

5. Joe Prom and I met with SchoolsMedia.com representatives last month. The company provides revenue for the school district in exchange for using 15-20% of the schools' advertising space.
- Every advertisement is pre-approved by the school district.
 - SchoolsMedia.com is committed to strict advertising principles that protect children. Only ethical marketing is permitted, which is limited to health, wellness, and nutrition.
 - Graphics are applied after hours to lockers, benches, and floors.
 - Ads run for a quarter, semester, or year depending on the advertising contract.
 - Advertising is offered to local companies that may want to promote health, wellness, and nutrition.

Given the financial crisis facing Minnesota's public schools, it is important to seek creative solutions to maintain student programs. Pictures of sample advertisements are enclosed.

The annual revenue estimate from SchoolMedia.com for advertising in the district is \$130,000. The program would begin with the second semester and yield about \$65,000 for this year.

I recommend approving the contract with schoolsmedia.com as presented.

The proposed advertisements will be approved by the school district using an e-mail committee of 4 parent representatives (one from each school), the student school board representative, a principal and teacher from each school, the superintendent, and a school board member.