

Office of Public Relations
Joseph Garcia, Chief Communications Officer

**SUBJECT: ACCEPTANCE OF IN-KIND SERVICES FROM BELL SOUTH
ADVERTISING AND PUBLISHING CORPORATION**

**COMMITTEE: LEGISLATIVE RELATIONS, PUBLIC RELATIONS AND
PERSONNEL SERVICES**

The BellSouth Advertising and Publishing Corporation (BAPCO) has offered Miami-Dade County Public Schools (M-DCPS) 14 pages of advertising in Miami's 2004-2005 edition of The Real Yellow Pages from BellSouth. This in-kind contribution, which would include an eight-page section in the English version of the Yellow Pages and a six-page section in the Spanish version, is valued at \$85,500. M-DCPS would have complete control over content and design, within BAPCO's guidelines.

In exchange, the district has been asked to provide \$85,500 in in-kind promotions. The district would meet its obligation through a series of low-cost strategies (e.g. letters home with students; mention in the district's e-newsletter, *Roll Call*; banners hung at selected events) that nevertheless have a market value sufficient to match the value of BAPCO's contribution. The purpose of this item is to authorize acceptance of BAPCO's donation in exchange for commensurate in-kind promotions from the district.

RECOMMENDED: That The School Board of Miami-Dade County, Florida authorize the acceptance of \$85,500 in in-kind contributions from the BellSouth Advertising and Publishing Corporation for 14 pages of advertising devoted to Miami-Dade County Public Schools in Miami's 2004-2005 edition of The Real Yellow Pages from BellSouth (English and Spanish versions), in exchange for \$85,500 in in-kind promotions from the school district.