Southfield Board of Education
Special Board Meeting, October 27, 2026

Volume #65, Report #13

REPORT NAME: RFQ 2026-01 – Video & Media Production Services

REPORT OF: Chief of Staff's Office / Communications

FOR: Information

APPLICABLE LAW AND/OR POLICY: Board Policy 6320 – Purchasing; SPS Procurement Manual

STRATEGIC GOAL ALIGNMENT: Southfield Public Schools is committed to establishing and supporting a planned and systematic communications process between the school system and its stakeholder groups.

STRATEGIC OBJECTIVE ALIGNMENT: Prepare students to compete in a global society with opportunities to express a variety of modalities, including self-expression through the fine and performing arts.

FISCAL FUND IMPACT: General Fund

IMPACT AMOUNT: $86,000 Not-to-Exceed (November 2, 2026 – June 30, 2027)

EXECUTIVE SUMMARY/BACKGROUND:

Southfield Public Schools issued **RFQ 2026-01 – Video & Media Production Services** on September 30, 2026, through an accelerated competitive procurement process based on documented critical timing circumstances. The District's current service provider will conclude services on October 30, 2026, requiring a replacement provider beginning November 2, 2026.

The solicitation included Board meeting coverage, event and remote production, cable programming support, original video production, student support, media asset transition, and related services. The solicitation was distributed through BidNet Direct to 785 companies, including 216 Michigan companies. Six proposals were received electronically by the October 9, 2026 deadline. Four Evaluation Committee members evaluated technical qualifications (80 points), while Purchasing independently evaluated proposed costs (20 points).

COST BENEFIT ANALYSIS:

The competitive evaluation produced the following results:

RFQ 2026-01	Committee Score Consolidation			
Respondent	Technical / 80	Purchasing Cost / 20	Final / 100	Final Rank
Worth More Media	76.25	20	96.25	1
OHmeoMI Productions	66.75	19.82	86.57	2
McClure Marketing	69.5	16.86	86.36	3
Carbon Stories	68.75	17.2	85.95	4
EG Productions	73.5	9.17	82.67	5

MDG Productions	66.25	13.28	79.53	6

Worth More Media LLC received the highest combined evaluation score and proposed the lowest initial-term NTE amount. Its proposal provides the most advantageous evaluated combination of qualifications and cost.

RECOMMENDATION:
The Superintendent recommends that the Board of Education authorize the award of RFQ 2026-01 – Video & Media Production Services to Worth More Media LLC, Detroit, Michigan, for an initial contract period of November 2, 2026, through June 30, 2027, at a Not-to-Exceed amount of $86,000, subject to final contract negotiations, applicable legal review, execution of the agreement, and issuance of an authorized purchase order.

IMPACT IF NOT APPROVED:
The District would not have an approved replacement provider in place following the conclusion of the current provider's services on October 30, 2026. The Administration would need to identify an alternative method to maintain video and media production services.

NEXT STEPS IF APPROVED:
Finalize and execute the agreement with Worth More Media LLC, coordinate the transition of services, issue the authorized purchase order, and commence services on November 2, 2026.