

Dr. Marta Pérez, Board Member

SUBJECT: ADVERTISING REVENUES FROM SCHOOL BOARD MEETINGS

**COMMITTEE: INSTRUCTIONAL EXCELLENCE AND COMMUNITY
ENGAGEMENT**

**LINK TO DISTRICT
STRATEGIC PLAN: IMPROVING FINANCIAL HEALTH OF THE
DISTRICT**

Given the litany of financial problems of the district and in an effort to raise as much money as possible for our classrooms, we must look at every opportunity to fund raise. With the increased length and viewership of our School Board Meetings, perhaps the Board can capitalize on an untapped revenue source. It may be possible to use the bottom strip of the television screen to advertise appropriately chosen products and to charge for that advertisement.

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

That The School Board of Miami-Dade County, Florida, direct the Superintendent to look into the feasibility of using proper advertising on the bottom strip of the television during School Board Meetings.

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