

**RATIFY EXERCISING THE SECOND OPTION TO RENEW THE AGREEMENT  
WITH SWELL PICTURES, INC. d/b/a S2  
FOR EDUCATIONAL TELEVISION PRODUCTION SERVICES**

**THE CHIEF EXECUTIVE OFFICER REPORTS THE FOLLOWING DECISION:**

~~Ratify exercising the second option to renew the agreement with Swell Pictures, Inc. d/b/a "S2" to provide~~

**OUTCOMES:** The purpose of the show is to educate, inform and entertain the public. The target audiences are students, parents, CPS staff and the public. Other goals of the program include increasing public awareness of CPS initiatives, building CPS pride and increase awareness (of students and parents) of educational opportunities within CPS.

**LSC REVIEW:** Local School Council approval is not applicable to this report

**FINANCIAL:** Charge to Office of Communications: \$575,465.00

Fiscal Year: 2008

Requisition Number:

**GENERAL CONDITIONS:**

~~Incentive General~~ Each party to the agreement shall acknowledge that, in accordance with 105 ILCS 5/24