

Ms. Raquel A. Regalado, Member

SUBJECT: AUTHORIZE SUPERINTENDENT TO EXPLORE THE POSSIBILITY OF A PILOT PROGRAM WITH "LA LEY SPORTS" WHICH WOULD INSURE THE BROADCAST OF SPECIFIC SPORTS EVENTS THROUGHOUT THE DISTRICT

COMMITTEE: INSTRUCTIONAL EXCELLENCE AND COMMUNITY ENGAGEMENT

LINK TO STRATEGIC FRAMEWORK: STUDENT, PARENT AND COMMUNITY ENGAGEMENT

La Ley Sports is a unique platform with the objective of bringing youth sports to new levels. In conjunction with La Ley TV Productions, La Ley Sports provides television exposure to youth athletics. Specifically, games and tournaments are transmitted "live" on TV and on the web. On the web, La Ley Sports not only provides a viewing platform but also a portal where athletes, families, fans, friends, and recruiters can interact with each other through a social community and upload personal statistics, academic accolades, pictures, videos, articles, among many other elements.

La Ley Sports is affiliated with University of Miami Sports Medicine, The Miami Herald and El Nuevo Herald, and Preferred Care Medical Partners. Its in-house marketing department utilizes television, print, radio, and the web to expand their clients' customer base and to promote their own programming, events, and special showcases. The marketing extension also works seamlessly with its television production company to broadcast live, remote location programs and games, segments, and special reports. La Ley has only partnered with organizations that focus their efforts in serving our local community and promoting health and wellbeing for young athletes.

La Ley Sports proposes a 1 year pilot program at no cost to the District, wherein La Ley Sports will transmit Miami-Dade County School's sports, such as football, boys basketball, boys baseball and girls volleyball, at its own expense and assume all costs associated with said transmittance. The broadcast of which will showcase our district, benefit the parents and relatives of students that cannot attend these activities but more importantly foster student pride and participation in all of our schools.

ACTION PROPOSED BY

MS. RAQUEL A. REGALADO: That the School Board of Miami-Dade County, Florida authorize the Superintendent to explore the possibility of a pilot program with "La Ley Sports" which would insure the broadcast of specific sports events throughout the District.

**Replacement
H-14**