



## Sample News Calendar

### **JULY/AUGUST**

- “Back to School” press release

### **SEPTEMBER**

- Open house activities

### **OCTOBER**

- Innovative new programs

### **NOVEMBER**

- CCRPI Scores Release
- Invite your state and federal Legislator to visit
- Authorizer renews charter
- GivingTuesday
- Thanksgiving messages
- What are students doing to help the community

### **DECEMBER**

- School Fundraiser
- Holiday messages

### **JANUARY**

- Highlight enrollment (state releases information in December)
- National School Choice Week
- Weather closings
- Prepare to combat anti-charter messaging as trial for former Latin Academy founder nears
- “Beating the Odds”

### **MARCH**

- Legislative Session
- Teacher recruitment fairs
- Lotteries

### **APRIL**

- End of year activities and awards
- Prepare for National Charter School Week (first week of May)

### **MAY**

- National Charter School Week
- National Teacher Day (usually first Tuesday in May)
- Graduation announcements
- Scholarship announcements/totals

### **JUNE**

- What are your students doing this summer?

### **JULY**

- Enrollment press release-vacancies at schools
- Prepare Back to School Press Release
- Annual PR Review: Outline

