

Georgia Cyber Academy School Media Relations Policy

Adopted On 8/18/2016 Last Reviewed On _____ Last Updated On _____

The Board of Georgia Cyber Academy, Inc. (“Board”) adopts the following policy, effective on the date of adoption, applicable to Georgia Cyber Academy School (“School”):

Purpose

To foster positive relationships with the media; ensure that information provided to the media is accurate, comprehensive, and complete; to provide reporters appropriate access to the best sources of information; and to protect the privacy rights and best interests of students, a protocol for providing information to the media is established and outlined in this policy.

Non-Disclosure

No Board member, K12 employee, or employee or agent of any other company or entity working with the School will release information identified as private or confidential by the School, the Board, policy or administrative regulation.

Spokespersons

The GCA Head of School will serve as the primary spokesperson for the School in the context of media relations.

The Chair of the Board will serve as the primary spokesperson for the Georgia Cyber Academy, Inc. and its Board. The Chair, with the approval of the Board, may delegate any other Board member or other person to serve as spokesperson for the Board and/or School in any matter or matters.

Student-Related Publicity

Proposed publicity regarding students will be evaluated by, and consent or disapproval determined by, the Head of School pursuant to the Family Education al Rights and Privacy Act, other applicable law, and the best interests of the student or students.

Media Contact

Any individual working for the School who is contacted by the media regarding any School-related matter, including any matter regarding student(s), curriculum, or other aspect of School operations, will notify the Head of School immediately and direct the media inquiry to the Head of School.

The GCA Head of School will notify the GCA Board Chair immediately for direction.

Any Board member contacted by the media will notify the Board Chair promptly and direct the media inquiry to the Board Chair.

Press Releases

All releases and other proactive and reactive GCA media communications will be coordinated with the Board and must receive Board approval before publication.

Media Access to School Events

The media will have access to all GCA School events to which the public has been invited.

When members of the media cover School activities other than public events, they must have the approval of the School before interviewing, filming, or photographing staff or students. Under no circumstances will any student be interviewed, taped, or photographed, without prior written permission from his or her parent or guardian.