

**AMEND BOARD REPORT 10-0922-PR20**  
**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 to exceed ~~\$1,000,000~~ \$1,050,000 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 pertinent to the agreements is stated below.

This March 2011 amendment is necessary to i) increase the compensation amount by \$50,000; ii) add the Office of School Improvement as a User, and iii) revise the affirmative action section. No amendments to the contracts are required.

Specification Number : 10-250006  
Contract Administrator : Patricia Hernandez / 773-553-2256

**VENDOR:**

- 1) Vendor # 24992  
KARL PRODUCTIONS, INC.  
1743 N. HARLEM AVE.  
CHICAGO, IL 60607  
Peter Karl  
312-588-1957
  
- 2) Vendor # 80635  
ROCKET PRODUCTIONS, INC  
800 S. WELLS., STE 521  
CHICAGO, IL 60607  
Hector Perez  
312-431-1040
  
- 3) Vendor # 41478  
CCFC INC  
150 EAST HURON, STE 1250  
CHICAGO, IL 60611  
Laritza Lopez  
312-640-3520

**NAME OF USER GROUPS:**

Office of Performance  
125 S. Clark Street  
Chicago, IL 60603

Contact : Sarah Kremsner  
Phone: 773-553-5735

Unit 2: Office Of School Improvement  
Contact 2 Name: Lynne Moore Nelson  
Phone : 773-553-3511

**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 Department policies, procedures, and initiatives.

All training videos required by the department should be 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 used 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 ~~\$1,000,000.00~~ \$1,050,000.00 in the aggregate.

**REIMBURSABLE EXPENSES:** None.

**USE OF 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 Chief Purchasing Officer to execute all ancillary documents required to administer or effectuate the agreements.

**AFFIRMATIVE ACTION:**

Pursuant to the Remedial Program for Minority and Women Owned Business Enterprise Participation in Goods and 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 vendors.

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

**Karl Productions (Prime Vendor)**

**Total MBE - 23%**

GACC Electronics - 10%  
125 S. Racine  
Chicago, IL 60607

System Solutions - 10%  
3630 S. Commercial  
Northbrook, IL 60062

Faster Messenger Service - 1%  
500 W. Cermak  
Chicago, IL 60613

Cleanique Services - 2%  
2018 N. Newcastle  
Chicago, IL 60607

**Total WBE - 21%**

JAX Communications - 10%  
639 S. Riverside  
Villa Park, IL 60181

Meadows Office Supply - 10%  
1208 Remington Rd.  
Schaumburg, IL 60173

Data Media Products - 1%  
1946 Leheigh Ave., Suite B  
Glenview, IL 60026

**Rocket Productions Chicago (Prime Vendor)**

**Direct Total MBE - 90%**

Rocket Productions Inc.  
800 S. Wells  
Chicago, IL 60607

**Total WBE - 10%**

Lisa Perez  
15000 S. Meadows Lane  
Orland Park, IL 60462

**CCFC Inc. (Prime Vendor)**

**Direct Total MBE - ~~25%~~ 90%**

CCFC, Inc.  
2724 N. Sacramento  
Chicago, IL 60647

**Total WBE - 10%**

~~Tropian~~ Tropaion Media  
600 N. McClurg Ct.  
Chicago, IL 60611  
~~Dayna Eubanks~~ 312-925-1946

**LSC REVIEW:**

Local School Council approval is not applicable to this report.

**FINANCIAL:**

Charge to various units; 2010-2011; Classification: Various

Charge to Office of School Improvement: \$50,000

Budget Classification: Fund 354

Source of Funds: Title IID - Educational Technology

**CFDA#:** Not Applicable

**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.

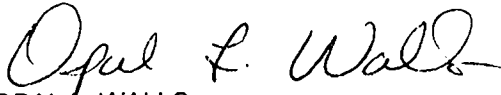
Conflicts - The agreement shall not be legally binding on the Board if entered into in violation of the provisions of 105 ILCS 5/34-21.3 which restricts the employment of, or the letting of contracts to, former Board members during the one year period following expiration or other termination of their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



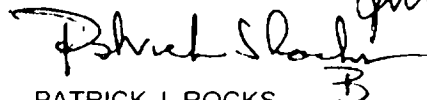
TERRY MAZANY  
Chief Executive Officer

Within Appropriation:



DIANA S. FERGUSON  
Chief Financial Officer

Approved as to Legal Form:



PATRICK J. ROCKS  
General Counsel