



1010

## Publications and Broadcasts

*Policy 1010*

Original Adoption: 04/25/1967

Effective Date: 10/11/2017

Revision Dates: 10/12/1971, 01/30/1973, 09/10/1974, 12/13/1977, 01/29/1980, 02/09/2010, 10/11/2017

Review Dates: 8/16/2017

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### I. PURPOSE

Minneapolis Public Schools publishes documents and uses radio, television and other electronic and digital media to communicate with the public. The purpose of this policy is to establish the standards for such communications, both in form and content, and to give direction as to both graphic requirements and conscientious use of resources.

### II. GENERAL STATEMENT OF POLICY

- A. Publications issued by and in the name of Special School District No. 1 and any of its departments, schools or programs shall reflect the high regard and aspirations of our citizens for their schools.
1. High standards of editorial content shall be met by all publications.
  2. Publications shall be created in formats that improve the ability of the district, department, school or program to communicate its message.
  3. Consideration shall be given to the desirability of publishing certain messages and documents in the predominant home languages of students in our district as well as in English.
- B. Broadcasts sponsored by Special School District No. 1 or any of its departments, schools or programs shall be consistent with District goals and strategic direction.
1. High standards of editorial content shall be met by all broadcasts.
  2. Materials broadcast, including both audio and visual content, shall be in conformance with community standards, appropriate to be heard or seen by our students and comply with District policies.
  3. Credits included in District sponsored or produced broadcasts, films, or video productions shall include the names of the current directors of the Board of Education and the name of the Superintendent.
- C. The District may adopt graphic standards to be used in publications and broadcasts which shall be one of the standards to be met by all producers.
1. Individual departments, schools or programs of the district may not create independent logos without the express written consent of the Superintendent or Superintendent's designee.
  2. All publications, websites and electronic or digital communications shall include the information required by the graphic standards in a form approved by the Superintendent, or Superintendent's designee.
  3. Any publication involving purchasing, construction or remodeling, contracting, or employment shall include the words "An Equal Opportunity School District" as part of the identification of the document.
  4. The Superintendent or Superintendent's designee shall establish which publications shall include the names of the current directors of the Board of



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Education and the Superintendent, however any legally required reports to the community shall include this information.

- D. Producers of publications shall exercise appropriate economy in methods or means, materials, production and reproduction to accomplish both fiscal and environmental conservation.

### **III. RESPONSIBILITY**

- A. The Superintendent or Superintendent's designee is authorized to establish regulations to implement this policy.
- B. The Superintendent is responsible for approving or adopting any graphic image or logo to represent the district

#### ***Legal References:***

Minn. Stat. §123B.02 (General Powers of Independent School Districts)

Minn. Stat. §128D.02 (Board of Education Like Independent District's)

#### ***Cross References:***

MPS Policy 1040 (Student and Staff Data Protection)

MPS Policy 1100 (Advertising in the Schools)

MPS Policy 1150 (Media Relations)

MPS Policy 4000 (Equal Employment Opportunity)

MPS Policy 4001 (Disability Non-Discrimination)

MPS Policy 4002 (Harassment and Violence Prohibition)\

MPS Policy 5000 (Equal Education Opportunity)

MPS Policy 5510 (Public Performances by Students)

MPS Policy 6420 (Copyright)

MPS Policy 6524 (Student Publications)