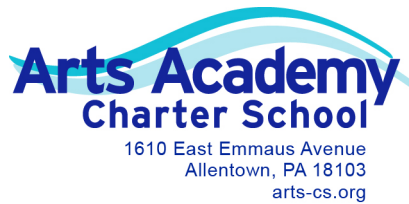


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Revision Date(s):	



## Board Policy 6.7

### MEDIA RELEASE

#### Purpose

Representatives of the local press, radio and TV are an important link in the communications chain between Arts Academy Charter School (“Charter School”) and the community. The maintenance of good working relations with media representatives is essential to meeting those objectives of the school community relations program which require the support and cooperation of the news media.

The Board believes that all reasonable means should be employed to keep the public informed on matters of importance regarding Charter School policies, finances, programs, personnel and operations.

#### Authority

It is the policy of the Board to maintain a continuing information program for compiling and distributing news of events, noteworthy facts, statistics, plans and forecasts necessary to keep the public informed and interested in Charter School matters.

The Board reserves the right to negotiate for radio broadcasting, televising, filming, or sound recording of any Charter School event by an outside agency. These rights, if sold, shall be contracted under conditions that bring the most favorable terms to Charter School.

#### Guidelines

- 3.1 In order to maintain a progressive and coordinated program of public relations for Charter School, prior approval of the CEO or designee must be provided prior to an employee providing or consenting to an interview by a representative of the news media.
- 3.2 Students shall not be permitted to give school information or interviews requested by news media representatives without prior approval of the CEO or his designee.
- 3.3 To avoid potential violations of student privacy, submission of photographs to news media representatives without prior approval of the CEO or his designee, the individual involved, or their parents/guardians. Photography and audio/visual

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recording on school grounds and at school events is governed by the Board's School Visitor's Policy, Bd. Pol. 6.3.

- 3.4 Permission for representatives of news media to photograph Charter School subjects, personnel, or students must first be authorized by the CEO or his designee, the individuals involved, or their parents/guardians.

#### Directory Information

Directory information, as defined in Board Policy 2.5.1, may be released to the media as permitted by law and Board Policy. The release of directory information shall be comply with the Federal Education Rights and Privacy Act (FERPA) as well as the school's Student Records policy (Bd. Pol. 2.5.1).

#### Delegation of Responsibility

The CEO or his designee shall be responsible to:

- a. Be readily available to media representatives;
- b. Keep media representatives informed of all aspects of the Charter School, that reporting will be done on the basis of a complete and valid overview;
- c. Submit and suggest feature stories or articles of relevance;
- d. Assist various Charter School-related groups in their relations with the news media;
- e. To the greatest extent possible, be proactive in efforts to gain positive media attention for the school; and
- f. Assist the Board in preparing regular and special publications for the public.

TO THE EXTENT THAT ANYTHING IN THIS POLICY COULD BE CONSTRUED TO CONFLICT WITH APPLICABLE STATE AND/OR FEDERAL LAWS, THE APPLICABLE STATE AND/OR FEDERAL LAWS CONTROL. THIS POLICY IS NOT ENTENDED TO CONFLICT WITH CHARTER REQUIREMENTS.