

Media & Public Relations Policy

Purpose:

The Board of Directors of the School recognizes and respects the public's right to information and understands the need for accurate and timely information dissemination. As such, the Board adopts this policy regarding media and public relations.

Board Spokesperson:

The Board President shall serve as spokesperson for the Board. All statements authorized to be made on behalf of the Board shall be made by the Board's designated legal counsel or other representative as the Board may from time to time designate.

School Communications:

The Board authorizes its Educational Management Company as spokesperson for the School to develop regular and ongoing practices for relaying proactive communications to the media and public. Said communications may include, but not be limited to, information related to school programs and needs, student awards, school accomplishments, events of special interests, graduations, and issues facing charter schools.

Media Relations:

- Media representatives are welcome at all Board meetings, as they are open to the public.
- Media representatives, as all other visitors, shall register immediately upon entering the school building or grounds when school is in session or students are present.
- Media representatives who seek to interview or photograph students on school grounds must first make arrangements with the School Principal who will ensure the proper permissions and safeguards.
- When a media inquiry is received by the school or a board member, the individual receiving such request shall communicate such to the Spokesperson as designated pursuant to this policy.

Crisis Communications:

While safety is the utmost concern during a crisis situation, the Board recognizes the need to provide timely and accurate information during a crisis. As such, the Board directs its Educational Management Company to develop a crisis plan for communications strategies in the event of a crisis. Such plan shall include prompt notification to the Board President and Board Legal Counsel of any crisis situation and the communication plan to address such.