



**HPS Office of Communications**  
**Director of Communications, Beverly Snowden**

# Request for Media Coverage

(Includes HPS Website, HPS Social Media & Press Releases)

Thank you for helping the Communications Office share our good news with the community! Media coverage from the HPS Communications Office includes the HPS website, HPS social media & press releases - with multiple media outlets. The Director of Communications makes all contacts with the press for external coverage of events.

Media Request Forms must be completed in full by the employee(s) making the request before submitting to the school Communications Liaison (CL). The CL will secure principal approval; once cleared, the CL submits the request (and emails attachments of additional documents & properly identified photos) to the Director of Communications.

Photos must be in .jpg format, and less than 1 MB. Good sizes range from 400-750 KB. Limit the number of photos to no more than six, under 10 MB total. All photos must be identified (full names, by rows and left to right). Photos with students must be pre-approved (no parental denial forms).

**Lead time:** Preferably two weeks; but one week can sometimes work. All requests will be submitted in writing with this form and sent via email to the Communications Office. Sufficient time is needed in order to pitch the story to media outlets and for district news. Complete the following and submit to your Communications Liaison. Questions? Ask your school CL.

**Disclaimer:** Not every story and news tip will be covered due to timing, schedules and urgent needs of the district. The Director of Communications and the Superintendent will also make decisions on news placement.

**Today's Date:** \_\_\_\_\_  
(Make every effort to submit requests with a TWO WEEK notice)

**Communications Liaison** \_\_\_\_\_ **School** \_\_\_\_\_

**EMPLOYEE MAKING REQUEST:** \_\_\_\_\_ **Email** \_\_\_\_\_

**Phone** \_\_\_\_\_ **Principal Approved Yes** \_\_\_\_\_ **No** \_\_\_\_\_

**WHO?** \_\_\_\_\_

**WHAT?** \_\_\_\_\_

**WHEN?** \_\_\_\_\_

**WHERE?** \_\_\_\_\_

Additional summary: Why is this news worthy/unique? Provide details. A summary page may be attached/ forwarded to your school CL.