

Tapestry Public Charter School Policy Manual

Board Spokesperson Policy

Adopted: 2/13/2017

The Tapestry Public Charter School Board adopts the following policy, effective on the date of adoption by the Board.

Sections:	I. PURPOSE
	II. AUTHORIZED SPOKESPERSONS
	III. PRESS RELEASES
	IV. TAPESTRY PRINCIPAL
	V. DELEGATION OF AUTHORITY FOR SPOKESPERSONS
	VI. RESPONSE TO REQUESTS TO SPEAK
	VII. MOTION AND STILL PHOTOGRAPHY
	VIII. REPRESENTATION
	IX. VIOLATIONS OF POLICY

I. PURPOSE

This policy is enacted for the purpose of establishing protocols for communication by representatives of Tapestry Public Charter School, Inc. (the "School") to the press, public officials, and the public at large.

II. AUTHORIZED SPOKESPERSONS

With respect to issues relevant to School governance or administration, members of the Tapestry School, Inc. Board of Trustees (the "Board"), other than the Chair and Vice Chair, and employees of Tapestry School, Inc. (the "School"), other than the Principal, are generally not permitted to (A) issue press releases, (B) speak to the press on the record or on camera, (C) speak to government officials, or (D) speak to public assemblies, unless they have received prior approval from the Board to do so. For the purposes of this policy, government officials include elected officials of DeKalb County, the City of Doraville, the State of Georgia, and the United States, and appointed officials and employees of the DeKalb County School System, the Georgia Department of Education, and the United States Department of Education. For the purposes of this policy, public assemblies include academic, professional, and business conferences, and other meetings of civic, trade or professional groups.

III. PRESS RELEASES

The Chair and Vice Chair of the Board may issue a press release if both agree to such issuance. Any such press release should be provided to the Board within a reasonable time, but in no event later than at the next regularly scheduled Board meeting. Additionally, the Chair and Vice Chair, acting independently, are permitted engage in the activities described in items (B) through (D) above without the prior approval of the Board, but they should report any such action to the Board within a reasonable time afterward (in no event later than at the next regularly scheduled Board meeting), which report should include a summary of the content of any information communicated. Any press release issued under this policy must also conform with all DeKalb County School System communications policies.

IV. TAPESTRY PRINCIPAL

The Principal is permitted to engage in the activities described in (B) through (D) above, without the prior approval of the Board, but s/he should report any such action to the Board within a reasonable

time afterward (in no event later than at the next regularly scheduled Board meeting), and such report should include a summary of the content of any information communicated. The Principal is not permitted to issue press releases without the prior approval of the Board.

V. DELEGATION OF AUTHORITY FOR SPOKESPERSONS

The Board may delegate to any individual, on such terms and/or limited to such topics as the Board may stipulate, the authority to issue press releases, speak to the press, speak to government officials, and/or speak to public assemblies, without specific prior approval. Such delegation shall expire upon the terms stipulated or upon revocation by the Board.

VI. RESPONSE TO REQUESTS TO SPEAK

Any Board member or employee contacted to speak on behalf of the Board or School who is not authorized to do so shall respond as follows: "Our policy is to refer inquiries to the Chair of the Board of Trustees." Such person shall provide the Chair's telephone number and/or email address if known, or shall otherwise provide the School's main telephone number.

VII. MOTION AND STILL PHOTOGRAPHY

This policy does not apply to any motion or still photography conducted on School property in which no specific message relating to School governance or administration is communicated. Such photography may be permitted at the discretion of the Board and/or at the discretion of the principal, provided that the principal's discretion is subject to oversight by the Board.

VIII. REPRESENTATION

When making a presentation to a public assembly, any member of the faculty or the Board, other than the Principal, Chair, or Vice Chair, should take care to emphasize that s/he is speaking on his/her own behalf, and not on behalf of the School or the Board, unless such member of the faculty or Board has received the prior approval of the Principal or of the Board, respectively, to speak on behalf of the School and/or the Board. If a speaker has not received prior approval to speak on behalf of the School and/or the Board, then the speaker may not use the school's logo or other intellectual property in his/her visual aids and should otherwise be careful to ensure that neither his/her remarks nor any slide presentations, handouts, or other visual aids used convey the impression that the speaker is speaking on behalf of the School and/or the Board. If a teacher desires to apply for an opportunity to speak on behalf of the School at any academic conference, the teacher must first obtain the Principal's approval to submit an application for such speaking engagement and then must additionally obtain final Principal approval to speak at the engagement, which final approval may be conditioned upon a review of the teacher's proposed remarks and visual aids.

IX. VIOLATIONS OF POLICY

Violation of this policy shall be subject to any disciplinary action available to the Board and/or School administration.