



Dear Parents and RED Community,

2019 is now in full swing, and with this comes the opportunity of new beginnings. The School has a very exciting year ahead and believe that in order to keep being on the forefront of education, we need to continuously review how we do things, in all aspects of our School.

At the end of 2018 we said goodbye to our Director of Communications & PR, Lisa Slooten, after 8 years of loyal and outstanding service. Lisa continues as part of the Red Family as a parent, and in the Educational Media space, so we look forward to a new working relationship with her.

We welcome Cath Hammond into the role of Communications, PR & Admissions Co-Ordinator, whom many of you might already know from Admissions and as our School House Hostel Mom. Cath has a long history in communications working in a forward thinking Ad Agency prior to joining us in 2016 and brings a new view on communications.

This change has allowed us to review our communication stance, as we need to ensure our boys' are always our number 1 priority and that we do not add any extra pressure to their already stressful teenage lives.

With this in mind, we have made the decision to take a step back in 2019 and slow things down. The day and age we live in has moved everything online, so much so that this has somewhat removed the need for parental presence at sports fixtures and events, and while it is amazing how technology has allowed us to find out what is happening somewhere else, we believe that we need to bring the focus back into being present. In every sense of the word. Rather than the blow by blow accounts of the past.



Our social media platforms will still offer weekly updates on fixtures and events, as we thoroughly believe in sharing the good and the bad results, however we strongly encourage parents, old boys and learners alike to be here to support our boys in full force, as our Red Army has always so proudly done.

Additionally, we will remove the ability for our community to comment on our Facebook page in order to protect our young men from the negative and often disparaging comments made.

We need to remember that we are a School, the best School, and what is communicated via social media, both by us and responses from the Red Community, is permanent and I call for everyone to use 2019 as the year to really think about the way we use the KES platforms.

In terms of our new communication strategy, this will echo parts of our new mantra that we will aspire to this year:

- Work hard (and work smart)
- **Speak gently (words can be very hurtful, as is tone)**
- Love much
- **Think deeply (consider the reaction to your action)**
- Laugh a lot (be happy)
- Give freely (of yourself and to others)
- And above all, **be kind**

A handwritten signature in black ink, appearing to read 'D C P Lovatt', written in a cursive style.

**D C P Lovatt**  
Headmaster