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ADOPTED
BOARD OF TRUSTEES OF
COMMUNITY COLLEGE DISTRICT NO. 508

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County of Cook and State of Illinois

NOV 5 - 1998

COUNTY OF COOK
AND STATE OF ILLINOIS

TELEVISION RATING REPORTS
DISTRICT OFFICE

THE CHANCELLOR

REPORTS

that there is a need to obtain quarterly reports for WYCC-TV Channel 20 about the number of viewers of WYCC programs during FY1999; and

that the television broadcast industry uses Nielsen Media Research (Nielsen ratings) exclusively for this purpose; and

that the WYCC staff uses these reports to determine program ratings as a tool for underwriting purposes; and

that this purchase is exempt from competitive bidding requirements because the service is economically procurable from a single source.

THE CHANCELLOR

RECOMMENDS

that the Board of Trustees approves the issuance of a purchase order in the total amount of \$6,540.00 to Nielsen Media Research Inc., 229 Park Avenue, New York, for television rating reports from July 1, 1998 through June 30, 1999.

FINANCIAL

\$6,540.00 -- Channel 20 Donation Account

Respectfully submitted:

Wayne D. Watson
Chancellor

November 5, 1998