

Riverwalk Academy Communications Policy/Public Information

The Board believes that one of its paramount responsibilities is to keep the public informed of its actions. RA is as strong as the support afforded to it by an intelligent and informed community. The support of people must be based upon their knowledge of, their understanding about, and their participation in the aims and efforts of RA.

Further, the Board believes that the education of each student is a responsibility shared by RA as well as parents. The Board recognizes the need for a constructive partnership between RA and parents that provides for two-way communication and fosters educational support for students and parents. In keeping with these beliefs, it is the intention of the Board to cultivate and support active parental involvement.

Anonymous letters, emails, or other communications will not normally be considered and are generally discouraged. An exception will be made if an anonymous communication contains allegations that threaten the health, safety, or well-being of an individual, or if the school's interest would be best served by referring the complaint for investigation or other action. Examples would include anonymous allegations of child abuse, bullying, life safety issues, and other such conduct of an especially serious nature.

In order for RA to be given the best press coverage, with a minimum of inaccuracies reported, the Board desires that the release of official news from the school be coordinated as follows:

- When individual Board members receive requests from news media representatives for information about Board meetings, members will refer the information seekers to the Board Chairperson. The Board Chairperson will be the official public spokesperson for the Board (unless the Board specifically delegates this responsibility to others).
- In the event individual Board members receive requests from news media representatives for information about school events or emergencies, members will refer the information seekers to the Board Chairperson or Principal, as appropriate. The Board Chairperson and/or Principal will be the official public spokesperson(s) for the school.
- Riverwalk Academy staff members shall not make statements to news media representatives unless previously authorized by the Principal.

RA will give all representatives of the media equal access to information. There will be no exclusive releases except as media representatives request information on particular programs, plans or activities.