

**(SAMPLE) COMMUNICATIONS PLAN FRAMEWORK**

**As appropriate, include general information about the Academy:**

* ***When opened***
* ***Authorizer***
* ***Location***
* ***Grades Served***
* ***Student Enrollment***
* ***Management Information***
* ***Charter Contract Status***

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| --- | --- | --- | --- |
| **What** | **Who** | **How** | **When** |
| ***Topic/Issue*** | ***Purpose*** | ***Primary*** | ***Secondary*** | ***Spokesperson*** | ***Outlet*** | ***Timing*** |
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**Legend:**

**Communications Purpose:**

1. *To ensure general awareness of . . . (specific topic)*
2. *To educate the general public on . . . (specific topic)*
3. *To demonstrate the Academy’s proactive approach in communicating with all stakeholders*
4. *To alleviate public concerns on critical issues*
5. *To highlight the Academy’s accomplishments, successes, positive events, etc.*

**Audiences:**

***Primary:***

1. *Authorizer*
2. *ESP*
3. *School staff*
4. *School families*
5. *Legal counsel*
6. *Department of Education*
7. *Academy Board*

***Secondary:***

1. *Vested financial entities*
2. *Community partners/community*
3. *Local press*
4. *Local legislators*
5. *Local governmental agencies*
6. *Neighboring schools*

***Spokesperson:***

1. *Board president*
2. *Academy leader/principal*
3. *Academy’s legal counsel*
4. *Management representative*

***Communications Outlet:***

1. *Press release*
2. *Written statements/letters/reports*
3. *Telephone conferences*
4. *Press conferences*
5. *Website*
6. *Other digital mediums/social networks*