

From: Kara Hornung Kerwin <[REDACTED]>
Subject: **Press Release and other**
Date: March 25, 2009 11:08:23 AM EDT
To: Sallye Clark <[REDACTED]>, Sallye Clark <[REDACTED]>
▶ 2 Attachments, 91.6 KB

Sallye-

Attached is a revised press release for your consideration that our Director of Public Relations took some time to rework for you. I would also strongly urge you to consider addressing some of the shortfall of the legislation in this release as well and we can talk about how to do that more specifically. We recommend that you use this to do the following:

- 1) This should go out by email and fax first thing in the morning (preferably on a Monday, but timing may be critical to do so earlier)
- 2) you should have support in place to make follow-up calls to each media outlet and reporter
- 3) you should not announce a website address until it is fully functional and debugged
- 4) Other press releases should be prepped with legislator quotes for release every few days


[CWVCS Press...oc \(48.0 KB\)](#)

Regarding the legislation:

Sallye, again I must state that we are concerned with the legislation as it stands both from the house and senate and strongly believe the legislation would not create the freedom and flexibility you need to operate good charter schools. The legislation is vague, limits authorizing to only the state board and does not address how the schools will be funded. Sometimes this is a product of state legislative services offices writing legislation to fit within the perceived scope of what public education is, rather than what it could be. You need to get a better understanding of the timing here and where the finance committee stands on this issue. was it sent there to die, or to address fiscal impact? If it is still live, I would recommend getting on the calendar for a hearing to discuss charter school funding, and believe that if this legislation still has hope, then this is where we might consider coming in to help sort out some of these tough questions through testimony and in person meetings. I would need a clearer picture of where this stands before I can determine how best we can help at this stage.

Feel free to call me. I am in all day with the exception of a short meeting between 1 and 2.

-Kara

PS: here are the talking points on funding I promised:

- All state charter school laws should mandate a funding formula, which require that local, state and federal funds be paid to charter schools.
- Charter school laws must be clear that charter schools are PUBLIC schools and their students are PUBLIC school students and should be funded with identical funding amounts and streams as all other public school students.
- Some state laws contain language that requires local districts to fund charters in ways that are "commensurate" or "proportional" with existing conventional public schools. However this language is vague and nearly never results in equitable funding because of wrongful and deliberate misinterpretation of the language.

Kara Hornung Kerwin
Director of External Affairs
The Center for Education Reform
www.edreform.com
800-521-2118
301-986-8088

From: "Sallye Clark" <[REDACTED]>
Subject: WV
Date: March 21, 2009 7:24:33 PM EDT
To: <[REDACTED]>

This past Friday, we spoke with the First Lady who was supportive and resourceful. Her assistant will send me information about the stimulus package as the governor gets it to help us with funding (I know, the bill hasn't passed but we are planning for when it does). We have established a group – Coalition for WV Charter Schools whose web site is ready to go up once the bill is introduced. We are meeting Thursday with Stan Maynard from Marshall University who has agreed to be an authorizer. Our web site is ready to post next week. Let me know any changes we should make or suggestions for improvement.
Sallye Clark