

Media Relations Guidelines for Williams Site Teams and Principals

The Williams legislation is newsworthy and there will likely be ongoing interest by the media in the process, particularly the school site inspections and the results. Here are some guidelines for working with reporters, photographers and others involved in professional newsgathering who may show up during your site visits.

- All team members are to act with courtesy and professionalism when dealing with the news media.
- As a public agency, CCCOE has a responsibility to be open and responsive to information requests from the news media. Remember that you are representing the Contra Costa County Superintendent of Schools and CCCOE during these site visits.
- **Members of the news media are to be referred to the team leader, who is the designated spokesperson for the site visit.**
- Team members should not tell reporters they are not allowed to or can't talk to them. Never say "no comment." Instead, tell them: "Our focus is on conducting the site visits. Our team leader is available to answer general questions about the visits. Additional information may be obtained from the CCCOE Communications Office at 925-942-3420."
- Refer the news media to the principal for questions about the school or district.
- Be honest, open and cooperative.
- Never speak to a reporter "off the record" - unless you want it on the record.
- As you are the designated spokesperson for the site visit, please do not offer personal opinions or speculations.
- Be brief and to-the-point.



Contra Costa County Office of Education
77 Santa Barbara Road, Pleasant Hill, CA 94523
www.cccoe.k12.ca.us