

COMMUNITY RELATIONS

Appearances, Interviews and Performances

The Minneapolis Public Schools want to cooperate with commercial radio and television stations in providing desirable programming for and with pupils in the schools. Because the schools (whose basic objective is the education of students) are concerned with the general welfare of pupils in their charge, the following provisions have been designed to conserve the health and time of pupils, avoid possible exploitation of them, and establish a sound philosophy of desirable standards for pupil participation in school and school-related broadcasts.

1. All school and school-related radio and television programs in which students appear should be cleared for broadcast. Contact should be made through the Educational Media Services Department. Approval will then be obtained from the appropriate area division office.
2. Radio and television programming must meet the needs of the schools. This programming should possess positive school-community relations values, and in all instances should provide an educational experience for students.
3. The Educational Media Services Department will not enter any type of radio or television programming in which there are factors present for commercial exploitation of either pupils or teachers.
4. Only persons authorized by the principal may work on radio and television programming in any of the Minneapolis Public Schools. Also students may not be sent to stations unless they are under the supervision of certificated personnel.
5. Where a program is set up by the station or an advertising agency, students may be secured only as they happen to notice or hear the invitation from the station or the advertising agency. They cannot be supplied by the schools. When students appear on such a program it should not be said that they 'represent' any particular Minneapolis Public School, or the Minneapolis Public Schools.
6. Contests between schools and individual students are rarely accepted for radio-television programming. Contests must be approved by the Contest Committee.

Reference: Contest Committee, Regulation 2250 A

Policy

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