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BOARD OF TRUSTEES OF COMMUNITY COLLEGE DISTRICT NO. 508
County of Cook and State of Illinois

ADOPTED
BOARD OF TRUSTEES OF
COMMUNITY COLLEGE DISTRICT NO. 508
MAY 8 1998

RADIO ADVERTISING
ALL COLLEGES

COUNTY OF COOK
AND STATE OF ILLINOIS

THE CHANCELLOR

REPORTS

that the Chicago Public Schools conducts a monthly radio program on WBBM News Radio 78 entitled "Talk to the Schools;" and

that the program encourages listeners to call in and talk with the key decision makers from the Board of Education about new initiatives, school reform and other issues; and

that City Colleges of Chicago has an opportunity to participate as a sponsor on the Chicago Public Schools' radio program; and that this participation will create awareness of the seven colleges, promote the educational benefits of obtaining an Associate Degree, generate interest in career education and specialized training to prepare students for employment and increase the positive image of City Colleges of Chicago in collaboration with the Chicago Public Schools; and

that as a sponsor of the program, CCC will receive four 60 second commercials per monthly program, a sponsor identification within the program, and participation in an on-air contest which will offer listeners an opportunity to win a prize by answering a question about information in the commercials; and

that the cost for sponsorship is \$15,000.00 from September 1998 through June 1999.

THE CHANCELLOR

RECOMMENDS

that the Board of Trustees approves the issuance of a purchase order in the total amount of \$15,000.00 to WBBM News Radio 78, Chicago, for sponsorship of the radio program "Talk to the Schools" from September 1998 through June 1999.

FINANCIAL

\$15,000.00 – Educational Fund

Respectfully submitted:

Wayne D. Watson
Chancellor

May 8, 1998