



Board Action Required ☒ X

No Action Required ☐

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To: Coppell ISD Board of Trustees  
From: Sid Grant  
Date: February 2, 2010  
cc: Dr. Jeff Turner, Kelly Penny,

**Re: Bus Advertising Addendum to the Shared Services Arrangement to Provide Transportation between Dallas County Schools and Coppell Independent School District**

Dallas County Schools has proposed to start selling commercial advertising space for placement on the exterior of all buses. In exchange for a school district agreeing to allow the placement of the advertising on the exterior of the buses, Dallas County Schools will pay fifty percent (50%) of all gross revenues received from the advertising. Payment will be made on a quarterly basis. Until the advertisements are actually sold, they do not have an estimate of how much quarterly or annual revenue we might receive.

Dallas County Schools has contracted with Alpha Media to sell and provide the advertising on the buses. Dallas County Schools will have the final approval of all advertising; however, the restrictions they have placed on the types of advertising are very conservative. For example, there will be no advertising for alcoholic beverages, tobacco products, obscene or offensive material, unlawful goods or services, unlawful conduct, adult entertainment, firearms or weapons, political advertising, deceptive advertising, or any advertising that might adversely affect the image of DCS or the school district. Also, no advertisement will imply that DCS or the school district endorses the product being advertised.

Should any Board member have any questions regarding this contract or the type of advertising allowed, I encourage him or her to contact me in advance so that I may obtain the answer from DCS prior to the Board meeting on February 22, 2010.

**Recommendation:** That the Coppell ISD Board of Trustees approve the Addendum to the Shared Services Arrangement to Provide Transportation Between Dallas County Schools and Coppell Independent School District to allow for advertising on the exterior of buses in order to help raise revenue for Coppell ISD.