

Mrs. Manty Sabatés Morse, Member

**SUBJECT: THAT THE SCHOOL BOARD OF MIAMI-DADE COUNTY, FLORIDA, INSTRUCT THE SUPERINTENDENT TO CONDUCT A FEASIBILITY STUDY ON THE NEED TO HAVE A WEEKLY TV AND RADIO INFORMATION PROGRAM FOR THE PURPOSE OF DISSEMINATING NEWS ABOUT THE SCHOOL SYSTEM AND BOARD MEETINGS**

The size and scope of our public school system requires as much dissemination of news as it is possible. That was one of the primary reasons behind the creation of the position of a Public Information Officer.

Broadening our openness will help us regain the credibility and public confidence necessary for our School Board to properly function. So many times has the public been misinformed of news and events surrounding our system, that we need to have a clear way of setting the record straight. More so, as the need for financial support widens and the issuance of additional bonds becomes more of an attractive alternative to our overcrowding dilemma, we need to extensively use every means of communications available.

Although the Office of Public Information has done an outstanding job in accessibility and dissemination of news, we need to explore ways in how to take full advantage of WLRN and Public Radio stations currently under our domain in advancing our case before the public. Weekly programs, outlining the news, school events, and items under consideration by the Board, can present us with the opportunity of properly informing the public. This weekly program shall not interfere with the K-1 Item reserved for Board members at the end of each monthly Board meeting, nor shall it be used for promoting or highlighting the work of an individual member.

Since TV and Radio stations are governed by a web of federal regulations regarding funding and programming, and since these programs may entail establishing new agreements, it is advisable before The School Board takes further action, that a feasibility study be conducted outlining the need and the players involved in this new undertaking.

**ACTION PROPOSED BY**

**MANTY SABATÉS MORSE:** That The School Board of Miami-Dade County, Florida, instruct the Superintendent to conduct a feasibility study on the need of a weekly TV and Radio Public Information Programs.