

Management and Accountability
Carol Cortes, Deputy Superintendent

SUBJECT: REQUEST AUTHORIZATION FOR THE SUPERINTENDENT TO ACCEPT AN IN-KIND DONATION FROM WMYM RADIO DISNEY TO SUPPORT THE JUST READ CAMPAIGN AND PROVIDE AN ADDITIONAL AVENUE FOR PUBLIC SERVICE PROGRAMMING FOR MIAMI-DADE COUNTY PUBLIC SCHOOLS

STRATEGIC PLANNING GOALS: I - SCHOOL TO CAREER
II - EFFECTIVE LEARNING ENVIRONMENT

Radio Disney, a recent Dade Partner, is South Florida's first radio station designed for children 12 years of age and younger. Radio Disney is owned and operated by the Walt Disney company and provides family-oriented programming such as Disney Soundtracks, ABC News for Kids, Story Time Theatre, Gamma Nature Environmental programs, and Aptitude Dude, who educates students on math and science initiatives. They have live DJs and a blend of TOP 40s and Oldies music.

Community involvement is very important to Radio Disney. The radio station made its debut on September 17, 1999 in Miami-Dade County. As part of their in-kind donation, Radio Disney will provide the following:

- "Hometown Heroes" whereby students are honored for charitable work;
- "Words to the Wise", an on-air segment to teach safety, cultural awareness and environmental tips;
- *Just Read* PSAs promoting reading;
- Reading contests and promotions;
- Partnering with *Book It* through Pizza Hut to support reading and the enjoyment of books;
- Free air time for Miami-Dade County Public Schools regarding information on issues important to children; and
- A weekly on-air public service program covering topics of importance to children hosted by Miami-Dade County Public Schools.

Radio Disney is found on AM 990 and the station is located in Hialeah Gardens, Florida.

RECOMMENDED: That The School Board of Miami-Dade County, Florida, authorize the Superintendent to accept an in-kind donation from WMYM Radio Disney to support the Just Read campaign and provide an additional avenue for public service programming for Miami-Dade County Public Schools.