

**AUTHORIZE STUDENT PARTICIPATION IN THE "KNOW YOUR HERITAGE" TELEVISION PROGRAM AND AUTHORIZE PAYMENT OF CONTRIBUTION TO CENTRAL CITY PRODUCTIONS TO DEFRAY PRODUCTION EXPENSES**

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

Authorize student participation in the "Know Your Heritage" television program and authorize payment of contribution to Central City Productions to defray production expenses in the amount of \$60,000. Central City Productions has produced the "Know Your Heritage" television show for the past 23 years. No written agreement is required for this student participation or for the payment of the contribution. A letter from Central City is on file with the Office of High School Programs, which acknowledges the Board's contribution and grants the Board re-broadcast rights to the television program. Information pertinent to this matter is stated below.

**Specification No.** 03-250241

**USER:** Office of High School Programs  
125 S. Clark Street, 9<sup>th</sup> Floor  
Donald R. Pittman  
553-3540

**PRODUCER:** Central City Productions, Inc.  
223 W. Erie, Suite 7NW  
Chicago, IL 60611  
Erma Gray Davis  
(312) 321-9491  
Vendor #: 29869

**PROGRAM:** The "Know Your Heritage" (KYH) television shows are produced by Central City and are designed to foster an appreciation of different cultures among the 35-40 participating high schools, in a 30-minute quiz show format. Chicago Public Schools' participants for 2003 KYH weekly series are: Austin, Best Practice, Bogan, Brooks, Calumet Career Preparation Academy, Collins, Curie, Fenger Academy for African-American Studies, Future Commons, Gage Park, Harlan Community, Harper, Hirsch Metropolitan, Hubbard, Hyde Park Academy, Hope College Prep, Jones Academic Magnet, Julian, Kennedy, Kenwood Academy, Lincoln Park, Lindblom, Manley Career Academy, Marshall Metro, Mather, Morgan Park, Orr Community Academy, Richards Vocational, Roosevelt, Senn Metropolitan Academy, Simeon, South Shore Community, Tilden Career Academy, Von Steuben Metropolitan, Washington, and Young high schools. In addition, teams from various Chicago area school districts compete. Each school's team consists of four students and two alternates. All CPS high schools were invited to participate. Each show will feature a message from a CPS official, a principal and a student. Twenty-three shows will be taped. The tentative show taping dates are January 2004. The shows will then be aired by Central City on Saturday mornings on WCIU-26 cable Chicago.

**EDUCATIONAL VALUE/OUTCOMES:** The objective of the shows is to inform and inspire people about the contributions of various ethnic groups to world culture. Central City Productions provides 36 monetary scholarships and one grand prize trip to Orlando, Florida, in July, for the grand winning team. The study material for the KYH series is "People You Should Know." The questions will be taken from this study guide, compiled by an independent research team. The students have an opportunity to demonstrate and apply knowledge across a variety of subjects areas including the Arts, Business and the Economy, Law and Justice, Media, Medicine and Health, Science and Technology, and Sports and to share information about the achievements of various cultural groups.

**TRAVEL ARRANGEMENTS/TRIP INFORMATION:** Arrangements for this program are being made through the Department of Transportation.

**CPS CONTRIBUTION:** CPS will contribute \$60,000.00 to Central City Productions to help defray the cost of CPS student participation.

**CENTRAL CITY CONTRIBUTION:** Central City will permit CPS to re-broadcast all 23 shows on Channel WCIU-26 cable station and in its schools without charge.

**CHAPERONES:** School personnel will accompany teams to the tapings.

**PARENTAL CONSENT:** Written parental consent and release forms for each student will be obtained.

**AFFIRMATIVE ACTION:** The MWBE goals for this contract include: 35% total MBE, 22% total African American, 10% Hispanic, 2% total Asian and 5% total WBE.

However, the Waiver Review Committee recommends that a *partial* waiver of the MWBE participation goals for this contract as required by the Revised Remedial Plan be granted because the contract scope is not further divisible.

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

**Total MBE: 100%**

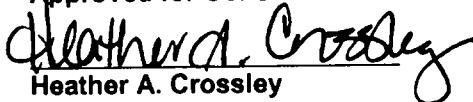
**Total African American: 100%**

Central City Productions 401 N. Wabash, Suite 608 Chicago, IL 60611	\$48,000.00	80%
	Certification pending	
Powell Photography, Inc. 531S. Plymouth, Inc. Chicago, IL 60605	\$6,600.00	11%
	Certified until 1/31/04	
All Printing and Graphics, Inc. 1812 W. Roosevelt Road Chicago, IL 60155	\$5,400.00	9%
	Certified until 3/31/04	

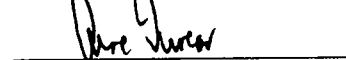
**LSC REVIEW:** Local School Council approval is not applicable to this report.

**FINANCIAL:** Charge to Office of High School Programs: \$60,000.00 Fiscal Year: 2004-5  
Budget Classification: 0470-210-000-1708-5410

Approved for Consideration:

  
Heather A. Crossley  
Chief Purchasing Officer

Approved:

  
Arne Duncan  
Chief Executive Officer

Within Appropriation:

  
John Maiorca  
Chief Financial Officer

Approved as to legal form: 

  
Ruth M. Moscovitch  
General Counsel