

Jacqueline V. Pepper, Member

SUBJECT: REQUEST FOR AUTHORIZATION FOR WLRN, IN COLLABORATION WITH THE OFFICE OF PUBLIC RELATIONS, PRODUCE AND MARKET A VIDEO TO ILLUSTRATE DISTRICT EDUCATIONAL FACILITIES THAT WERE CONSTRUCTED WITH FUNDS GENERATED BY THE 1988 BOND REFERENDUM

At the School Board Meeting of April 18, 2001, authorization was requested for WLRN, in collaboration with other district offices, to produce a video, in the approximate amount of \$20,000, to illustrate the successes of the 1988 bond referendum. The Board directed staff to study the feasibility of producing a video, while taking into consideration any additional costs for marketing the video.

WLRN, in collaboration with the Office of Public Relations, has determined that this project is feasible. It is estimated that approximately four to six months, which includes script development and editing, would be needed to complete the video production. The cost of the project, inclusive of the marketing costs, would be \$21,000.

The video will reflect the commitment of the School Board and the community to work cooperatively to provide state-of-the art facilities in which both the children and adults of Miami-Dade County can learn. Passage of the March 1988 bond referendum, in the amount of \$980 million, provided a major boost to the district's construction program. Bond referendum funds, in combination with other funding sources, have been spent prudently and responsibly to construct new schools in growth areas, and to provide for new or replacement schools, additions and renovations in existing neighborhoods.

The scope of the marketing would target parents, educators, community members, chambers, and community-based organizations. Televised broadcasts and multimedia presentations would be the primary mediums used to market the video.

ACTION PROPOSED BY: That The School Board of Miami-Dade County, Florida, authorize WLRN, in collaboration with the Office of Public Relations, produce and market a video, in the amount of \$21,000, to illustrate district educational facilities that were constructed with funds generated by the 1988 bond referendum.
MS. JACQUELINE V. PEPPER

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