



MEDIA RELATIONS BEST PRACTICES

for Students

The Office of Communications encourages and welcomes your willingness to help reporters tell the story of Brevard College and its people. Please contact the Office of Communications as soon as you're aware of a story or event you'd like to share with the media. It's never too early to discuss an idea, but it can be too late.

Press releases are generally e-mailed at least two weeks before an event, so plan ahead. (If you need a photograph, add a week). To request a press release or photo, [fill out this form](#).

Sometimes reporters simply want to speak to someone with subject expertise on a matter related or unrelated to the College. Oftentimes, however, reporters will want to talk with you to get a different perspective on a College issue. They want to talk to an expert, a student, a faculty member or a staff person, someone who is teaching or experiencing the events or issues they are trying to describe.

Typically, your opinions will be based on your area of expertise or your specific knowledge. But remember that at all times you are a representative of Brevard College. Occasionally, the Director of Communications will ask you to give a reporter your opinion. When this occurs, the Director of Communications will give you some background on the issue and on questions the reporter is expected to ask.

If a reporter calls you directly about a College-related matter and you have not heard from the Office of Communications first, please call the Director of Communications before responding to the media professional. She/he may provide you with background data, help you anticipate the reporter's motivation for the story, and advise you on what may be shared with the media without disclosing confidential information.