

POLICY

Policy on Media, Communication

A staff member may not speak to the news media as an official or unofficial spokesperson of ACA without prior clearance from the Principal or Superintendent. All inquiries from the media should be referred to the principal or Superintendent. Should a staff member receive a media inquiry, he or she should respond: "I have no authority to respond to your request. You should refer your question to the Principal, Superintendent or the Lead Pastor."

- **Philosophy**—The philosophy of ACA is to set forth the schools positions and goals in an open and honest fashion. To ensure that events are accurately communicated to the media, it is important to establish that factual matters are communicated by those who have personal knowledge and released in such a fashion as to avoid any misconstruction or misrepresentation of actual events. It is therefore a policy of ACA that communications with the media be made by the Principal, Superintendent or the Lead pastor's designee.
- **Press Releases**—All press releases must be approved by the Principal prior to being sent to newspapers, magazines, or other information distributors. This may be done by submitting a written copy of the press release to the Principal twenty-four hours prior to the expected time of release. If not specifically approved, the release shall not be made.
- **Verbal Statements**—From time to time, members of the media may attempt to elicit statements from ACA staff members. If confronted with such a request, the person making the request should be treated in a courteous fashion and requested to reduce the questions to writing whereupon the ACA administration will consider a written response. This procedure should be followed even if a representative of the news media requests to speak "off the record." Any response to such questions should be treated as a press release and should be handled in compliance with the above paragraph. If a staff members job requires frequent contact with the media, such staff member should clear his or her responsibilities and extent of authority in making comments with the Principle prior to engaging in any such comments. It is important that all staff members be aware that things said or not said might be misconstrued and not accurately reflect the actual facts concerning an event.
- **Advertising**—All advertisements of any sort to be sent out by any communication means must be pre-approved by the Principal.