



1150

Media Relations

Policy 1150

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I. PURPOSE

Good relations with the media are essential to support the District's mission. The students of the district are best served by a consistent, accurate and fully informed message about the district and its programs being shared with the public which builds broad-based confidence in and support of our school system. The purpose of this policy is to adopt measures that allow accurate and timely information about the Minneapolis Public Schools to be shared with the public through independent media sources and to provide guidance regarding responsibilities for sharing information with media sources.

II. GENERAL STATEMENT OF POLICY

- A. Minneapolis Public Schools support the right of the press, media sources and public to receive accurate and timely information regarding the Minneapolis Public Schools, its governance, communities, and events.
- B. It is incumbent upon district staff to balance this support with the imperative of meeting the needs of the students of Minneapolis Public Schools. Creating the very best and safest learning environment possible for our students and staff is our primary concern, and the welfare of our students is our preeminent concern.
- C. Official communications between the school district and the news media are the responsibility of the District department charged with communications and public affairs duties. The Office of Communications serves as the link between the District and the media in order to provide vital information to the public.
- D. District employees must refer all requests for information regarding schools, staff or students, interviews of staff or students at school, or media visits to a school site or location to Communications. Communications will coordinate with the principal, site administrator, or department head for specific site, department or school information or arrangements.

III. OFFICIAL COMMUNICATIONS

- A. Persons designated as official spokespersons shall consult with Communications in their dealings with the news media on behalf of the district.
- B. Official Spokespersons are established as follows:
 1. For the district the spokesperson is:
 - (a) The Superintendent; or Superintendent's designee
 - (b) The Chief Communications Officer or the chief's designee.



2. For the Board of Education the spokesperson is the Chairperson of the Board, or the chairperson's designee.
3. For individual schools the spokesperson for that particular school is the school's principal or site administrator or designee.
4. For specific central office departments the spokesperson for that particular department is the chief officer supervising the department or designee.

IV. RESPONSIBILITY AND LIMITATIONS

- A. The Superintendent is authorized to promulgate regulations to implement this policy.
- B. Nothing in this policy shall imply or impose restrictions on media contact with district employees or district students if such contact is initiated and completed at non-school locations and at non-district related events and the employee is not portrayed as or considered a spokesperson for the district when speaking to the media.

Legal References:

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

Minn. Stat. Ch 13 (Government Data Practices)

Cross References:

MPS Policy 1040 (Student and Staff Data Protection)

MPS Policy 1480 (Visits to Schools)