

**APPROVE ENTERING INTO AGREEMENTS WITH RADIO DISNEY GROUP, LLC AND WVON
MIDWAY BROADCASTING, CORP. FOR CONSULTING SERVICES**

THE CHIEF EXECUTIVE OFFICER REPORTS THE FOLLOWING DECISION:

Approve entering into agreements with Radio Disney Group, LLC and WVON Midway Broadcasting Corp. to provide consulting services to the Chicago Public Schools Office of Communications at an aggregate cost not to exceed \$150,000.00. Consultants were selected on a competitive basis pursuant to Board Rule 5-4.1. Written agreements for Consultants services are currently being negotiated. No services shall be provided by any Consultant and no payment shall be made to any Consultant prior to the execution of their written agreement. The authority granted herein shall automatically rescind as to each Consultant in the event a written agreement is not executed by such Consultant within 90 days of the date of this Board Report. Information pertinent to these agreements is stated below.

VENDOR:

1)
Radio Disney Group, Llc
401 North Michigan Ave., Ste 2010
Chicago, Il 60611
Lisa Michaels
312-683-1300
Vendor # 85872

2)
Wvon Midway Broadcasting Corp.
1000 East 87th Street
Chicago, Il 60619
Kimberly Edmonds
773-247-6200
Vendor # 17467

USER:

Office of Communications
125 S Clark St - 6th Floor
Chicago, IL 60603
Michael Vaughn
773-553-1620

TERM:

The term of each agreement shall commence on November 1, 2008 and shall end on October 31, 2009. The agreements shall have 1 option to renew for a period of 12 months. The cost for each Consultant's renewal shall not exceed \$75,000 for an aggregate total of \$150,000 for the renewal term.

EARLY TERMINATION RIGHT:

The Board shall have the right to terminate each agreement with 30 days written notice.

SCOPE OF SERVICES:

Radio Disney Group, LLC, and WVON Midway Broadcasting Corp. will provide a radio marketing initiative, including a series of incentives and on-air promotions regarding a year-round message that promotes the Back-To-School initiative, as well as an initiative for students to go to school everyday throughout the school year.

DELIVERABLES:

Radio Disney Group, LLC will provide a year long effort to generate excitement about going to school every day. Radio Disney Group, LLC will customize on-air, grassroots marketing and on-line programs that will help improve attendance amongst older elementary students grades 6 - 8 in 50 - 60 targeted schools with low, stagnant, or declining attendance. Radio Disney Group, LLC will customize a special program targeting graduating 8th graders and incoming freshmen. Radio Disney Group, LLC will corporate partnerships to help support the program for the district targeting pre-teens, teens, and adults.

WVON Midway Broadcasting Corp. will establish and provide a unique partnership with ten (10) banking institutions to create the Banking on Attendance program. This program is in support of the current CPS attendance initiative. WVON Midway Broadcasting Corp. will provide 2nd and 4th quarter field trips for students to visit participating banks, a Powerful Parent Program, a Presenting Sponsor Award ceremony, logo placements, pizza parties for students participating in field trips, a minimum of sixty (60) shared promotional commercials, and on-air interviews. WVON Midway Broadcasting Corp. will provide the Powerful Parent Pledge, the Educators' Incentive, and a School Attendance Monitor. The Powerful Parent Pledge encourages parents to take an active role in their child's attendance and education. The Educators' Incentive will provide teachers and principals at designated schools with incentives and awards toward their attendance efforts. The School Attendance Monitor will work with school administration to combat truancy. The School Attendance Monitor will keep log of attendance and trancies, and will phone parents when students are absent. WVON Midway Broadcasting Corp. will also implement the 'GoMen' Campaign, which will promote safety for students going to school.

OUTCOMES:

Radio Disney Group, LLC, and WVON Midway Broadcasting Corp.'s services will result in improved attendance, as well as a more informed student body.

COMPENSATION:

Consultants shall be paid for their services at the rates and times specified in their agreement; total compensation for each Consultant not to exceed \$75,000; aggregate cost not to exceed \$150,000.00.

REIMBURSABLE EXPENSES:

None.

AUTHORIZATION:

Authorize the General Counsel to include other relevant terms and conditions in the written agreements. Authorize the President and Secretary to execute the agreements. Authorize the Director of Communications to execute all ancillary documents required to administer or effectuate these agreements.

AFFIRMATIVE ACTION:

The M/WBE goals for this contract include 25% total MBE and 5% total WBE participation. Pursuant to Section 9.5.11, the WBE goal will be achieved through an alternative method.

M/WBE compliance will be achieved through the following:

Total MBE - 100%

WVON Midway Broadcasting
1000 East 87th Street
Chicago, Illinois 60619
Contact: Bridget Goins

Radio Disney has identified the following:

Total WBE - 5%

CP Professional Foodservices, Inc.
(Student Planner Initiative)
1011 E. 43rd Street

Chicago, Illinois 60653
Contact: Claudie Phillips

LSC REVIEW:

Local School Council approval is not applicable to this report.

FINANCIAL:

Charge to Office of Communications: \$150,000.00 - Fiscal Year 2009 - Budget Classification: 10510-115-54125-263004-000000.

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.

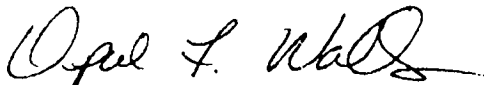
Conflicts - The agreement shall not be legally binding on the Board if entered into in violation of the provisions of 105 ILCS 5/34-21.3 which restricts the employment of, or the letting of contracts to, former Board members during the one year period following expiration or other termination of their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



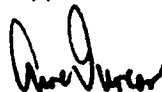
Opal L. Walls
Chief Purchasing Officer

Within Appropriation:



PEDRO MARTINEZ
Chief Financial Officer

Approved:



ARNE DUNCAN
Chief Executive Officer

Approved as to Legal Form:



PATRICK J. ROCKS
General Counsel