

**APPROVE ENTERING INTO AN AGREEMENT WITH ANDERSON PRODUCTIONS, INCORPORATED  
FOR CONSULTING SERVICES**

**THE CHIEF EXECUTIVE OFFICER REPORTS THE FOLLOWING DECISION:**

Approve entering into an agreement with Anderson Productions, Incorporated to provide consulting services to the Office of Communications at a cost not to exceed \$75,000. Consultant provided production services for the Office of Communications for the period December 10, 2007 through February 10, 2008 at a cost of \$75,000 for the CPS Right Now! Television series as authorized by Chief Purchasing Officer Report 07-1214-CPOR-412. The Office of Communications would like to extend Consultant's services resulting in compensation authorized to be paid to Consultant within the fiscal year exceeding \$75,000 and thus requiring a Board Report. A written agreement for Consultant's services is currently being negotiated. No services shall be provided by Consultant and no payment shall be made to Consultant prior to the execution of the written agreement. The authority granted herein shall automatically rescind in the event a written agreement is not executed within 90 days of the date of this Board Report. Information pertinent to this agreement is stated below.

**CONSULTANT:**

Anderson Productions, Incorporated  
224 8<sup>th</sup> Avenue  
LaGrange, IL 60525  
(312) 550-2166  
Contact Person: John Anderson  
Vendor # 62274

**USER:**

Office of Communications  
125 S. Clark Street, 6<sup>th</sup> Floor  
Chicago, IL 60653  
Celeste Garrett, Director  
(773) 553-1620

**TERM:** The term of this agreement shall commence on April 24, 2008 and shall end on June 24, 2008. The Board shall have one (1) option to renew the agreement for a period of six (6) weeks on the same terms and conditions (the production of three (3) 30-minute episodes) and at the same Compensation as set forth below.

**EARLY TERMINATION RIGHT:** The Board shall have the right to terminate this agreement with 30 days written notice.

**SCOPE OF SERVICES:** The Consultant will produce (3) separate 30-minute episodes of the CPS Right Now! Program. The episodes will include multiple story segments per show. The shows are to be formulated as a series, replicating magazine stories, and may include an on-camera hosts and/or narration V/O - similar to 20/20, 48 hours or Entertainment tonight.

The Consultant will provide the following services to the Chicago Public Schools ("CPS") Office of Communications:

- o Development of Creative Ideas
- o Documentary Style Productions
- o Graphics (Computer Animation, Title Graphics, CGI, Credits)
- o Producers on staff
- o Music Library for segment music beds available to CPS which use should be included in proposed costs of Television Show production
- o Field audio recording
- o Audio Recording Studio for Voice Over recording

- Broadcast Quality Production
- Beta SP or Beta Acquisition Video Recording capability
- Ability to finance all pre-production, production, and post-production costs.

Additional requirements of the Consultant are:

- Availability within eight (8) hours notice for Special Event recording or Press Conferences
- Availability for travel (national and possible international)
- Take an active role in marketing and pursuing corporate sponsorships for future programming.

All services and final episode approval will be overseen by the Director of the Office of Communications. Creative supervision will be provided by the Television Producer of the Office of Communications.

The Consultant will also collaborate with the CPS Television Producer and segment contact person(s) - students, parents, CPS staff and general public - to produce this bi-weekly 30-minute (magazine type) program. The Consultant will focus on creating and developing shows that educate, inform and entertain the public about Chicago Public Schools.

The Consultant is responsible for providing all staffing equipment and materials, including footage to produce CPS Right Now!. When staffing and/or equipment and/or materials are requested by the Consultant from CPS to be used for production of CPS Right Now!, CPS will reserve the right to obtain financial compensation from the Consultant for the appropriate value.

**DELIVERABLES:** Consultant will provide (3) separate 30-minute episodes of the CPS Right Now! Program. Each show is due after the conclusion of the services for the show in question have been completed; Consultant shall endeavor to deliver at least one (1) episode every two (2) weeks; and all episodes shall be due on or before the termination of the agreement. Shows will highlight student achievements, CPS initiatives and educational opportunities. The episodes will consist of 4 – 6 segments per episode. Consultant will pay for all pre-production, production, and post-production costs that pertain to the completion of all work provided.

**OUTCOMES:** Consultant's services will result in (3) 30-minute episodes of the CPS Right Now! Program within a 9 week period that highlights student achievement, CPS initiatives and educational opportunities. The episodes will consist of 4 – 6 segments per episode. Consultant will pay for all pre-production, production, and post-production costs that pertain to the completion of all work provided. Master tapes and all materials generated for the episodes will be provided by the end of the last episode. They include, but are not limited to shoot reels, logs, transcripts, scripts, DVD window dubs and safety masters.

**COMPENSATION:** Consultant shall be paid as follows: 3 payments, per completed episode, will be made to consultant, not to exceed the sum of \$75,000.

**REIMBURSABLE EXPENSES:** Consultant shall be not be reimbursed for any expenses.

**AUTHORIZATION:** Authorize the General Counsel to include other relevant terms and conditions in the written agreement. Authorize the President and Secretary to execute the agreement. Authorize the Director of the Office of Communications to execute all ancillary documents required to administer or effectuate this agreement.

**AFFIRMATIVE ACTION:** This contract is in full compliance with the goals required by the Remedial Program for Minority and Women Owned Business Participation in Goods and Services contracts. The M/WBE participation goals for this contract include: 25% total MBE and 5% total WBE.

The vendor has identified and scheduled the following firms and percentages:

**Total MBE – 13%**

Diego Lopez (H)  
6366 N. Magnolia Street  
Chicago, Illinois 60660

independent consultant

Joann Voss (A)  
205 West Randolph Street  
Suite # 1401  
Chicago, Illinois 60606 independent consultant

Tara Nance (AA)  
7311 S. Euclid Ave.  
2<sup>nd</sup> Floor  
Chicago, Illinois 60649 independent consultant

Aaron Hui (A)  
2314 W. Winnemac  
Suite # 2R  
Chicago, Illinois 60625 independent consultant

**Total WBE – 17%**

Bridget Sarno  
1459 W. Balmoral  
Chicago, Illinois 60640 independent consultant

Alicia Healy  
1754 W. Cortland  
Chicago, Illinois 60622 independent consultant

Danielle Block  
4545 West Touhy Ave.  
Suite # 516  
Lincolnwood, Illinois 60712 independent consultant

**LSC REVIEW:** Local School Council approval is not applicable to this report.

**FINANCIAL:** Charge to Office of Communications: \$75,000 Fiscal Year: 2008-2009  
Budget Classification: 10510-115-54125-221210-000000  
Source of Funds: Office of Communications

**GENERAL CONDITIONS:**

Inspector General – Each party to the agreement shall acknowledge that, in accordance with 105 ILCS 5/34-13.1, the Inspector General of the Chicago Board of Education has the authority to conduct certain investigations and that the Inspector General shall have access to all information and personnel necessary to conduct those investigations.

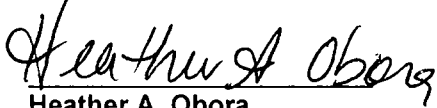
Conflicts – The agreement shall not be legally binding on the Board if entered into in violation of the provisions of 105 ILCS 5/34-21.3 which restricts the employment of, or the letting of contracts to, former Board members during the one year period following expiration or other termination of their terms of office.

Indebtedness – The Board’s Indebtedness Policy adopted June 26, 1996 (96-0626-PO3), as amended from time to time, shall be incorporated into and made a part of the agreement.

Ethics – The Board’s Ethics Code adopted June 23, 2004 (04-0623-PO4), as amended from time to time, shall be incorporated into and made a part of the agreement.

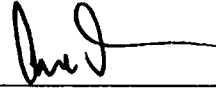
Contingent Liability – The agreement shall contain the clause that any expenditure beyond the current fiscal year is deemed a contingent liability, subject to appropriation in the subsequent fiscal year budget(s).

Approved for Consideration:



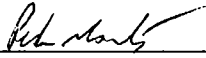
Heather A. Obora  
Chief Purchasing Officer

Approved:



Arne Duncan  
Chief Executive Officer

Within Appropriation:



Pedro Martinez  
Chief Financial Officer

Approved as to legal form:



Patrick J. Rocks  
General Counsel