

File No. 201224

Committee Item No. 7

Board Item No. 31

COMMITTEE/BOARD OF SUPERVISORS

AGENDA PACKET CONTENTS LIST

Committee: Budget & Finance Committee

Date November 18, 2020

Board of Supervisors Meeting

Date December 1, 2020

Cmte Board

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Completed by: Linda Wong Date November 13, 2020

Completed by: Linda Wong Date November 23, 2020

1 [Development of Public Defender Documentary Media Project - Authorization to Enter
2 Agreement - Even/Odd Films and Compound]

3 **Resolution authorizing the Public Defender to develop and implement a documentary**
4 **media project to create short films, photography, and other media documenting the**
5 **work of the Public Defender’s Office (Office) and the experiences of its clients; to use**
6 **that media to enhance the Office’s representation of clients and to distribute that media**
7 **to educate the public about the operations and impacts of the criminal justice system;**
8 **and to enter into an agreement with Even/Odd Films and Compound to set**
9 **responsibilities for creation, distribution, licensing and ownership of the media, with an**
10 **agreement term of five years to commence upon execution of the agreement.**

11
12 WHEREAS, The Public Defender’s Office provides legal representation to any person
13 accused of a crime in San Francisco who cannot afford to hire an attorney; and

14 WHEREAS, The mission of the Public Defender’s Office is to protect and defend the
15 rights of its indigent clients through effective, vigorous, compassionate, and creative legal
16 advocacy; and

17 WHEREAS, The Public Defender’s Office strives to provide the highest level of legal
18 advocacy for over 20,000 clients each year and to be a nationwide model for the delivery of
19 indigent defense services; and

20 WHEREAS, The Public Defender’s Office was established in 1921 by the Board of
21 Supervisors, and, in its nearly 100-year history, has developed into one of the top public
22 defender offices in the country; and Section 6.104 of the Charter now prescribes the Public
23 Defender’s duties; and

1 WHEREAS, The Public Defender hired Jeff Adachi in 1987, as a Deputy Public
2 Defender; Jeff Adachi became the elected Public Defender in January 2003 when he took
3 office; and he was elected Public Defender four more times; and

4 WHEREAS, During his 16-year tenure as Public Defender, Jeff Adachi transformed the
5 Public Defender’s Office into the national model for public defender work; and

6 WHEREAS, In addition to being a leader in the fight for racial and social equality, Jeff
7 Adachi was also an acclaimed and award-winning filmmaker; and

8 WHEREAS, In 2018, Jeff Adachi envisioned a documentary film series documenting
9 the work of the Public Defender’s Office to support the Office’s clients and to educate the
10 public about its work and the impacts of the criminal justice system; and

11 WHEREAS, In November 2018, three months before Jeff Adachi’s tragic death, this
12 Board unanimously adopted Resolution No. 399-18, authorizing the Public Defender’s Office
13 to enter an agreement to create a documentary series about the work of the Office and its
14 clients; and

15 WHEREAS, Although the Public Defender’s Office did not move forward with the
16 documentary series that Jeff Adachi proposed in 2018 and did not execute the shopping
17 agreement authorized in Resolution No. 399-18, the staff of the Office has continued to take
18 strides to implement his vision of a documentary project regarding the work of the Office and
19 the lives of its clients; and

20 WHEREAS, The Public Defender’s Office, in collaboration with Even/Odd Films and
21 the creative collective Compound, has developed a plan for a documentary media project that
22 the Office intends to call the Adachi Fund (the “Project”) in memory and tribute to the legacy of
23 Jeff Adachi; and

24 WHEREAS, The Project would produce short films with proposed visions for reform of
25 the criminal legal system, and media documenting the lives and experiences of the Office’s

1 clients to be used by the Office during sentencing and disseminated to the public to inform a
2 greater understanding of the legal system; and

3 WHEREAS, The goal of the Project is to illuminate timely stories and unseen
4 perspectives of the United States criminal legal system through seminal documentary film,
5 videos and photojournalism that inform understanding of the human impact of “justice” on
6 communities, and influence our communal vision for an equal and just society; and

7 WHEREAS, Even/Odd and Compound have begun to raise funds for the Project in
8 consultation with the Public Defender’s Office, and Even/Odd has engaged a fiscal sponsor to
9 receive tax-exempt funds from private and foundation sources; and

10 WHEREAS, The Public Defender’s Office has not received any funding for the project,
11 but may in the future apply for and expend grant funds to support the Project, following the
12 requirements of the Administrative Code, and may seek to spend funds to advance the
13 Project, subject to the budgetary and fiscal provisions of the Charter; and

14 WHEREAS, Even/Odd intends to use any funds it receives from foundations or other
15 funders to contract and compensate filmmakers to produce this media, following open call
16 solicitations, and paying standard market rates; Compound intends to use any funds it
17 receives from foundations or other funders to contract and compensate communications
18 talent, as deemed necessary by the Public Defender’s Office; otherwise Even/Odd and
19 Compound intend to provide assistance to the Project without financial profit to either entity;
20 and

21 WHEREAS, Even/Odd and Compound will provide creative oversight for the Project,
22 consulting with the Public Defender’s Office; Even/Odd will manage filmmakers, provide at-
23 cost administrative services for the Project, including contracts, payroll, production insurance,
24 distribution licensing; and Compound will provide at-cost (i.e. reimbursement of costs incurred
25 at standard market-rate and without profit) communications assistance for the Project; and

1 WHEREAS, In addition to the use of media to assist the Public Defender’s Office in
2 sentencing and other client advocacy, the Office anticipates that media produced through the
3 Project will be distributed through various channels that could include film festivals,
4 community screenings, online and digital streaming, broadcast television, airlines, or other
5 transportation; and any gross revenues received by Even/Odd or Compound will be
6 reinvested in the Project to support additional media productions, such that neither entity will
7 receive profit from the distribution; and

8 WHEREAS, The Public Defender’s Office intends to enter an agreement with
9 Even/Odd and Compound (the “Agreement”) to memorialize the terms of the parties’
10 respective responsibilities in carrying out the Project; and

11 WHEREAS, The Agreement will include terms necessary to implement the Project as
12 described in this Resolution, and will have a term of five years; and

13 WHEREAS, The Agreement will provide that the Public Defender’s Office will retain
14 intellectual property rights to all media created through the Project, and Even/Odd and
15 Compound will receive a perpetual license for use of all media, as well as well as crediting as
16 sole founding partners of the Project and executive producers of the media with the Public
17 Defender’s Office; and

18 WHEREAS, The Agreement will provide that the Public Defender’s Office will have
19 ultimate approval authority over the content and use of the media; and

20 WHEREAS, A draft of the Agreement, in substantially final form, is available in Board
21 File No. 201224; and

22 WHEREAS, The Project will help San Franciscans and the members of the public
23 everywhere better understand the critical role that public defenders play in protecting the civil
24 liberties of all Americans and providing legal representation to those who need it; and

25

1 WHEREAS, The continuing crisis of excessive police violence across the country, and
2 the national outcry about this violence, underscores the need for stories to be widely
3 disseminated that humanize Public Defender clients; and

4 WHEREAS, Charter, Section 1.101 provides that all rights and powers of the City and
5 County that are not vested in another officer or entity by the Charter shall be exercised by the
6 Board of Supervisors; and

7 WHEREAS, The Charter does not vest in the Public Defender the right to develop and
8 distribute a documentary media project or to enter agreements for that purpose; now,
9 therefore be it,

10 RESOLVED, That the Board of Supervisors hereby authorizes the Public Defender to
11 develop and authorize the distribution of a documentary media project regarding the work of
12 the Public Defender’s Office and the lives and experiences of its clients, as described herein;
13 and, be it

14 FURTHER RESOLVED, That the Board hereby authorizes the Public Defender, acting
15 on behalf of the City and County of San Francisco, enter into an Agreement with Even/Odd
16 and Compound subject to the terms set forth in this Resolution; and, be it

17 FURTHER RESOLVED, That within 30 days of the Agreement being fully executed by
18 all parties, the Public Defender’s Office shall submit to the Clerk of the Board of Supervisors a
19 completely executed copy of the Agreement for inclusion in File No. 201224.

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AGREEMENT

This Agreement (“Agreement”) is entered into by and between Even/Odd, LLC (“**Even/Odd**”), Compound, LLC (“**Compound**”), and the City and County of San Francisco (the “City”), acting by and through the Office of the San Francisco Public Defender (“**PD Office**”). The term of this Agreement shall commence on full execution and expire five years thereafter, unless earlier terminated as provided herein or mutually extended by the parties hereto in writing, and in no event shall the term of the Agreement exceed 10 years.

Background

PD Office, in collaboration with Even/Odd and Compound, has developed a documentary media project called the Adachi Fund (the “Project”) in memory and tribute to the legacy of Jeff Adachi. The Project is designed for Even/Odd to produce and deliver to the PD Office short films with proposed visions for reform of the criminal legal system, and media in all forms known or unknown, including sentencing videos, photography, social media and website content, and print materials (collectively, “Media”), that can be used by PD Office’s public defenders during sentencing (sentencing videos) and other client advocacy, and disseminated to the public to inform a greater understanding of the legal system as described herein.

This Agreement sets forth the responsibilities of the parties for creation, distribution, licensing and ownership of the Media for the purposes of carrying out the Project.

The Board of Supervisors has approved this Agreement by Resolution Number [insert number] on [insert date].

Therefore, for good and valuable consideration, the acceptance of which is hereby acknowledged, the parties agree as follows:

1. Access. PD Office agrees to grant Even/Odd, Compound and filmmakers contracted by Even/Odd, which may include photographers, producers, project managers, and other freelance media professionals, to produce the Media (collectively referred to herein as “Producers”) non-exclusive right of access to and cooperation by the PD Office during the term of this Agreement to film and record for the Project. Footage captured by Even/Odd, Compound and Producers to produce the Media for the Project is referred to herein as “the Recordings.”
 - a. Even/Odd will notify or will ensure Producers notify PD Office in advance of filming, by e-mailing or calling the Managing Attorney on the Project, the Policy Director, and/or the Public Information Officer. In PD Office’s sole discretion, it may limit or restrict the number of crew on site and the crew shall stop filming when requested to do so by PD Office.
 - b. Even/Odd and Compound agree and shall have all Producers agree to sign the City’s USE AGREEMENT FOR CITY PROPERTY FOR FILM PRODUCTION AND RELATED ACTIVITIES (a sample of which is attached to this Agreement and labeled **Attachment 1**); the PD Office Non-disclosure Agreement attached to this Agreement as **Attachment 2**; and any additional liability waivers reasonably requested by PD Office and agreed to by Even/Odd and Compound arising out of the

activities contemplated herein. The parties will consult on all liability waivers and each party will be responsible for obtaining waivers for the people they contact.

2. Responsibilities.
 - a. Pursuant to the terms set forth in this Agreement, Even/Odd will produce and deliver the Media to the PD Office.
 - b. For an agreed upon percentage of the individual production budget for each Media asset to be delivered by Even/Odd to the PD Office, Even/Odd will manage and contract with Producers, and provide administrative services for the Project, including managing crew, contracts, payroll, production insurance, distribution and licensing. Even/Odd shall include terms in the Producers' agreements that allow Even/Odd to transfer all rights as herein, and have Producers comply to the same terms.
 - c. Compound will provide at-cost (i.e. reimbursement of costs incurred at standard market-rate and without profit) communications assistance for the Project.
 - d. PD Office is responsible for the governance of the Project.
3. Funding. PD Office, Even Odd and Compound agree to work together in good faith to fundraise for the Project. PD Office may reject funding from sources that PD Office reasonably believes do not align with the PD Office's mission or the mission of the Project and/or would adversely affect the public's confidence in the integrity of the PD Office or the Project. Fundraising for the Project will be mutually agreed on between the parties in compliance with all applicable laws and regulations including conflict of interest and ethics laws and regulations governing donations to the City. All parties will track where Project funds are spent and share that information with the other parties on a quarterly basis as determined by the parties.
4. Founding Credit. In recognition of the founding contributions of PD Office, Even/Odd and Compound to the Project, the parties agree that the "Founders" of the Project will always and only be PD Office, Even/Odd and Compound, regardless of future events and/or collaborators. The following credit line will be utilized, as appropriate, on Media and materials related to the Project: *"Produced by the Adachi Fund, a project of the PD Office created in partnership with Even/Odd and Compound."*
5. Use of the Media. The parties anticipate that in addition to the use of the Media to assist the PD Office in sentencing and other client advocacy, the Media produced through the Project may be distributed through any and all current or future media channels including film festivals, theatrical and community screenings, online and digital streaming, broadcast television, airlines, or other transportation. Any and all gross revenues received from the distribution of the Media less customary distribution expenses and any deferred costs will be reinvested in the Project to support additional Media productions, such that no entity will receive profit from the distribution of the Media. PD Office will use reasonable efforts to consult with Compound and Even/Odd on the use and distribution of the Media for the Project, including any license grant to a third party to use the Media or Recordings, however, the ultimate distribution of the Media including, but not limited to, the timing of when Media is released, where Media is released, and whether Media is distributed at all, will be made in PD Office's sole discretion.

6. Use of PD Office Name and Logo(s). PD Office grants Even/Odd, Compound and Producers the right and license to use PD Office name and logo(s) in the Project as incidentally captured while filming, and in any publicity or distribution of the Project within the context of what is being filmed. Any use of the PD Office name and logo that may be used to endorse the Project shall only be with written approval from PD Office. Even/Odd, Compound and Producers do not have the right to manufacture or sell merchandise regarding the Project, except pursuant to a separate merchandise license, which, if entered into, among other things, would grant PD Office the right to approve each type and item of merchandise. Pursuant to Administrative Code Section 1.6 governing use of the City's Corporate Seal, if Even/Odd, Compound or any Producers wish to seek permission to use the City's Corporate Seal for commercial purposes, they must follow the procedures set forth in Section 1.6 and seek the City and County of San Francisco's Board of Supervisors approval.
7. Creative Decisions. Even/Odd and Compound, in collaboration with PD Office, will provide creative oversight for the Project. Subject to Section 10 (Consultation) of this Agreement and provided that Even/Odd shall have meaningful consultation with the PD Office during the creation of the Media, PD Office agrees that Even/Odd will have ultimate creative authority over each Media asset delivered by Even/Odd to the PD Office, including final cut on films, and that the credits set forth in **Attachment 3** will be given to each party for each delivered Media asset. Additional credits shall be mutually agreed upon by PD Office, Even/Odd and Compound.
8. Ownership. PD Office is and shall at all times remain the owner of the Media and the Recordings. PD Office shall at all times own any and all trademarks related to the Project. Prior to any filming and/or recording at PD Office or otherwise for the Project, Even/Odd shall require Producers to grant ownership rights of the Recordings to the PD Office and waive, to the extent permissible pursuant to applicable law, any moral rights, 'droit moral' or other similar rights arising under the laws of any jurisdiction in the form of **Attachment 4**. Subject to the terms set forth in this Agreement, PD Office grants to Even/Odd the non-exclusive, royalty-free, fully paid up, perpetual, irrevocable, sub-licensable, worldwide license to make, have made, use, sell, offer for sale, import, reproduce, distribute, publicly perform, publicly display and otherwise exploit the Media or Recordings in whole or in part, and in any and all media, as part of or in connection with the Project and waiving to the extent permissible pursuant to applicable law any moral rights, 'droit moral' or other similar rights arising under the laws of any jurisdiction. As a condition of the above license, Even/Odd and Compound agree not to use the Recordings or Media for commercial purposes or to receive profit from the distribution of the Media or Recordings. Notwithstanding the foregoing, Even/Odd will own the rights in and to, and have the right to create ancillary and derivative works based on the Media and Recordings, including without limitation remakes, sequels, spinoffs, and dramatizations, and Even/Odd will own the intellectual property to any such ancillary and/or derivative works that it creates. To be clear, Even/Odd shall not use any of the Media and/or Recordings from the Project in such ancillary and/or derivative works without prior written approval from PD Office, not to be unreasonably withheld, and with a standard license fee to be negotiated in good faith. It shall be Even/Odd's sole responsibility to secure any additional rights necessary for any ancillary or derivative works including without limitation from any individual portrayed in the work. Even/Odd shall inform PD Office in writing or by email when Even/Odd or any of its affiliates or agents contact one of PD Office's clients or former clients about using the individual's story in any type of media.

9. Appearance Release Forms. PD Office will endeavor to assist Even/Odd, Compound and Producers in obtaining the cooperation of and releases from clients of the PD Office, assistant public defenders, other PD Office employees, judges, and bailiffs in the form of **Attachments 5 and 6**, but PD Office does not warrant that it can obtain cooperation and releases from any person. In that regard, the PD Office's cooperation with Even/Odd, Compound and Producers is at all times subject to its obligations to its clients, the courts, and the law.

10. Consultation. PD Office has the right to screen and provide comment on the rough cuts of all Recordings created for the Project, to assure that such content does not contain any information or materials that, in the good faith opinion of the PD Office, would (i) violate any confidentiality, privacy or safety obligations of the PD Office with respect to its cases and clients, (ii) jeopardize any client's right to a fair trial, or (iii) would jeopardize public safety or any city agency's performance of its legal duties or obligations (collectively, "**Sensitive Material**"). Any such comments from PD Office shall be returned to Even/Odd, Compound or Producers, as applicable, within a set period of time, to be determined by the parties within the schedule of each project. Even/Odd shall ensure that Producers adhere to the same terms herein regarding editing the applicable content so as to remove or obscure any Sensitive Material identified by PD Office. Additionally, the final work product will not include any content that was not previously provided to the PD Office for review and comment as set forth above.

11. Insurance.
 - a. Required Coverages. Without in any way limiting Even/Odd or Compound's liability pursuant to the "Indemnification" section of this Agreement, Even/Odd and Compound and any Producer as necessary, must maintain in force, during the full term of the Agreement, insurance in the following amounts and coverages:
 - i. (a) Workers' Compensation, in statutory amounts, with Employers' Liability Limits not less than \$1,000,000 each accident, injury, or illness; and
 - ii. (b) Commercial General Liability Insurance with limits not less than \$1,000,000 each occurrence for Bodily Injury and Property Damage, including Contractual Liability, Personal Injury, Products and Completed Operations, provided that PD Office does not require Even/Odd's Commercial General Liability Insurance to cover COVID-19 related claims; and
 - iii. (c) Commercial Automobile Liability Insurance with limits not less than \$1,000,000 each occurrence, "Combined Single Limit" for Bodily Injury and Property Damage, including Owned, Non-Owned and Hired auto coverage, as applicable.
 - b. Commercial General Liability and Commercial Automobile Liability Insurance policies must be endorsed to provide:
 - i. Name as Additional Insured the City and County of San Francisco, its Officers, Agents, and Employees.

- ii. That such policies are primary insurance to any other insurance available to the Additional Insureds, with respect to any claims arising out of this Agreement, and that insurance applies separately to each insured against whom claim is made or suit is brought.
- c. Even/Odd and Compound shall provide thirty (30) days' advance written notice to the City of cancellation for any reason, intended non-renewal, or reduction in coverages.
- d. Should any of the required insurance be provided under a claims-made form, Even/Odd and Compound shall maintain such coverage continuously throughout the term of this Agreement and, without lapse, for a period of three years beyond the expiration of this Agreement, to the effect that, should occurrences during the contract term give rise to claims made after expiration of the Agreement, such claims shall be covered by such claims-made policies.
- e. Should any of the required insurance be provided under a form of coverage that includes a general annual aggregate limit or provides that claims investigation or legal defense costs be included in such general annual aggregate limit, such general annual aggregate limit shall be double the occurrence or claims limits specified above.
- f. Should any required insurance lapse during the term of this Agreement, requests for payments originating after such lapse shall not be processed and no filming or work shall take place on City property until the City receives satisfactory evidence of reinstated coverage as required by this Agreement, effective as of the lapse date. If insurance is not reinstated within 10 business days, the City may, at its sole option and upon at least 5 days prior written notice to either Even/Odd or Compound, as applicable, terminate this Agreement effective on the date of such lapse of insurance. If insurance is reinstated within the 5-day termination notice period, the City's notice of termination will have no further force or effect and the Agreement will not terminate.
- g. Before commencing any work, Even/Odd and Compound shall furnish to City certificates of insurance and additional insured policy endorsements with insurers with ratings comparable to A-, VIII or higher, that are authorized to do business in the State of California, and that are satisfactory to City, in form evidencing all coverages set forth above. Approval of the insurance by City shall not relieve or decrease Even/Odd or Compound liability hereunder.
- h. The Workers' Compensation policy(ies) shall be endorsed with a waiver of subrogation in favor of the City for all work performed by Even/Odd and Compound, and their respective employees, agents and subcontractors.
- i. If Even/Odd and Compound will use any subcontractor (s) to provide services, Even/Odd and Compound shall require the subcontractor (s) to provide all necessary insurance and to name the City and County of San Francisco, its officers, agents and employees and Even/Odd and Compound as additional insureds.

- j. Even/Odd shall insure Producers or shall require Producers to obtain insurance in the amounts and coverages required by the San Francisco Film Commission and the City's Risk Manager.

12. Indemnification.

- a. Even/Odd and Compound shall indemnify and hold harmless City and its officers, agents and employees (the "City Indemnified Parties") from, and, if requested, shall defend them from and against any and all third party claims, demands, losses, damages, reasonable costs and expenses, and liability (legal, contractual, or otherwise) (the "Claims") arising from or in any way connected with any: (i) failure of Even/Odd or Compound, or their respective subcontractors, or either's agent or employee to observe or comply with any provision of this Agreement, or (ii) losses arising directly or indirectly from the negligent acts or willful misconduct of Even/Odd or Compound, their subcontractors, or either's agent or employee, except to the extent that such indemnity is void or otherwise unenforceable under applicable law, and except where such loss, damage, injury, liability or claim is the result of the negligence or willful misconduct of the City Indemnified Parties, provided that the City Indemnified Parties shall not be responsible for the portion of such loss, damage, injury or liability or claim that is caused by any act of, or by any omission to perform some duty imposed by law or agreement on, Even/Odd and Compound, their subcontractors, or either's agent or employee. The foregoing indemnity shall include, without limitation, reasonable fees of attorneys, consultants and experts and related costs.
- b. In addition to Even/Odd and Compound's obligation to indemnify City, Even/Odd and Compound specifically acknowledge and agree that they have an immediate and independent obligation to defend City from any claim which actually or potentially falls within this indemnification provision, even if the allegations are or may be groundless, false or fraudulent, which obligation arises at the time such claim is tendered to Even/Odd or Compound, as the case may be, by City and continues at all times thereafter. Even/Odd and Compound shall each be independently responsible for its obligations set forth in this Section 12. For clarity, Even/Odd will not be responsible for any Claims that are caused by Compound and Compound will not be responsible for any Claims that are caused by Even/Odd. This indemnity shall survive the expiration or earlier termination of the agreement.
- c. City shall indemnify and hold harmless Even/Odd and Compound and its officers, agents and employees (the "E/O&C Indemnified Parties") from, and, if requested, shall defend them from and against any and all third party claims, demands, losses, damages, reasonable costs and expenses, and liability (legal, contractual, or otherwise) arising from or in any way connected with any: (i) failure of City, PD Office, or their respective subcontractors, or either's agent or employee to observe or comply with any provision of this Agreement, or (ii) losses arising directly or indirectly from the negligent acts or willful misconduct of City, PD Office, their subcontractors, or either's agent or employee, except to the extent that such indemnity is void or otherwise unenforceable under applicable law, and except where such loss, damage, injury, liability or claim is the result of the negligence or willful misconduct of the E/O&C Indemnified Parties, provided that the E/O&C Indemnified Parties shall not be responsible for the portion of such loss, damage, injury or liability or claim that is caused by any act of, or by any omission to perform some duty

imposed by law or agreement on, City, PD Office, their subcontractors, or either's agent or employee. The foregoing indemnity shall include, without limitation, reasonable fees of attorneys, consultants and experts and related costs.

13. Publicity. Even/Odd and Compound will consult with PD Office and PD Office must approve any press releases related to the Project. Such approval will not be unreasonably withheld. PD Office acknowledges and agrees that nothing in this Section 13 prevents Even/Odd from independently pursuing press and public relations opportunities so long as Even/Odd obtains PD Office approval of any press releases related to the Project.
14. Assignment. The services to be performed by Even/Odd and Compound are personal in character and neither this Agreement nor any duties or obligations hereunder may be assigned or delegated by Even/Odd or Compound unless first approved by PD Office by written instrument executed and approved in the same manner as this Agreement. Any purported assignment made in violation of this provision shall be null and void.
15. Relationship. Even/Odd and Compound shall be deemed to include each of their respective agents or employees. Even/Odd and Compound acknowledge and agree that at all times they and their agents or employees shall be deemed independent contractors, and they are wholly responsible for the manner in which they perform the services and work under this Agreement. Even/Odd and Compound, and their respective agents and employees will not represent or hold themselves out to be employees of the City at any time. Even/Odd and Compound or any of their respective agents or employees shall not have employee status with City, nor be entitled to participate in any plans, arrangements, or distributions by City pertaining to or in connection with any retirement, health or other benefits that City may offer its employees. Even/Odd, Compound and their agents and employees are liable for the acts and omissions of themselves, their employees and their agents. Even/Odd and Compound shall be responsible for all obligations and payments, whether imposed by federal, state or local law, including, but not limited to, FICA, income tax withholdings, unemployment compensation, insurance, and other similar responsibilities related to their respective work, or the work of any of their agents or employees. Nothing in this Agreement shall be construed as creating an employment or agency relationship between City and Even/Odd or City and Compound or any of their agents or employees. Any terms in this Agreement referring to direction from City shall be construed as providing for direction as to policy and the result of Even/Odd and Compound's work only, and not as to the means by which such a result is obtained. City does not retain the right to control the means or the method by which Even/Odd or Compound perform their work under this Agreement.

16. General Provisions

- a. Severability. In the event that any provision of this Agreement (or portion thereof) is determined to be invalid or otherwise unenforceable, such provision (or part thereof) shall be deemed to be deleted from this Agreement, while the remainder of this Agreement shall continue in full force according to its stated terms and conditions.
- b. Agreement Made in California; Venue. The formation, interpretation and performance of this Agreement shall be governed by the laws of the State of California. Venue for all litigation relative to the formation, interpretation and performance of this Agreement shall be in San Francisco.

- c. Complete Agreement. This Agreement including the Attachments constitutes the entire agreement and understanding of the parties relating to the subject matter hereof and supersedes all prior and contemporaneous agreements, negotiations and understandings between the parties, both oral and written.
- d. Termination for Convenience. PD Office, Even/Odd and Compound shall each have the option, in its sole discretion, to terminate its participation in this Agreement at any time for convenience and without cause, by providing at least 10 days written notice to the other parties hereto. The notice shall specify the date on which termination shall become effective. This section and the following sections of this Agreement shall survive termination or expiration of this Agreement: 5. (Use of the Media); 6. (Use of PD Office Name and Logo(s)); 7. (Creative Decisions); 8. (Ownership); 9. (Appearance Release Forms); 12. (Indemnification); 13 (Publicity); 15 (Relationship); 16 (General Provisions).
- e. Limitation on Liability. IN NO EVENT SHALL ANY PARTY TO THIS AGREEMENT BE LIABLE, REGARDLESS OF WHETHER ANY CLAIM IS BASED ON CONTRACT OR TORT, FOR ANY SPECIAL, CONSEQUENTIAL, INDIRECT OR INCIDENTAL DAMAGES, INCLUDING, BUT NOT LIMITED TO, LOST PROFITS, ARISING OUT OF OR IN CONNECTION WITH THIS AGREEMENT OR THE SERVICES PERFORMED IN CONNECTION WITH THIS AGREEMENT.
- f. Nondisclosure of Private, Proprietary or Confidential Information. If this Agreement requires City to disclose "Private Information" to Even/Odd and/or Compound within the meaning of San Francisco Administrative Code Chapter 12M, Even/Odd and/or Compound shall use such information only in accordance with the restrictions stated in Chapter 12M and in this Agreement and only as necessary in performing this Agreement.

The parties hereto have executed this Agreement as of the date below:

 Mohammad Gorjestani for Even/Odd, LLC

 Malcolm Pullinger for Even/Odd, LLC

 Santhosh Daniel for Compound, LLC

_____ for the Office of the San Francisco Public Defender

Approved as to Form:
 Dennis J. Herrera
 City Attorney

By: _____
Lauren Curry
 Deputy City Attorney

Attachment 1

Use Agreement

Attachment 2

Non-Disclosure Agreement

Attachment 3

Credits

Attachment 4

Materials Release

Attachment 5

Appearance Release (City Employee)

Attachment 6

Appearance Release (Non-City Employee)

Introduction Form

By a Member of the Board of Supervisors or Mayor

Time stamp
or meeting date

I hereby submit the following item for introduction (select only one):

- 1. For reference to Committee. (An Ordinance, Resolution, Motion or Charter Amendment).
- 2. Request for next printed agenda Without Reference to Committee.
- 3. Request for hearing on a subject matter at Committee.
- 4. Request for letter beginning : "Supervisor inquiries"
- 5. City Attorney Request.
- 6. Call File No. from Committee.
- 7. Budget Analyst request (attached written motion).
- 8. Substitute Legislation File No.
- 9. Reactivate File No.
- 10. Topic submitted for Mayoral Appearance before the BOS on

Please check the appropriate boxes. The proposed legislation should be forwarded to the following:

- Small Business Commission
- Youth Commission
- Ethics Commission
- Planning Commission
- Building Inspection Commission

Note: For the Imperative Agenda (a resolution not on the printed agenda), use the Imperative Form.

Sponsor(s):

Haney

Subject:

Development of Public Defender Documentary Media Project - Authorization to Enter Agreement - Even/Odd Films and Compound

The text is listed:

Resolution authorizing the Public Defender to develop and implement a documentary media project to create short films, photography, and other media documenting the work of the Public Defender's Office and the experiences of its clients; to use that media to enhance the Office's representation of clients and to distribute that media to educate the public about the operations and impacts of the criminal justice system; and to enter into an agreement with Even/Odd Films and Compound to set responsibilities for creation, distribution, licensing and ownership of the media.

Signature of Sponsoring Supervisor:

The Adachi Fund

A STORYTELLING PROJECT
CREATED BY THE
SAN FRANCISCO
PUBLIC DEFENDER

IN PARTNERSHIP WITH

EVEN ODD & COMPOUND



OVERVIEW

The Adachi Fund will be a vital first-of-its-kind media program of the Office of the San Francisco Public Defender developed in partnership with Compound, and award-winning San Francisco based cultural creative studio and production company, Even/Odd.

Our goal is to illuminate timely stories and unseen perspectives of the US criminal legal system through seminal documentary film, videos and photojournalism that inform an understanding of the human impact of “justice” on our communities, and influence our vision for an equal and just society.



GENESIS

We created the Adachi Fund in honor of the late Jeff Adachi, San Francisco's elected Public Defender from 2003 until his unexpected passing in 2019. It was under Jeff's leadership that the Office of the Public Defender rose in prominence to be one of the most effective and influential public defender offices in the US.

As many of his colleagues and constituents were aware, Jeff was an accomplished attorney but also an award-winning documentary filmmaker. He often compared shooting a film to preparing for trial, and frequently found a way to merge both of those talents into compelling stories for the public, as well as the justice system. The Fund is borne from this inspired history.



HOW IT WORKS

The Adachi Fund will be comprised of three complementary forms of documentary media, created by local artists and producers:

- 1) It will create cinematic-quality **short films** that spotlight stories from our criminal legal system, as discovered through the unique lens and experience of public defenders and their clients.
- 2) Our vision is for the Fund to use vibrant **photojournalism** to capture “micro-stories” of the legal system so as to draw attention to details of daily life that contribute to the larger narratives we depict in films and sentencing videos.
- 3) The Fund will produce video biographies, or “**sentencing videos**,” that are used by public defenders to introduce courts to illuminate the often overlooked human side of their clients during sentencing.



I MPACT

As public defenders, our role is to ensure that all people are afforded their constitutional right to defense within our criminal legal system; it is our responsibility to balance the narrative in and outside the courtroom, and make certain that it isn't just those with means who have the opportunity to be heard, but that all people are given a fair and equal chance to tell their story.

This is the duty and spirit by which the Adachi Fund was created. We see a human side of justice that is often overlooked by the public, and ignored by the courts. And we often ask ourselves, "what would be the impact if everyone had access to the stories we hear?" "How different would our justice system be if policies were based on people, not just statistics?"

The Adachi Fund will bring that vision to life. Our goal: re-humanize a system that has evolved to inherently dehumanize people it affects.

Key Partners Who Will Collaborate with Public Defender's Office:

Compound | Communications and Impact Strategy, The Adachi Fund

Compound is a San Francisco- and Seattle-based creative communications studio whose role is to manage and direct the Fund's communications and impact strategy. Led by Santhosh Daniel, the studio's current and past partners include Bill & Melinda Gates Foundation, Virgin America, Medium, U.S. Department of State, Smithsonian, Oakland Museum of California and Umpqua Bank; and productions such as the Open Account podcast and film Liquid Flow. Daniel also brings experience as former head of The Global Film Initiative; advisor to media funds such as the California Documentary Project and California Arts Council Public Media Grants; board member of California Humanities and Found Sound Nation; and advisor to the Quentin Cooks professional program (San Quentin State Prison), to his role with the Adachi Fund.

Even/Odd | Creative Direction and Production, The Adachi Fund

Even/Odd is an award-winning San Francisco and Los Angeles based cultural creative studio, research team and production company whose role is to lead the Fund's creative direction and production of all content. Led by Mhhammad Gorjestani and Malcolm Pullinger, the studio has earned a Cannes Lion, The Tribeca X Award, 4 Webby Awards, The Grand Jury Prize at SXSW, Clio Awards, and has been featured by outlets including The Guardian, New York Times, The Atlantic, VICE, The New Yorker, and more. They are a proud, minority-owned studio with industry leading inclusivity practices providing platform for diverse and urgent voices, and Gorjestani and Pullinger bring over 20 years of collective creative multi-disciplinary experience to their role with the Adachi Fund. See the work — www.evenoddfilms.com

POTENTI AL
STORIES & THEME
EXAMPLES

JURY NOT OF MY PEERS

Nearly 40 percent of people booked into the San Francisco County Jail are black. Meanwhile, San Francisco's black population has declined at an astonishing pace as the City has become younger, more educated, and more affluent — leaving Black defendants frequently asking, “How is this a jury of my peers?”

What is the human impact of this? This is what we will explore by revealing what happens when a fundamental American value and guarantee is not offered to our own citizens, through intimate stories from all sides of this issue — defendants, lawyers, and jurors.

h



Photo by Alex Welsh

I INNOCENT, PLEADING GUILTY.



The United States Supreme Court has recognized that our system is “for the most part a system of pleas, not a system of trials,” and that plea bargaining is not “some adjunct to the criminal justice system; it is the criminal justice system.” Yet, the public generally thinks that all people who plead guilty to a crime are actually guilty, and that all innocent defendants reject prosecutors’ plea offers — proceeding to trial, secure in the belief that their innocence will protect them from conviction. The reality, however, is that only a small portion of cases ever go to trial. Do innocent people really plead guilty, and if so, what pressures does the criminal legal system place on them to do so?

THANK YOU!

The Adachi Fund

A storytelling
project from The
San Francisco
Office of the
Public Defender
in Partnership
With Even/Odd
and Compound

OFFICE OF THE PUBLIC DEFENDER

Matt Gonzalez - matt.gonzalez@fgov.org

Hadi Razzaq - hadi.razzaq@fgov.org

Carolyn Goossen - carolyn.goossen@fgov.org

EVEN ODD

Mohammad Gorjestani - m@venoddfilms.com

Malcolm Pullinger - malcolm@venoddfilms.com

COMPOUND

Santhosh Daniel - santhosh.daniel@mil.com



From: [Mutsuko "Muki" Adachi](#)
To: [Fewer, Sandra \(BOS\)](#); [Walton, Shamann \(BOS\)](#); [Mandelman, Rafael \(BOS\)](#)
Cc: [Wong, Linda \(BOS\)](#); [Boilard, Chelsea \(BOS\)](#); [Gallardo, Tracy \(BOS\)](#); [Mundy, Erin \(BOS\)](#); [Raju, Manohar \(PDR\)](#)
Subject: LETTER OF SUPPORT FOR THE ADACHI FUND
Date: Tuesday, November 17, 2020 10:05:46 AM

This message is from outside the City email system. Do not open links or attachments from untrusted sources.

Dear Supervisor Fewer, Walton and Mandelman,

I am writing to express my enthusiastic support for The Adachi Fund, a new storytelling project of the San Francisco Public Defender's Office that is being proposed in collaboration with Even Odd Films and Compound.

The BOS resolution that will formalize the creation of The Adachi Fund will be heard by the Budget Committee on November 18, 2020.

My late husband, Jeff Adachi, was a groundbreaking public defender and award-winning documentary filmmaker whose penchant for storytelling both served his clients as well as the community for exposing the inner workings of a justice system that so often works against the poor, the disenfranchised, and communities of color. He did so by focusing on the humanity of his clients and the harmful impacts our system of justice has on the accused, their families, and their communities.

That the San Francisco Public Defender's Office, under the new leadership of Mano Raju, plans to carry on my husband's legacy of filmmaking and storytelling is a gift to the City of San Francisco. The office will be collaborating with two well-respected creative partners, Even Odd Films and Compound, who understand the role of the public defender and have a proven record of engaging with people impacted by inequity to illuminate the raw experience of injustice. Together, I believe that they will beautifully and powerfully achieve their shared vision of The Adachi Fund: "to rehumanize a system that has evolved to inherently dehumanize the people it affects."

If the year 2020 has taught us anything, it is that our systems have long ignored the humanity of those whom it impacts the most. That's what makes The Adachi Fund storytelling project – to reintroduce humanity into our system of justice – so timely and urgent.

I urge you to support The Adachi Fund storytelling project at the Public Defender's Office to continue to widen the lens that my husband opened through his life's work.

Sincerely,

Mutsuko Adachi



Oakland Museum of California

November 16, 2020

San Francisco Board of Supervisors
1 Dr. Carlton B. Goodlett Place
City Hall, Room 244
San Francisco, CA 94102-4689

Dear San Francisco Board of Supervisors,

I'm writing to congratulate The Adachi Fund on its visionary mission to create media that illuminates 'timely stories and unseen perspectives of the criminal justice system,' and to recommend the Board of Supervisors support the resolution that will formalize its creation as project of the San Francisco Public Defender's Office, and thereby the City of San Francisco.

My recommendation is partly based on the Oakland Museum of California's mission—which is to inspire all Californians to create a more vibrant future for themselves and their families. We carry this out through exhibitions and programs that represent our community and I see The Adachi Fund as having a similar goal at its core; its approach is to lift those voices of your community that have yet to be heard in the hope they will transform and move our criminal justice system toward a more just reality for all people.

It is a powerful, ambitious vision and I'm not surprised its founding partner is Santhosh Daniel of Compound. Recently, Mr. Daniel was commissioned by the Museum to create and produce a film for a major event at the Museum that reflects the city of Oakland and its revolutionary spirit as understood through artistic expression. The result was a music-driven documentary, LIQUID FLOW, that captures the story of turf dancing—our city's native tongue—that has been exhibited by the Museum as a testament to the creative potential and resilience of our communities.

I sincerely hope you choose to support this resolution, and The Adachi Fund and its founding partners in this first-of-its-kind endeavor. As we know from experience, when communities see their stories represented, they are that much more committed to designing its better future. This is the power and potential of the Fund, and why it is deserving of your support.

Sincerely,

A handwritten signature in black ink that reads "Lori Fogarty". The signature is written in a cursive, flowing style.

Lori Fogarty
Director & CEO



King County

Dow Constantine

King County Executive
401 Fifth Avenue, Suite 800
Seattle, WA 98104
206-296-9600 Fax 206-296-0194
TTY Relay: 711
www.kingcounty.gov

November 15, 2020

San Francisco Board of Supervisors
1 Dr. Carlton B. Goodlett Place
City Hall, Room 244
San Francisco, CA 94102-4689

Dear San Francisco Board of Supervisors --

I'm writing to express my support, as Creative Economy Strategist, Office of King County Executive Dow Constantine, and as former Creative Economy Director of the City of Seattle, for The Adachi Fund. It is an inspired vision which I believe can serve as a powerful model and prototype for all cities regarding platforms for community expression, and I applaud its vision.

The Fund, as I understand it, was originally conceived by the San Francisco Office of the Public Defender with Santhosh Daniel, founder of Compound, and further developed with Even/Odd Films. The Office of the Public Defender is in a class of its own and though I cannot speak to the strengths of Even/Odd Films, their body of work is of unimpeachable quality and insight. I can, however, speak to the value of Santhosh Daniel, as founding partner of The Adachi Fund.

In 2015, Santhosh Daniel approached the City of Seattle's Office of the Mayor regarding OneBeat, a seminal music diplomacy initiative co-sponsored by the U.S. Department of State. Mr. Daniel had a vision for partnership with the City of Seattle and at the time, no entity was familiar with the project, nor had the City of Seattle ever worked with him. But per the strength of his proposal, networks and ability, the Office of Film + Music and Office of Arts & Culture endorsed and supported his request. And, once Mr. Daniel received that support, he used it to build an unprecedented city-wide coalition of twenty-six supporting and participating partners, from local artists and musicians to activists, global affairs groups and institutions such as Seattle Art Museum and Seattle Public Schools—all of whom came together to bring that vision to life.

The Adachi Fund is an exemplary initiative for change, and I do hope the City of San Francisco will choose to put its full weight and resources behind it. Santhosh Daniel and Compound, as well as other partners of this initiative, are equally exemplary and I strongly recommend that you support them in their efforts to make The Adachi Fund a reality that can impact us all.

Sincerely,

Kate Becker
Creative Economy Strategist
Office of King County Executive Dow Constantine

November 16, 2020

Supervisor Shamann Walton, District 10
Supervisor Sandra Fewer, District 1
Supervisor Rafael Mandelman, District 8
1 Dr. Carlton B. Goodlett Place, City Hall
San Francisco, CA 94102

Dear Supervisor Dear Supervisors Fewer, Walton and Mandelman,

My name is Gwen Woods. I am the mother of Mario Woods, who was shot more than twenty times and executed by members of the San Francisco Police Department on December 2, 2015. I am a community activist committed to seeking justice for victims of police violence who are tragically much more often than not Black and Brown individuals like Mario, Alex Nieto, Amilcar Perez-Lopez, Luis Gongora Pat, Jessica Williams, and others.

I am writing to express my enthusiastic support for The Adachi Fund, a new storytelling project of the San Francisco Public Defender's Office that is being proposed in collaboration with Even Odd Films and Compound.

I have gotten to know and respect Mano Raju, our Public Defender. He invited me to administer his oath at his Community Inauguration event on February 27, 2020. Mano and his team are fiercely committed to providing zealous, compassionate, and inspired legal representation to the poor and being a voice for the disenfranchised and communities of color. I fully support Mano's office carrying on the legacy of the late Jeff Adachi, who was not only a groundbreaking public defender but also an award-winning documentary filmmaker committed to exposing the inner workings of the criminal legal system by showing the humanity of their clients and the harmful impacts our system so often has on the accused, their families, and their communities.

I also know and admire the team at Even Odd Films, particularly Mohammed Gorjestani and Malcolm Pullinger. They made a series of short films called "The Happy Birthday Project," which are intimate and beautiful portraits of mothers, families, and close friends of victims of police killings in this country. Their film "Happy Birthday Mario Woods" was filmed in my home, my community, and the location of Mario's murder. It captures the emotions of losing Mario, remembering him, and celebrating his life and keeps Mario's voice alive. I know they understand the role of the public defender and have a record of engaging with people – like me and the families of Oscar Grant and Philando Castile – impacted by inequity and illuminating the raw experience of injustice. Together

with the Public Defender, I believe that they will beautifully and powerfully achieve their shared vision of The Adachi Fund: “to rehumanize a system that has evolved to inherently dehumanize the people it affects.”

If the year 2020 has taught us anything, it is that our systems have long ignored the humanity of those whom it impacts the most. That’s what makes The Adachi Fund storytelling project – to reintroduce humanity into our system of justice – so timely and urgent.

The Board of Supervisors resolution that will formalize the creation of The Adachi Fund will be heard by the Budget Committee on Wednesday, November 18, 2020.

I urge you to support The Adachi Fund project at the Public Defender’s Office to continue to widen the lens that Jeff Adachi opened through his life’s work.

Sincerely,

Gwen Woods

From: [Wong, Linda \(BOS\)](#)
To: [Wong, Linda \(BOS\)](#)
Subject: FW: The Adachi Fund – Support Letter
Date: Monday, November 23, 2020 10:54:49 AM
Attachments: [Joe Talbot -- Adachi Fund Letter.pdf](#)

From: Joseph Talbot <joe@longshotfeatures.com>
Sent: Wednesday, November 18, 2020 6:59 AM
To: Fewer, Sandra (BOS) <sandra.fewer@sfgov.org>; Walton, Shamann (BOS) <shamann.walton@sfgov.org>; Mandelman, Rafael (BOS) <rafael.mandelman@sfgov.org>
Cc: Wong, Linda (BOS) <linda.wong@sfgov.org>; Boilard, Chelsea (BOS) <chelsea.boilard@sfgov.org>; Mundy, Erin (BOS) <erin.mundy@sfgov.org>; Gallardo, Tracy (BOS) <tracy.gallardo@sfgov.org>
Subject: The Adachi Fund – Support Letter

This message is from outside the City email system. Do not open links or attachments from untrusted sources.

Dear Supervisor Fewer, Walton and Mandelman —

I know you are all meeting today to discuss The Adachi Fund and I wanted to send my enthusiastic support for the project. Please find my letter attached.

Hope you are all well,
Joe

~~~~~

|\_\_\_\_\_|

joe talbot  
founder / filmmaker





technicolor talbot

[www.longshotfeatures.com](http://www.longshotfeatures.com)

Dear Supervisor Fewer, Walton and Mandelman —

I am writing to express my support for The Adachi Fund, a new storytelling project of the San Francisco Public Defender's Office that is being proposed in collaboration with my talented friends at Even Odd Films and Compound.

I personally knew Jeff, as a caring and passionate man. He was the kind of quintessentially great San Franciscan that made you proud to call the city home. He leaves behind a legacy that beautifully wove together the artistic and political spheres of our beloved hometown, perhaps second only to Danny Glover in that regard — not many locals have made contributions to these often separate worlds. Jeff most certainly did.

I sat in Jeff's office seeking his guidance when loved ones were in trouble, and I talked film with him in front of the Castro Theatre after double bills. So it is touching and exciting to know his wide-ranging life and work can, in some shape, live on in the collaboration between The Public Defenders Office and the filmmakers at Even Odd / Compound.

Mo Gorjestani, like Jeff, has been telling important, otherwise overlooked, stories about San Francisco and its inhabitants since he arrived here. He's an honorary native (Shamann — you know we don't say that often) and he, much like Jeff, is the kind of person you hope San Francisco holds on to. A city with Mo Gorjestani using his talent to shed light on other heroic San Franciscans like Gwen Woods is a city still worth fighting for.

I urge you to support The Adachi Fund storytelling project at the Public Defender's Office to continue to widen the lens that Jeff Adachi opened through his life's work.

Thank you,

A handwritten signature in black ink that reads "Joe Talbot". The signature is written in a cursive, flowing style.

Joe Talbot