

**APPROVE THE PRE-QUALIFIED STATUS OF AND ENTERING INTO AGREEMENTS WITH KARL PRODUCTIONS, CCFC INC. AND ROCKET PRODUCTIONS FOR VIDEO PRODUCTION SERVICES**

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

Approve the pre-qualification status of Karl Productions, CCFC Inc. and Rocket Productions ("Vendors") for video production services for the purpose of training, public service announcements, video productions, Scantron instructional videos and marketing to be used by all departments within CPS at a cost not exceed \$1,000,000 in the aggregate. Vendors were selected on a competitive basis (Request for Qualification) pursuant to Board Rule 7-2. A written master agreement is currently being negotiated. No services shall be provided by and no payment shall be made to any vendor prior to the execution of their master agreement. The pre-qualification status of each vendor shall automatically rescind in the event such vendor fails to execute the Board's master agreement within 120 days of the date of this Board Report. Information of the agreements is stated below.

**SPECIFICATION NUMBER:** 10-250006

**CONTRACT ADMINISTRATOR:** Patricia Hernandez  
773-553-2256

**VENDORS:**

1. **Karl Productions**  
1743 N. Harlem Ave  
Chicago IL, 60707  
Attn: Peter Karl  
Phone 312-588-1957  
Vendor Number-**24992**
2. **Rocket Productions**  
800 S Wells, Suite 521  
Chicago, IL 60607  
Atten: Hector Perez  
Phone 312-431-1040  
Vendor Number-**80635**
3. **CCFC Inc**  
150 E. Huron St, 12th Floor  
Chicago, IL 60611  
Atten: Laritza Lopez  
Vendor Number-**41478**

**USER:** Office of Performance  
125 S. Clark Street, 5th Floor  
Chicago, IL 60603  
773-553-5735  
Sarah Kremsner

**TERM:** The term of this pre-qualification period and each master agreement shall commence on the date of execution by the Board and shall end September 30, 2011. The Board shall have the right to extend the pre-qualification period and each master agreement for 2 additional periods of 12 months each.

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

**SCOPE OF SERVICES:** In consultation and coordination with the Chicago Public Schools, the selected vendors will develop and produce a variety of audio and video products in the following categories and with the following notional time stipulations.

**Periodic Production of Training Videos -** The vendors will develop and produce a variety of training videos, varying in length and complexity, related to existing Departmental policies, procedures, and initiatives.

All training videos required by the department should be available in DVD format, VHS format and any format as requested by the Board. The vendors will provide marketing assistance, newsletter authoring and design, video creation, public service announcement support and interviewing, and miscellaneous projects as requested.

**Periodic Production of Audio and Video Versions of Public Service Announcements -** The vendors will produce on as needed basis, public service announcements for special Departmental initiatives, ranging from 30-60 seconds. These programs will need to be duplicated for distribution with typical quantity for Public Service Announcements at 25 copies.

**Special Video Projects -** The vendors will produce on an as needed basis, special video projects required by the Board, including but not limited to video montages representing Departmental programs and initiatives. Archival footage produced under a previous contract, but owned by the Board will be available to the selected vendor/Consultant and may be use to meet the requirements of this production, dependent on theme and content of the required project.

**OUTCOMES:** The vendors will ensure that the production of all videos are scheduled and produced in a timely manner and will be evaluated by the Board for quality assurance. The performance measures that the Chief Executive Office will use to ensure these outcomes are: 1) percent of videos completed by deadline, 2) percent of videos rejected by user group, 3) average time from scheduling video production to completion, and 4) percent of users satisfied with the video production.

**COMPENSATION:** The sum of payments to all pre-qualified vendors for the pre-qualification term shall not exceed \$1,000,000 in the aggregate.

**REIMBURSABLE EXPENSES:** None.

**USE OF THE POOL:** Any department or school within the district is authorized to receive services or goods from the pre-qualified pool as follows: vendors will be requested to submit a cost proposal for each project and will be awarded projects based upon individual selection process.

**AUTHORIZATION:** Authorize the General Counsel to include other relevant terms and conditions in the written master agreements. Authorize the President and Secretary to execute the master agreements. Authorize the Chief Purchasing Officer to execute all ancillary documents required to administer or effectuate the agreements.

**AFFIRMATIVE ACTION:** Pursuant to the Remedial Program for Minority Owned Business Enterprise Participation in Goods Services Contracts, the Category Goals method for M/WBE participation will be utilized. The goals for this contract are 10% total MBE and 5% total WBE. The Office of Business Diversity has approved the M/WBE participation submitted from the prime vendor.

**LSC Review:** Local School Council approval is not applicable

The vendors have selected the following sub contractors for their M/WBE compliance

<b>Karl Productions (prime vendor)</b>	<b>Rocket Productions Chicago (prime vendor)</b>	<b>CCFC Inc</b>
WBE-10% JAX Communications 639 S Riverside Villa Park, IL 60181	Direct MBE 90% Rocket Productions Inc (Prime) 800 S. Wells Chicago, IL 60607	Direct MBE 25% CCFC Inc 2724 N. Sacramento Chicago, IL 60647
WBE-1% Data Media Products 1946 Leheigh Ave, Suite B Glenview, IL 60026	WBE-10% Lisa Perez (direct participation) 15000 S. Meadow Ln Orland Park, IL	WBE 10% Tropian Media Chicago, IL Dayna Eubanks 312 -925-1946
MBE-10% GACC Electronis 125 S. Racine Chicago, IL 60607		
MBE-10% System Solutions 3630 S. Commercial Northbrook, IL 60062		
MBE-1% Faster Messenger Service 500 W. Cermak Chicago , IL 60613		
WBE-10% Meadows Office Supplies 1208 Remington Rd Schaumburg, IL		
MBE-2% Cleanique Services 2018 N. Newcastle Chicago, IL 60707		

**FINANCIAL:** Charge to various units; 2010 – 2011; Classification: Various

**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.

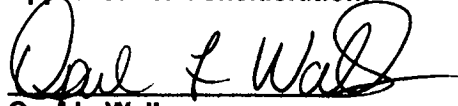
Conflicts – The agreement shall not be legally binding on the Board if entered into in violation of the provisions of 105 ILCS 5/34-21.3 which restricts the employment of, or the letting of contracts to, former Board members during the one year period following expiration or other termination of their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

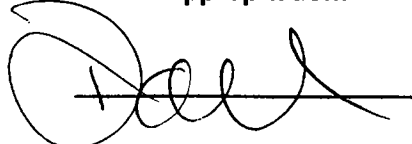
**Approved for Consideration:**

  
Opal L. Walls  
Chief Purchasing Officer


**Approved:**

  
Ron Huberman  
Chief Executive Officer

**Within Appropriation:**

  
Diana S. Ferguson  
Chief Financial Officer

**Approved as to legal form:**

  
Patrick J. Rocks  
General Counsel