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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

AUG 5 - 1999

COUNTY OF COOK
AND STATE OF ILLINOIS

RADIO ADVERTISING
CPS MONTHLY PROGRAM
ALL COLLEGES

THE CHANCELLOR

REPORTS

that the Chicago Public Schools conducts a monthly radio program on WBBM News Radio 78 entitled "Talk to the Schools" which CCC participated in last year; and

that the program encourages listeners to call in and talk with the key decision makers at CPS about new initiatives, school reform and other issues; and

that CCC has an opportunity to participate again as a sponsor during FY2000; 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 and a sponsor identification within the program; and

that the cost for sponsorship is \$15,000.00 from September 1999 through June 2000.

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 1999 through June 2000.

FINANCIAL

\$15,000.00 -- Educational Fund

Respectfully submitted:

Wayne D. Watson
Chancellor

August 5, 1999