

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 an amount not to exceed \$75,000. Central City Productions has produced the "Know Your Heritage" television show for the past 22 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 Development, 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.: 02-250210

USER: Office of High School Development
125 S. Clark Street, 9th Floor
Wilfredo Ortiz
(773) 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" 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 25-28, 2003. The shows will then be aired by Central City on Saturday mornings on CBS 2 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 "Know Your Heritage" 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: 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 up to \$75,000 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 21 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 M/WBE goals for this contract include:

35% total MBE, 22% total African American, 10% total Hispanic, 2% total Asian and 5% total WBE

However, the Waiver Review Committee recommends that a partial waiver of the participation goals for this contract as required by the Revised Remedial Plan for Minority and Women Business Enterprise Contract Participation (M/WBE Plan) be granted due to this contract scope not further divisible.

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

Total MBE 100%

Total African American 100% (Direct)

Central City Productions, Inc.
223 W. Erie, Suite, 7NW1
Chicago, IL 60611

\$75,000 100 %
certified until May 31, 2003

The vendor has agreed to 17% in Direct and indirect M/WBE participation. As a condition of the partial waiver, the vendor has further agreed to participate in the student to career initiative program.

The identified firms are subject to change upon approval from the Division of Compliance and Vendor Services in the Procurement and Contracts' Department without further Board approval.

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

FINANCIAL: Charge to Office of High School Development: not to exceed \$75,000 Fiscal Year: 2003
Budget Classification: 0470-210-000-1708-5410

GENERAL CONDITIONS:

Inspector General – Each party to any 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.

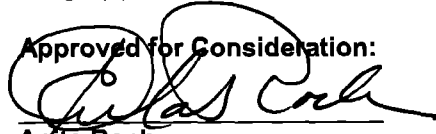
Conflicts – Any agreement shall not be legally binding on the Board if entered into in violation of the provisions of 105 ILCS 5/34-21.3 which restricts the employment of, or the letting of contracts to, former Board members during the one-year period following expiration or other termination of their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

Indebtedness – The Board's Indebtedness Policy adopted July 26, 1995 (95-0726-EX3), as amended from time to time, shall be incorporated into and made a part of any agreement.

Ethics – The Board’s Ethics Code adopted September 27, 1995 (95-0927-RU3), as amended from time to time, shall be incorporated into and made a part of any agreement.

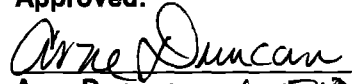
Contingent Liability – Any agreement shall contain the clause that any expenditure beyond the current fiscal year is deemed a contingent liability, subject to appropriation in the subsequent fiscal year budget(s).

Approved for Consideration:



Anita Rocha
Acting Chief Purchasing Officer

Approved:



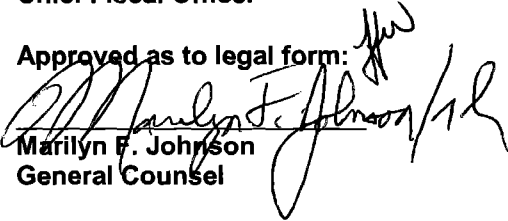
Arne Duncan *MPAD*
Chief Executive Officer

Within Appropriation:



Kenneth C. Gotsch
Chief Fiscal Officer

Approved as to legal form:



Marilyn F. Johnson
General Counsel