

Action Item - 2

Title: Amendment of Contracts with Various Vendors for Media Services (\$2,025,000)

Board of Education Meeting Date: 4/24/2025

Action Under Consideration

The Administration recommends that the Board of Education authorize The School District of Philadelphia, through the Superintendent or their designee, to execute and perform an amendment of a contract, subject to funding, as follows:

With:

Clear Channel Outdoor
Effectv
I Heart Media
Intersection Media
Schneps Philly LLC
WPVI Television LLC

Purpose:

Renewal of contracts with media outlets to support the School District's annual marketing campaigns

Originally Authorized Start date: 7/1/2022

Originally Authorized End date: 6/30/2025

Amended Authorized End Date: 6/30/2028

Currently Authorized Compensation:

\$1,740,000 distributed as follows:
Clear Channel Outdoor - \$300,000
Effectv - \$300,000
I Heart Media - \$450,000
Intersection Media - \$375,000
Schneps Philly LLC - \$225,000
WPVI Television LLC - \$90,000

Additional Compensation by Contractor:

\$2,025,000 distributed as follows:
Clear Channel Outdoor - \$450,000
Effectv - \$300,000
I Heart Media - \$450,000
Intersection Media - \$450,000
Schneps Philly LLC - \$225,000

WPVI Television LLC - \$150,000

Total new Compensation:

\$3,765,000 distributed as follows:
Clear Channel Outdoor - \$750,000
Effectv - \$600,000
I Heart Media - \$900,000
Intersection Media - \$825,000
Schneps Philly LLC - \$450,000
WPVI Television LLC - \$240,000

Location:

All Administrative Offices

Renewal Option(s):

Number of options: 1; Duration of each option: 1 year

Maximum Compensation authorized per option period, per contractor:

Compensation per option period, per contractor not to exceed the following amounts:
Clear Channel Outdoor - \$150,000
Effectv - \$100,000
I Heart Media - \$150,000
Intersection Media - \$150,000
Schneps Philly LLC - \$75,000
WPVI Television LLC - \$50,000

Description:

Why is this contract needed?

Effectively communicating the School District of Philadelphia's numerous annual marketing campaigns – including *Ring the Bell Back to School*, *Pre-Kindergarten registration*, *Kindergarten registration*, *School Selection*, *Talent Recruitment*, *Student Attendance*, and *I AM SDP* – requires engagement with market-leading media companies that provide unique access to the full range of in-home and out-of-home advertising tactics that can successfully and cost-efficiently reach the spectrum of audiences that our annual campaigns target. These audiences include students, families, community members, business leaders and other Philadelphia stakeholders. Keeping these audiences engaged and informed is a vital aspect of achieving the strategic goals outlined in *Accelerate Philly*, the District's five-year strategic plan.

How will the success of this contract be measured?

Contract success will be measured by our ability to cost effectively procure advertising that effectively delivers on our planned reach and frequency goals for each campaign.

If this is the continuation of a contract, how has success been measured in the past, and what specific information do we have to show that it was successful?

Each of the above noted media outlets has successfully provided advertising support services that helped to achieve the desired reach and frequency goals of each campaign.

When applicable, is this an evidence-based strategy? If so, what evidence exists to support this approach?

The results noted above are evidence of the power of a targeted, diversified and adaptive media buying approach to reach and engage our target audiences and deliver overall campaign objectives.

Related resolution(s)/action item(s)

Clear Channel - Action Item #10, 6/23/2022

Effectv - Action Item #6, 6/23/2022

iHeart Media – Action Item #11, 6/23/2022

Intersection - Action Item #7, 6/23/2022

Schneps - Action Item #9, 6/23/2022

WPVI - Action Item #13, 6/23/2022

Funding Source(s)

FY 2025-2026 Operating & Grant Budgets

FY 2026-2027 Operating & Grant Budgets

FY 2027-2028 Operating & Grant Budgets

Office Originating Request:

Superintendent's Office (CEO)