Staff Media Protocol
July 28, 2014

Media may unexpectedly arrive at your school or site. If this happens, please follow these guidelines.

GATHER INFO
- What is the reporter’s and/or photographer’s name?
- Which station or newspaper does he/she work for?
- Why is he/she there?
- Does he/she have permission from the APS Communication Department?
  - The likely answer is no, as someone from the department will always be on site when a reporter/photographer is expected.

ASK THE REPORTER TO CALL THE APS COMMUNICATION DEPARTMENT AT 303.365.7805
- Suggested phrases
  - “The APS policy is to have permission from our Communication Department before allowing media inside a school/site. This is to ensure the safety of our students and staff. Please step outside and contact them at 303.365.7805.”
  - “We are in the middle of classes right now and focused on students. Please step outside and contact the APS Communication Department at 303.365.7805.”
  - “I need to ask you to leave. We are happy to work with you after you coordinate a visit through the APS Communication Department at 303.365.7805. They can help you set up an interview.”

CALL THE APS COMMUNICATION DEPARTMENT
- Call the APS Communication Department at 303.365.7805
  - If no answer, please call 303.326.2755
  - During non-business hours, there will be a voicemail listing a cell phone number
- Relay all the info you have gathered
- You will be advised on what to do next
  - At this point, the reporter/photographer should be out of the school/site

REMEMBER
- Do not let the reporter/photographer any further into the building
- Do not provide any sort of interview before contacting the APS Communication Department
- If you are asked about something, refer back to the Suggested Phrases category
This is to protect you and your rights
Remember, nothing is truly “off the record” and something you say could end up on television or in the newspaper!