

**STANDARD CERTIFICATION DECLARATION FOR AN EXTRAORDINARY
UNSPECIFIABLE SERVICE**

TO: Members of the Governing Body
FROM: Nicole T. Johnson, Deputy Superintendent
DATE: September 22, 2022
SUBJECT: This is a contract for Caucus Educational Corporation (CEC) Stand and Deliver

This is to request your approval of a resolution authorizing a contract to be executed as follows:

Firm: Caucus Educational Corporation

Cost: \$60,000

Duration: One (1) year contract

Purpose: In collaboration with the **Newark Board of Education**, CEC will produce, promote, and distribute compelling in-depth programming under the theme, **“Stand & Deliver: Powering Equity & Social Justice,”** addressing key issues impacting public education in Newark and other cities in the Garden State as well as key initiatives in higher education. This series will highlight the experiences of our urban centers and the communities in which people work, live, play and go to school. Educators, community leaders, policy makers, urban researchers and other experts will share **stories of transformation**, particularly tied to youth and servant leadership as well as equity and social justice.

This is to request an award of a contract without the receipt of formal bids as an Extraordinary Unspecifiable Service [N.J.S.A. 40A:11-5(1)(a)(ii) and N.J.A.C. 5:34-2.3(b)]. I do hereby certify to the following:

1. Provide a clear description of the nature of the work to be done.

“Stand & Deliver: Powering Equity and Social Justice” programming may showcase and celebrate the groundbreaking work of the **Newark Board of Education** by highlighting some of key themes and initiatives such as:

- Youth Advocacy and Leadership, specifically highlighting **Michelle Obama Elementary School**
- Arts, Dance and Theatre in Our Schools, including the **Newark School of Fashion & Design**
- Urban Leadership and **Newark’s principals redefining what advocacy looks like** in their schools
- Workforce and Personal Development in connection with the **Newark Board of Education Parent University**

This programming would be made possible by the **Newark Board of Education** along with other public-spirited organizations, non-profits, and institutions of higher learning such as **Kean University, RWJBarnabas Health, Prudential, PSEG, TD Bank, and Horizon Blue Cross Blue Shield of New Jersey**. Programming would include interview segments with Roger León, Superintendent, Newark Board of Education, and other guests, such as:

- Ras Baraka, Mayor of the City of Newark
- Councilman Anibal Ramos
- Angelica Allen-McMillan, EdD, Acting Commissioner, NJ Department of Education
- U.S. Senator Cory Booker
- NJ Governor Phil Murphy
- NJ Lieutenant Governor Sheila Oliver
- Ryan Haygood, President and CEO, NJ Institute for Social Justice
- John Harmon, Founder, President & CEO, African American Chamber of Commerce NJ
- Carlos Medina, CEO, Statewide Hispanic Chamber of Commerce

2. Describe in detail why the contract meets the provisions of the statute and rules:

The contract with Caucus Educational Corporation meets the extraordinary unspecifiable service because there is no other vendor that can provide the service they are providing at the price point of \$60,000 for the year. This partner

works closely with the district and provides an opportunity to showcase district staff, schools, and the community in unique ways.

3. The service(s) is of such a specialized and qualitative nature that the performance of the service(s) cannot be reasonably described by written specifications because:

Caucus Educational Corporation offers opportunities for students, school, and the community to be highlighted and featured in innovative programming. CEC is also providing branding and special introductory commentary from the Superintendent on News 12+, digital branding, public service announcements, print ads, social media, and downloadable links.

4. Describe the informal solicitation of quotations:

Caucus Educational Corporation is the sole known provider offering the aforementioned programming. The Newark Board of Education formally advertised for student enrichment and extended learning services (solicitation 9510) and received zero proposals with similar program offerings. Caucus Educational Corporation's proposal is enclosed.

5. I have reviewed the rules of the Division of Local Government Services pursuant to N.J.A.C. 5:34-2.1 et seq. and certify that the proposed contract may be considered an extraordinary unspecifiable service in accordance with the requirements thereof.

Respectfully,

Name

M. T. Johnson
(Signature)

Title

Deputy Superintendent

(Original to be retained by governing body.s Clerk with the affirmed copy of the resolution; signed duplicate to be kept by appropriate official.)
10-02-02



Organization Information

Caucus Educational Corporation
75 Midland Avenue
Montclair, NJ 07042
Phone: (973) 233-9890
Web Address: www.SteveAduBato.org
President: Steve AduBato, Ph.D.

Contact Person

Mary Gamba
Executive Director
Phone: (973) 233-9890
E-mail Address: marygamba@aol.com

Mission

The Caucus Educational Corporation (CEC) is a non-profit, educational multi-media production company that produces a variety of programming to keep NJ citizens informed on an array of topics. Through funding from underwriters who value public television and what it has to offer, the CEC is able to produce high quality, relevant video programming. Coverage includes education, healthcare, the arts, NJ politics, business and economic issues, as well as interviews with ordinary people who do extraordinary things. CEC programming is broadcast on PBS stations **Thirteen/WNET** in New York, **NJ PBS** in New Jersey and **WHYY** and **WHYY's Y2**; on cable on **News 12+** and on radio on **AM970** and **NPR stations WBGO** and **WQXR**; and on digital platforms including **Steve AduBato.org**, **YouTube**, **Thirteen.org**, **MyNJPBS.org**, the **Thirteen Explore app** and the **NJ PBS app**.

Summary of Proposal

In collaboration with the **Newark Board of Education**, CEC will produce, promote, and distribute compelling in-depth programming under the theme, **“Stand & Deliver: Powering Equity & Social Justice,”** addressing key issues impacting public education in Newark and other cities in the Garden State as well as key initiatives in higher education. This series will highlight the experiences of our urban centers and the communities in which people work, live, play and go to school. Educators, community leaders, policy makers, urban researchers and other experts will share **stories of transformation**, particularly tied to youth and servant leadership as well as equity and social justice.

Cost \$60,000 (October 1, 2022 – August 31, 2023)

Date July 22, 2022



Narrative Program Description

Our Purpose

The Caucus Educational Corporation (CEC) is a non-profit organization that produces educational television programming for the citizens of New Jersey and the surrounding region. In its more than 30-years of producing quality television programming, the CEC has tackled a wide range of important issues affecting the Garden State, such as: the future of our children, the importance of cultural diversity to our state, the arts, business and economic issues, the impact of COVID-19, education reform and health care.

For over two decades, the Caucus Educational Corporation has facilitated *Stand & Deliver: Communication Tools for Tomorrow's Leaders*, a program aimed at improving the communication and leadership skills of urban youth and encouraging civic engagement and dialogue to incite youth to implement change in their communities. As we phase out that initiative, the CEC will produce all new programming under the theme, **“Stand & Deliver: Powering Equity and Social Justice”** for public television and a variety of other media outlets as part of a new mini-series entitled, **“Urban Matters.”** This programming is aimed at highlighting **Newark Board of Education** students and educators talking about youth leadership and servant leadership, and also feature some of the innovative programs and initiatives that are truly making a difference in the lives of students and the community.

2022 CEC Programming

The CEC will produce new content for our widely-acclaimed series, *One-on-One with Steve Adubato*, *State of Affairs with Steve Adubato* and *Think Tank with Steve Adubato* that can be found on PBS stations **Thirteen/WNET, NJ PBS, WHYH and WHYH's Y2**; on cable on **News 12+**; on radio on **AM970 and NPR stations WBGO and WQXR**; and on digital platforms including **Steve Adubato.org, YouTube, Thirteen.org, MyNJPBS.org, the Thirteen Explore app and the NJ PBS app**. CEC programs on **News 12+** provide additional, promotional branding opportunities that are not available on the CEC's other platforms. **News 12+ is available in 3.6 million households throughout New Jersey and the tri-state area.**

Background on CEC Series

State of Affairs with Steve Adubato, the CEC's weekly public policy program, explores the critical issues being addressed in the New Jersey Statehouse. *State of Affairs* not only features policymakers, legislators, business leaders and influencers as guests, but also attracts them as viewers of the program.

Think Tank with Steve Adubato tackles national policy issues impacting New Jersey and the tri-state region. *Think Tank* questions the nature of political discourse, the future of higher education, the role of technology in business, changes in healthcare, the future of energy, the role of leadership styles in government and more.

One-on-One with Steve Adubato, the CEC's daily program, features conversations with today's most interesting people who do extraordinary things. From political leaders to CEOs, television personalities to professors, artists to educational innovators, each guest shares his or her experiences and accomplishments.

Stand & Deliver: Powering Equity and Social Justice

This **“Stand & Deliver: Powering Equity & Social Justice”** programming, which will fall under our **“Urban Matters”** mini-series, will address key issues impacting public education in Newark as well as in other cities in the Garden State. This series, which is being done in partnership with **Kean University and the John S. Watson Institute for Urban Policy and Research**, will highlight the experiences of our urban centers and the communities in which people work, live, play and go to school. Educators, community

leaders, policy makers, urban researchers and other experts will share **stories of transformation**, particularly tied to youth and servant leadership, equity, and social justice.

This programming positively impacts the community by highlighting the individuals, programs and initiatives that are truly making a difference in our urban centers and provides viewers an opportunity to become better informed. Specifically, this “**Stand & Deliver: Powering Equity and Social Justice**” programming may showcase and celebrate the groundbreaking work of the **Newark Board of Education** by highlighting some of key themes and initiatives such as:

- Youth Advocacy and Leadership, specifically highlighting **Michelle Obama Elementary School**
- Arts, Dance and Theatre in Our Schools, including the **Newark School of Fashion & Design**
- Urban Leadership and **Newark’s principals redefining what advocacy looks like** in their schools
- Workforce and Personal Development in connection with the **Newark Board of Education Parent University**

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- Ras Baraka, Mayor of the City of Newark
- Councilman Anibal Ramos
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- U.S. Senator Cory Booker
- NJ Governor Phil Murphy
- NJ Lieutenant Governor Sheila Oliver
- Ryan Haygood, President and CEO, NJ Institute for Social Justice
- John Harmon, Founder, President & CEO, African American Chamber of Commerce NJ
- Carlos Medina, CEO, Statewide Hispanic Chamber of Commerce

Here’s what New Jersey and National Leaders Are Saying About Steve Adubato and Caucus Educational Corporation Programming:

“State of Affairs with Steve Adubato has become one of the most popular and well-regarded public affairs programs in New Jersey. We’re grateful to Steve and his team for all they do to keep the public informed.” --**NJ Governor Phil Murphy**

“Programs like *State of Affairs with Steve Adubato* are important because it is essential that the residents of New Jersey have access to the information and the people that drive the public policy agenda within our state.” --**NJ Lieutenant Governor Sheila Oliver**

“**Steve Adubato** and the **Caucus Educational Corporation** are in a unique position to produce relevant and timely programming. I know from experience that their television programming and educational outreach initiatives benefit the people of our state and nation.”

--**U.S. Senator Cory Booker**

“The biggest obstacle to vaccinating the public is the lack of trust between the government and the black community over the years. My hope is that by sharing my perspective, on programs such as those produced by the **Caucus Educational Corporation**, some will come to realize how important it is to protect themselves; family and community by taking the vaccine as soon as it is available to them. Ultimately, we all benefit by aggressively taking preventive steps to lead healthier lives.”

--John Harmon, Founder, President & CEO, African American Chamber of Commerce of NJ

“Steve Adubato shines a light on major issues facing New Jersey through public affairs programming like ‘State of Affairs’. His interviews with leaders in government, education, business, and more help viewers understand social justice, equity and public policy matters that impact our state, particularly our urban centers.”

--Lamont Repollet, EdD, President, Kean University

“The impact that shows like *Think Tank* and *State of Affairs with Steve Adubato* have on NJ residents is impossible to measure but as news becomes sensationalized the local stories told by those that have deep connectivity to the area like Steve does is an invaluable service to our residents and what makes PBS the “go to” for unbiased story telling important to our neighbors.”

--Carlos Medina President, NJ Statewide Hispanic Chamber of Commerce

“As we watch the cracks of structural racism erupt into earthquakes in communities of color - whether it be from the pandemic, police violence or economic suffering - it is more important than ever that we have robust and probing conversations like those featured in the ‘**Confronting Racism**’ series, hosted by **Steve Adubato**. It is only when we acknowledge the truth and bring it into the open that we can finally effect the fundamental changes long overdue in New Jersey -- and the rest of the country.”

--Ryan Haygood, President & CEO, New Jersey Institute for Social Justice

“The Caucus Educational Corporation’s ‘**Confronting Racism**’ series is the all-important dialogue of our time. I am grateful for the dedication of this platform to advance the discussion, to deepen understanding and raise awareness of the reality of the weathering of the issue of racism in real time.”

--Michellene Davis, CEO, National Medical Fellowships

While the CEC maintains editorial control over all programming, the CEC would work closely with the team at the Newark Board of Education to identify key topic areas of interest and expert guest recommendations for programming.

Newark Board of Education Branding & Visibility Opportunity

The CEC’s multiple media platforms provide a variety of branding opportunities including full-screen brand identifications (with logo and voice over), on-screen branding, verbal highlights of support, and Public Service Announcements (PSAs). Specifically, in consideration of payment of **\$60,000**, the **Newark Board of Education** will receive the following branding and visibility from **October 1, 2022 – August 31, 2023**.

- ***Brand Identifications on Broadcast:*** The **Newark Board of Education** will be identified using its official logo and PBS-approved voice over at the beginning and end of select airings of *State of Affairs with Steve Adubato*, *Think Tank with Steve Adubato*, and/or *One-on-One with Steve Adubato* programs airing on **PBS stations Thirteen/WNET, NJ PBS, WHYY and WHYY’s Y2;** on cable on **News 12+;** on radio on **AM970 and NPR stations WBGO and WQXR;** and on digital platforms including **Steve Adubato.org, YouTube, Thirteen.org, MyNJPBS.org, the Thirteen Explore app, and the NJ PBS app.** In total, the **Newark Board of Education** would receive a **minimum of 400 on-air brand identifications.**

Branding on State of Affairs and Think Tank Airing on News 12+: The **Newark Board of Education** will also be branded on select editions of *Think Tank* and *State of Affairs* airing on News 12+. The **Newark Board of Education** will be identified at the beginning and end of these programs, and The **Newark Board of Education** logo will also be embedded on screen during select episodes. News 12+ also allows the opportunity for additional PSA or television commercial exposure. In total, the **Newark Board of Education** will be branded on a **minimum of 12 Think Tank and State of Affairs** programs airing on News 12+ and a **Newark Board of Education commercial** will appear a **minimum of 8 times on News 12+.**

- **Special Introductory Commentary from Roger León, Superintendent, the Newark Board of Education on News 12+**: Providing his unique insight and perspective on a Newark Board of Education-related program focusing on relevant issues tied to student leadership, youth advocacy and servant leadership, **Roger León will join Steve Adubato for a 2-3 minute special introduction** to a segment.
- **Digital Branding**: The Newark Board of Education will be branded a **minimum of 20 times** on select CEC video content shared on NJ-centric websites such as *NJ.com, NJBIZ.com, NJBIA.org, CIANJ's social media platform, MeadowlandsMedia.com, and InsiderNJ.com*. Branding will include the Newark Board of Education logo embedded on-screen and in select versions, the PSA will run at the end of the video.
- **Public Service Announcement**: The CEC will run a PBS-approved **30-second PSA, with content prepared in collaboration with the Newark Board of Education, on the broadcast and digital platforms noted above**. This message will appear a **minimum of 50 times** on select editions of *One-on-One with Steve Adubato, State of Affairs with Steve Adubato* and/or *Think Tank with Steve Adubato*.
- **Print Ads**: The Newark Board of Education will be highlighted in select print advertisements we run to promote our programming in such publications as *The Star-Ledger, NJBIZ, ROI-NJ, COMMERCE Magazine, NJ Business Magazine, and New Jersey Monthly*.
- **Social Media**: The CEC will utilize our **social media platforms Facebook, Twitter, and Instagram** to encourage tune-in for Newark Board of Education-branded programming using the appropriate handle for guests and/or organizations being featured.
- **Downloadable Links**: The CEC will provide **downloadable, sharable links** for each program featuring guests or topics important to the Newark Board of Education for use on the Newark Board of Education social media, website, YouTube channel, or other promotional channels. Programming is also available 24/7 through the CEC website and Steve Adubato's YouTube channel. These videos can then be used by the Newark Board of Education in connection with communication to faculty, students, families on the content and topics discussed with the guests. By sharing these videos with the Newark Board of Education, the Caucus Educational Corporation aims to increase visibility and awareness of the topics addressed throughout this series.

Caucus Educational Corporation Stand & Deliver Key Staff Members

Steve Adubato, Ph.D. – President, Caucus Educational Corporation
Mary Gamba – Executive Director, Caucus Educational Corporation
Jackie Heyer – Executive Producer, *State of Affairs with Steve Adubato*
Lauren Brusafferro – Executive Producer, *One-on-One with Steve Adubato*
Jacqui Tricarico – Executive Producer, *Think Tank with Steve Adubato*

Caucus Educational Corporation Board of Trustees

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Joel Bloom President, NJIT 973-596-3101	Trustee
Jim Kirkos President & CEO, Meadowlands Regional Chamber of Commerce 201-939-0707 ext 2941	Trustee
Curtland Fields President & CEO, Turrell Fund 973-783-9358	Trustee
Michael Knecht Chief Marketing and Communications Officer 973-322-4722	Trustee