



MOUNDS VIEW

Public Announcement Policy

Policy Statement: Public announcements must benefit the public.

To substantiate this benefit, those submitting announcement requests must do so via the Mounds View Announcement Request Form found on page 3 of this document.

Intent

The intent of public communication efforts in Mounds View is to provide a service to the public, not to private entities.

Rights

1. The City of Mounds View retains the right not to display any submitted announcement.
2. City staff may edit announcements for grammar, length, and clarity.
3. Display of any announcement is subject to space availability. As such, the City will prioritize announcement requests per the list on page 2 of this document.

Responsibilities

The City of Mounds View acknowledges that it is natural for residents and businesses to look to the City as a “one stop shop” for receiving information about the community as a whole. As such, the City compiles communications from its governmental partners, non-profit organizations and active community organizations. The City does not take responsibility, however, of monitoring and effectively communicating non-City business to the public. All of the City’s governmental partners have their own public communications tools as do most of the community’s active non-profit and active organizations.

Instructions for Submitting Announcements

City Newsletter

The City publishes its newsletter, *Mounds View Matters*, four times per year. Time-sensitive information is not appropriate for the newsletter. A limited number of paid advertising spaces are available in the newsletter. Contact Desaree Crane at 763-717-4016 for more information about advertising space.

City Electronic Message Board

Announcements are limited to the two weeks before the event. Short messages work best. The display is two-lines high with 13 characters/line. Contact Mary Springer at 763-717-4000 with questions.

Cable Bulletin Board

For cable bulletin board messages, color artwork in a .jpg format works best. The image should be 720 x 480 pixels with a 10% margins on all sides. Avoid white backgrounds and small font sizes. Contact Vanessa Van Alstine at 763-717-4045 if you need formatting assistance.

Announcement Prioritization

1. City

- a. Elected Officials - City Council
- b. City Departments
 - i. Administration
 - ii. Community Development
 - iii. Finance
 - iv. Police
 - v. Public Works
- c. City-Appointed Officials – Commissions, Boards, Committees
- d. City-Sponsored Events

2. Governmental Partners

- 621 Community Education Department
- Metropolitan Council Housing & Redevelopment Authority (Metro HRA)
- Mounds View Community Center/YMCA
- Mounds View School District 621
- North Suburban Cable Commission/North Suburban Access Corporation
- Ramsey County
- Ramsey County Public Library
- Rice Creek Watershed District
- Spring Lake Park – Blaine – Mounds View Fire Department
- State of Minnesota
- United States

3. Non-Profits/Active Community Organizations

- Boy Scouts of America Northstar Council
- Churches/Places of Worship
- Convention and Visitors Bureau
- Festival in the Park
- Girl Scouts of Minnesota & Wisconsin River Valleys
- Greater Minneapolis Council of Churches (*Paint-A-Thon*)
- Irondale Baseball League
- Irondale Marching Knights
- Irondale Youth Hockey Association
- Kraus - Hartig VFW Post 6587
- Mounds View Community Theatre
- Mounds View Lions Club
- Mounds View Lioness Club
- Mounds View Rugby Club
- New Brighton - Mounds View Rotary Club
- Northwest Youth & Family Services
- Senior Housing (*Realife Cooperative, Silver Lake Pointe & Wildwood Manor*)
- Twin Cities North Chamber of Commerce

Requests from organizations not listed above require approval by the Assistant City Clerk-Administrator or the City Clerk-Administrator.