

Office of Public Relations
Joseph Garcia, Chief Communications Officer

SUBJECT: REQUEST FOR AUTHORIZATION TO ENTER INTO A CONTRACTUAL AGREEMENT WITH ED O'DELL AND ASSOCIATES, INC., IN AN AMOUNT NOT TO EXCEED \$36,000, TO PRODUCE AND HOST 12 EPISODES OF "CLASS ACT," A PUBLIC AFFAIRS TELEVISION SHOW ON EDUCATION AND MIAMI-DADE COUNTY PUBLIC SCHOOLS

COMMITTEE: INSTRUCTIONAL EXCELLENCE AND COMMUNITY ENGAGEMENT

The Superintendent of Schools requests authorization to enter into contractual agreement with Ed O'Dell and Associates, Inc., to produce 12 episodes of "Class Act," a magazine-style public affairs television series about education and Miami-Dade County Public Schools to air on WLRN-Channel 17. Ed O'Dell and Associates would provide production services—along with the on-air talent of its president, Ed O'Dell, as the series' field reporter and co-host. An Emmy Award-winning former TV newsman with 33 years in the Miami market, including 10 years devoted specifically to covering education and Miami-Dade County Public Schools, Mr. O'Dell brings unparalleled expertise and credibility to the program.

The Professional Services Contract Committee established by School Board Rule 6Gx13-3F-1.021, reviewed this item on March 30, 2006, and recommended that an exception to the rule regarding bids or Requests for Proposals be granted as Ed O'Dell and Associates has specific expertise to undertake this work.

RECOMMENDED: That The School Board of Miami-Dade County, Florida, authorize the Superintendent of Schools to:

1. enter into a contractual agreement with Ed O'Dell and Associates, Inc., in an amount not to exceed \$36,000, to produce and host 12 episodes of "Class Act," a magazine-style public affairs television series about education and Miami-Dade County Public Schools; and
2. grant an exception to School Board Rule 6Gx13-3F-1.021 based on specific expertise.