

Ms. Perla Tabares Hantman, Chair

**SUBJECT: PROCESS FOR EXPEDITING TIME SENSITIVE MEDIA
RELEASES**

COMMITTEE: FISCAL ACCOUNTABILITY & GOVERNMENT RELATIONS

**LINK TO STRATEGIC
BLUEPRINT: EFFECTIVE AND SUSTAINABLE BUSINESS PRACTICES**

Media releases afford School Board members the opportunity to keep constituents and the community apprised of District news, events, and achievements.

The Guidelines for School Board Resolutions, Ceremonial Proclamations, Press Releases, Photo Releases, and Media Advisories prepared by the Office of Communications was created to ensure the adequate preparation and timely distribution of such releases. Further, these guidelines specify an internal process and timeline for materials related to the release as early as five (5) days in advance.

The current guidelines are comprehensive and have been effective in assisting the Board with the preparation and distribution of information within the specified timeline. However, the guidelines do not specify a process for the preparation and distribution of time sensitive media releases which require immediate attention.

This agenda item seeks to request the Superintendent to create a process for the distribution of time sensitive media releases.

This Agenda Item has been reviewed and approved by the School Board Attorney's Office as to form and legal sufficiency.

**ACTION PROPOSED BY CHAIR
PERLA TABARES HANTMAN:**

That The School Board of Miami-Dade County, Florida, requests the Superintendent to create a process for the distribution of time sensitive media releases and report back to the Board no later than May 16, 2018.