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March 14, 2013

Dr. Desmond Blackburn
Chief School Performance & Accountability Officer
1643 Harrison Parkway, Bldg. H
Sunrise, FL 33323

Re: BPAA/Cease and Desist

Dear Dr. Blackburn:

As you are aware, this law firm represents the Broward County Principal and Assistant Principal's Association (hereinafter, "BPAA").

My client is aware of allegations being spread by the District including you that the Executive Director initiated contact with the media regarding the hit lists against my client's members, which is transparently being disclosed to undermine her position with BPAA. This correspondence is directed to set the record straight and to demand that these allegations stop. Specifically, and to our knowledge, BPAA has not initiated any contact with the media.

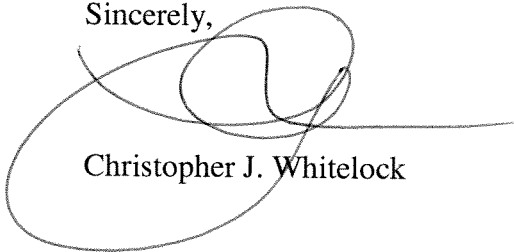
Specifically, and as you are aware, certain members, through this illegal "evaluation process," were, in part, directed to notify their staff – only orally – that they would no longer be the Principal at their assigned school. Notably, these communications and the reasons bolstering this illegal process were all done orally, and not in writing, presumably at the District's direction so nothing would be documented. Consequently, once certain staff members became aware of this information, this information was then presumably disclosed to the media. BPAA, however, did not disclose any information to the media. In turn, the media then contacted the Executive Director for the Association's position on this illegal process. As you can imagine, and as one of the largest school districts in the United States, the BPAA was then forced to provide a position about this otherwise illegal process, rather than permitting this process to continue.

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Based upon the foregoing, BPAA would request that the District cease and desist from spreading these false allegations immediately.

Thank you for your cooperation in this matter.

Sincerely,

A handwritten signature in black ink, consisting of several overlapping loops and a long horizontal stroke extending to the right. The signature is positioned above the printed name.

Christopher J. Whitelock

CJW/jp

cc: Lisa Maxwell, BPAA Executive Director
Robert W. Runcie, Superintendent
Broward County School Board Members
BPAA Board Members