

March 10, 2003

Dr. Marta Pérez, Member

SUBJECT: REQUEST THAT THE SCHOOL BOARD OF MIAMI-DADE COUNTY, FLORIDA DIRECT THE SUPERINTENDENT TO CONDUCT A FEASIBILITY STUDY TO ESTABLISH A MIAMI-DADE COUNTY PUBLIC SCHOOLS NEWSPAPER TO PROMOTE DISTRICT NEWS

COMMITTEE: BUSINESS AND FINANCIAL SERVICES

To share good news and vital information about Miami-Dade County Public Schools with members of the community at large, it is proposed that the School Board direct the Superintendent to conduct a feasibility study on the establishment of a community newspaper and other appropriate vehicles dedicated to such a purpose.

Regarding the newspaper, the study should cover such considerations as how to determine its content; how to ensure its editorial integrity; the frequency of publication; methods of distribution; consistency with the district's overall marketing program; and the identification of revenue sources, particularly those not involving local tax dollars (e.g. selling advertising, procuring grants).

Regarding other vehicles, the study should review the existing district's marketing plan and recommend how to improve, fund (without tax dollars, to the extent possible) and implement it.

**ACTION PROPOSED BY
DR. MARTA PEREZ:**

That The School Board of Miami-Dade County, Florida, direct the Superintendent of Schools to conduct a Revised feasibility study to establish a Miami-Dade County Public Schools newspaper and other appropriate vehicles to promote District news and report back Revised to the Board by May 2003.

**REVISED
REPLACEMENT
D-3**