher ___________________________________________________________

Parent/Guardian Name _______________________________________________________

Parent/Guardian Signature ___________________________________________________

Address _________________________________________________________________

City, State, Zip Code _______________________________________________________

Phone Number ___________________________________________________________

Date ________________________________________________________________

Please return this form to your child’s teacher by ______________________.

(date)
Los medios noticiosos locales tales como los periódicos, la radio, y la televisión en ocasiones interesan entrevistar a los estudiantes para añadir un toque más personal a las historias o recuentos que hacen. Existe la posibilidad de que los comentarios expresados por el estudiante, sean publicados en el periódico o utilizados en el reportaje de televisión o historia de radio. La siguiente persona (reportero) __________________________ nos ha pedido permiso para entrevistar a los estudiantes en relación al siguiente tema: _________________________________. La entrevista será publicada por______________________________ (canal, estación, publicación).

Esta forma le permite a usted como padre o tutor legal decidir si le da permiso o no le da permiso a su hijo(a) para hablar con los periodistas. Por favor marque una de las siguientes declaraciones:

_____ Sí, doy permiso para que mi hijo(a) sea entrevistado por los medios noticiosos. Además doy permiso para el uso de la entrevista sin condiciones y sin revisar o aprobar el producto final.

_____ No, no doy permiso a los medios noticiosos a entrevistar a mi hijo(a).

Nombre del estudiante __________________________
Nombre de la escuela y grado __________________________
Nombre de la maestra(o) __________________________
Nombre del padre o encargado(a) __________________________
Firma del padre o encargado(a) __________________________
Dirección __________________________
Ciudad, estado, código postal __________________________
Número de teléfono __________________________
Fecha __________________________

Por favor, devuelva este formulario a la maestra(o) de su hijo(a) no más tardar de la siguiente fecha: __________________________.