

Dr. Martin Karp, Vice-Chair

**SUBJECT:           REQUEST THAT THE SCHOOL BOARD OF MIAMI-DADE COUNTY, FLORIDA, DIRECT THE SUPERINTENDENT TO ESTABLISH A PROGRAM OR CRITERIA ALLOWING PUBLIC SERVICE ANNOUNCEMENTS AND/OR ADVERTISING ON DESIGNATED SCHOOL FACILITIES TO OFFSET LOSSES TO ATHLETIC BUDGETS**

**COMMITTEE:       INNOVATION, EFFICIENCY AND GOVERNMENTAL RELATIONS**

**LINK TO DISTRICT STRATEGIC PLAN: GENERAL OPERATIONS**

Although the School Board voted to “hold harmless” the athletic budgets impacted by the switch to healthy foods in the school vending machines, the loss of funding has been severe. There is an immediate need in the Miami-Dade County Public Schools (M-DCPS) to meet expenses in athletic programs and to provide additional monies in support of scholar athletes.

When carbonated beverages were eliminated from vending machines, M-DCPS lost \$1 million in revenue. In addition, the District suffered a decline from \$507,000 in noncarbonated beverage sales to \$288,000. Also, fewer snacks were sold and the results of these reductions led to a net loss of nearly \$1.5 million dollars.

Fewer dollars generated directly impacts high school athletics, a haven for so many students including the District’s top scholars and those students who may otherwise have lost their way in high school and elected not to graduate. Revenues were sorely needed for athletic programs prior to the change in policy. Many school site athletic fields and gymnasiums are not maintained on a regular maintenance cycle.

In additional to high school athletics, there is cause for concern for K-8 and middle school sports programs given the required increase of officiating fees for all team sports and the total number of middle schools opening in 2007-2008 school year.

Many well qualified coaches and athletic trainers are leaving the sporting arena due to the low supplements paid for the time they must invest. Schools are increasingly finding it necessary to hire contract coaches which reduces the control the school has and is not always in the best interests of students.

The M-DCPS District Athletic Advisory Committee (DAAC), a Board-appointed committee meeting since 1963, advises the School Board on conditions that have a direct impact on the interscholastic sports programs in M-DCPS. A recent report issued by the DAAC declared that there is a distinct need to increase general and capital outlay funds to increase the number of school sites that have athletic facilities for team practices, and upgrade, remodel, or renovate existing facilities to support high school and middle school athletic programs given that a great deal of time and rental money is spent each year taking many interscholastic teams to municipal facilities to practice and to play games.

This item is intended to support advertising in schools or on school property. Advertising may appear under the following conditions:

- On School District property, if deemed appropriate by the principal
- On billboards and vending machines located on School District property
- On the exterior of School District vehicles
- In school publications such as newsletters, newspapers, yearbooks, graduation programs and calendar books
- Through communication with business partnerships

Advertising in District facilities may be permitted when the benefits received outweigh the risk of exploitation of or by such advertisement on promotion. The District prohibits advertisements which promote the use of drugs, alcohol and tobacco products.

Principals do retain the right to refuse advertising which is obscene or offends the morals and conscience of the school community. In considering the appropriateness of advertising, principals shall adhere to the Code of Ethics for Public Officers and Employees. Principals are subject to the provisions of Chapter 112 which prohibits the misuse of a public position and limits the use of information which is not available to members of the general public and which is used for a person's personal gain or benefit or that of any other person or business entity. In those instances when advertising is permitted, the school principal shall consider community input, and local rules and regulations governing outdoor advertising.

A school may use film, video, or other educational materials bearing mention of the producing firm. The film, video or material shall be carefully evaluated by the school principal or the principal's designee for classroom use.

In situations which may involve the use of advertisements, such as on athletic fields, gyms, auditoriums and classrooms, the acceptance of a gift may justify the display of the donor's name. For donations of gifts in excess of Ten Thousand Dollars (\$10,000.00), acknowledgements or advertisements of the donation or gift must be made in accordance with District guidelines established by the Superintendent.

**ACTION PROPOSED BY  
DR. MARTIN KARP:**

That The School Board of Miami-Dade County, Florida, direct the Superintendent to establish a program or criteria allowing advertising on designated school assets where the funds derived from advertising will be used to offset losses to athletic budgets.