

Office of Public Relations  
Felipe M. Noguera, 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 \$42,000, TO PRODUCE SEGMENTS AND HOST THE SERIES "CLASS ACT," A PUBLIC AFFAIRS TELEVISION SHOW ON EDUCATION AND MIAMI-DADE COUNTY PUBLIC SCHOOLS**

**COMMITTEE: INSTRUCTIONAL EXCELLENCE AND COMMUNITY ENGAGEMENT**

**LINK TO DISTRICT STRATEGIC PLAN: EXCHANGE MEANINGFUL INFORMATION WITH STAKEHOLDERS**

The Superintendent of Schools requests authorization to enter into contractual agreement with Ed O'Dell and Associates, Inc., to produce segments and host the series "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 to include research, studio and remote production, and editing supervision, 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. Furthermore, while under recent contract with the District, Mr. O'Dell and company has worked with district staff to produce the current "Class Act" series. Ed O'Dell and Associates has demonstrated to the satisfaction of the Office of Public Relations that the company possesses the specific expertise necessary for the successful production of the series.

The Professional Services Contract Committee established by School Board Rule 6Gx13-3F-1.021, reviewed this item on March 22, 2007, 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.

**C-71**

**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 \$42,000, to produce segments and host the series "Class Act," a magazine-style public affair television series about education and Miami-Dade County Public Schools; and
2. grant and exception to School Board Rule 6Gx13-3F-1.021 based on specific expertise.

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