

Administrative Policy No.

Subject: Minority Owned, Community Based Publishers and Media (MPM)

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Authorizing Source: Office of the Secretary, Minority Initiative
[Administrative Policy 13.12](#)

Effective Date: December 17, 1990

Revised: April 15, 2008

Approved By: Original signed by Kathleen Brockman
Chief Administrative Officer

Purpose

This policy is to ensure that Minority-Owned, Community-Based Publishers and Media (MPMs) are used as **primary channels** for informing minority communities of Department of Social and Health Services plans and/or actions which may affect these communities.

Scope

This policy applies to all department organizational units.

Definitions

Minority-Owned, Community-Based Publishers and Media (MPM) means a business that is usually located in the area to be served, whose audience is primarily minority, and that is clearly controlled and at least 51 percent owned by one or more minorities. MPMs are defined specifically as newspapers, radio, television, video production and printing companies.

Policy

- A. The department must notify minority communities of department plans and actions such as recruitment, outreach, and community support through the primary use of MPMs. This notification must include but not be limited to job opportunities, volunteer and advisory committee recruitment, contracting opportunities, acknowledgement of community events, and other department plans and/or actions, which may affect minority communities. This policy in addition to and in concert with Administrative Policy 2.08 which defines other notification procedures.
- B. Division Directors and Regional Coordinating Council (RCC) Committee Members must:
 1. Include strategies for utilizing MPMs in their Diversity Initiative Plan on a regular basis.
 2. Ensure that MPMs are notified of the division's plans and/or actions and are used as the primary channel for informing minority communities of these plans and/or actions.
- C. Diversity Affairs Office (DAO) must:
 1. Prepare and maintain a master list of all MPMs and provide names from this list to department staff upon their request.
 2. Coordinate with administration/divisions/regions to ensure compliance with this policy