

# Living With the Media



A mini-primer

Media folks are our...

**FIENDS**



Oops.....

Sorry!



I meant.....

Media folks are our.....

**FRIENDS!**



“There is far too much negativity about education in the media.”



“...In a media driven society, education is in the face of the public every day, and unfortunately most of the information presented is negative.”



OK...

So what can we do about it???



- Be alert in an interview.
- Answer questions with your own message points.
- Don't be drawn into saying something you shouldn't (or may regret later).
- Dead air is okay! Smile.
- Never say, "no comment."



- Remember, the microphone is always ON.
- There's no such thing as "off the record."
- YOU CAN control an interview.
- Always remain positive. Help eliminate that negativity.
- Take advantage of all opportunities to talk about the GOOD in education.



...and always keep in  
mind.....

Media folks are our.....

**FIENDS**



...I mean, our

# FRIENDS!



