

Merrett R. Stierheim, Superintendent of Schools

SUBJECT: ANNENBERG CHALLENGE PRESENTATION

**COMMITTEE: PERSONNEL SERVICES, MEDIA COMMUNICATIONS AND
MARKETING**

The Annenberg Foundation was founded in 1993 with a \$500 million gift from the late philanthropist, Triangle Publications chairman and U.S. Ambassador Walter H. Annenberg. That gift was matched by \$600 million in donations from 1,600 corporations, philanthropies, universities and other private sources making the Annenberg Challenge one of the largest privately funded initiatives to improve public education in the United States.

The South Florida Annenberg Challenge, which was launched in 1996, was an outgrowth of that endeavor. Its mission was to raise \$100 million to spark reform and innovation in public education in the Miami-Dade, Broward and Palm Beach tri-county area. As a result of its work, millions of dollars have been awarded to public schools in these counties for reform initiatives.

Executives from the South Florida Annenberg Challenge have asked to make a presentation to the Board highlighting the extraordinary cooperation and spirit of purpose between their organization and Miami-Dade County Public Schools. It is appropriate that the Board hear their presentation.

RECOMMENDED: That The School Board of Miami-Dade County, Florida receive a presentation by the South Florida Annenberg Challenge.