



# OGDEN PREPARATORY ACADEMY

## Official Policy

### 2. Administration

#### 2.01.POL News Media Policy and Guidelines

**Effective/Revision Date:** 04/15/2022

**Page 1 of 2**

Ogden Preparatory Academy (School) is an established and highly respected public charter school. We have a reputation for providing excellence in education, good community relations, and a safe learning environment for our students.

While providing this service, the news media is periodically interested in the School. We feel a responsibility to be responsive to information requests as a means to best serve our student community and the community at large.

### PURPOSE

Adherence to this policy is intended to provide an effective and efficient framework to facilitate the dissemination of information that is appropriate, accurate, timely, and relevant.

### SCOPE

This media policy applies to all employees and Board Members of the School. This policy covers all external news media including broadcast, electronic, and print.

### DESIGNATION OF COMPANY SPOKESPERSON

The School Director (or his/her designee on the Administrative Team) and Board Chair (or his/her designee on the Board) are designated as the School's principal media contacts and spokespersons. These individuals are charged with the responsibility of media relations and will consider each media inquiry to determine the best way to provide information in relationship with other information that is not yet public. These individuals will convey the School's official position on issues of significance or situations that are particularly controversial or sensitive in nature. School communications responsibilities include:

- Increasing public awareness and understanding of the School and the educational services provided;
- Promoting a positive public image of the School for audiences that are important to the School, which include existing and prospective students, employees, peers, and government officials.

Depending on the situation, an individual may be asked to be a spokesperson on a particular issue due to their knowledge, experience, and/or expertise. The Board Chair will work with that designated spokesperson to prepare them for the media interview as needed. Preparation may include developing talking points as well as counseling, training, and practicing for the interview.

## **GUIDELINES FOR EMPLOYEES WHO ARE CONTACTED BY THE MEDIA INCLUDING PHOTOGRAPHY AND FILM**

- Refer all media calls to appointed spokespersons.
- Do not say you are not allowed to talk to a reporter or have to get permission to do so.
- Tell the reporter: “The School’s policy is to refer all media inquiries to the official spokesperson. May I get your name and phone number, so they can return your call?” Do not let a reporter compel you to answer questions on the spot.
- Display the same courtesy and professionalism in which we approach our student community and their families toward the media.
- Immediately contact the assigned spokesperson when the media has approached you.
- No one will be given access to the school for a photo or filming without approval from the designated spokesperson.

## **GUIDELINES FOR SPOKESPERSON**

- Act quickly when approached by the media to ensure that the reporter’s deadline is met. In order to promote our customer service image, it is important to respond quickly, courteously and professionally to all media calls.
- Consult with other members of the School community as needed prior to giving a response.
- Give deference to applicable privacy laws, employment laws and laws regulating public education over the desire for a statement from the media.

## **TRAINING**

The Director will inform all school employees of this policy and provide periodic training during appropriate staff meetings.

### Document History

Approved: 10/09/2013

Revised: 4/15/2022

*Revised to update guidelines for spokesperson(s) and employees*

### Legal References

<b>2.01.POL Media Policy and Guidelines</b>	
Effective/Revision Date: 04/15/2022	Page 2 of 2