

Office of School Board Members  
Board Meeting of August 4, 2008

July 31, 2008

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 sponsorship statements, as permitted by law, on the bottom strip of the television during School Board Meetings.

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