

**AUTHORIZE THE ACCEPTANCE OF A DONATION OF EQUIPMENT AND SERVICES FROM
TARGETED DIGITAL COMMUNICATIONS**

THE CHIEF EXECUTIVE OFFICER REPORTS THE FOLLOWING DECISION:

Authorize the acceptance of equipment and services from the following sources for the following users.

DESCRIPTION:

1. SOURCE: Targeted Digital Communications (TDC)
642 N. Dearborn Street, 4th
Chicago, IL 60610
Attn: Bob Hoeltermtoff
(312) 640-8181

RECEIVING SCHOOL/UNIT: Chicago Public Schools
Department of Operations

DOLLAR VALUE: Is as follows:

Minimum revenue range for interior message centers from fiscal year '05 through '14:

FY05	\$90,000
FY06-14	\$270,000/yr
Total	\$2,520,000

Minimum revenue range for exterior message centers from fiscal year '05 through '14:

FY05	\$180,000
FY06-14	\$720,000/yr
Total	\$6,660,000

Funding line: 0944-552-000-4453-5470

SERVICES AND EQUIPMENT: TDC shall install interior and exterior digital message centers in selected Chicago Public Schools ("CPS") over a twelve-month period which will provide state-of-the-art digital message centers to individual schools delivering to the students and staff educational messages and school announcements. TDC shall install, maintain and operate the screens in non-classroom parts of the schools at no cost or financial risk to the Board. To re-coup the expense of the signs, TDC will include marketing sponsored educational messages. The Board will benefit from access to the screens (50%) as well as receive ancillary revenue generated from marketing partnerships. TDC will be responsible for any cost associated with removal of the screens.

DOCUMENTATION: TDC shall provide the Board with an indemnification regarding the installation of the signs in a form that is satisfactory to the General Counsel and shall also provide the Board with sufficient insurance coverage, to the satisfaction of the General Counsel. TDC shall also provide assurance to the General Counsel that all exterior signage installations are in accordance with all zoning and other applicable laws and ordinances.

PURPOSE: This project will generate revenue for the Board and will allow schools to promote school activities and announcements.

AUTHORIZATION: Authorize the President and Secretary to execute any required donation acceptance agreement for the above-referenced services and equipment

LSC REVIEW: Local School Council approval is not required for the acceptance of the donation of these services.

AFFIRMATIVE ACTION: Not applicable.

FINANCIAL: No cost to the Board.

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.

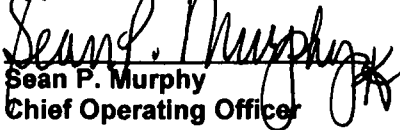
Conflicts - The agreement shall not be legally binding on the Board if entered into in violation of the provisions of 105 ILCS 5/34-21.3 which restricts the employment of, or the letting of contracts to, former Board members during the one year period following expiration or other termination of their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

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

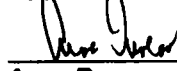
Ethics - The Board's Ethics Code adopted September 27, 1995 (95-0927-RU3), as amended from time to time, shall be incorporated into and made a part of the agreement.

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:


Sean P. Murphy
Chief Operating Officer

Approved:


Arne Duncan
Chief Executive Officer

Within Appropriation:


John Maiorca
Chief Fiscal Officer

Approved as to legal form:


Ruth Moscovitch
General Counsel