

Joseph Garcia, Chief Communications Officer  
Office of Public Relations

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

**COMMITTEE: INSTRUCTIONAL EXCELLENCE & COMMUNITY ENGAGEMENT**

The BellSouth Advertising and Publishing Corporation (BAPCO) has offered Miami-Dade County Public Schools (M-DCPS) 14 pages of advertising in Miami's 2005-2006 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 on the district website; 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 (BAPCO) for 14 pages of advertising devoted to Miami-Dade County Public Schools (M-DCPS) in Miami's 2005-2006 edition of The Real Yellow Pages from BellSouth (English and Spanish versions), in exchange for \$85,500 in in-kind promotions from the District.

LJG:jjr/rt