

21675

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

RENEW PUBLIC RELATIONS CONSULTANT SERVICES  
DISTRICT OFFICE

THE CHANCELLOR

REPORTS

that Board Report #21396 dated 7-1-1999 authorized the firm of June Rosner Public Relations to assist the CCC Office of Public Relations in media representation, the issuance of appropriate news releases and other general public relations work for a period of six months; and

that Rosner has agreed to continue providing these services for a six-month period at the same monthly rate of \$6,000.00 plus a maximum of \$500.00 per month to cover out-of-pocket expenses such as postage, copying, printing and messenger services; and

that the past services provided by Rosner have been satisfactory and consistent with the comprehensive needs of the District.

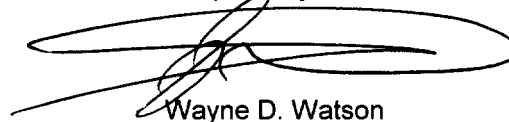
RECOMMENDS

that the Board of Trustees approves the issuance of a purchase order in the total amount of \$39,000.00 to June Rosner Public Relations, 650 N. Dearborn #600, Chicago, for the provision of public relations consulting services from January 1, 2000 to June 30, 2000.

FINANCIAL

\$39,000.00 -- Educational Fund

Respectfully submitted,



Wayne D. Watson  
Chancellor

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COLLEGE REVIEW: \_\_\_\_\_  
President

REQ. NO. \_\_\_\_\_

CENTRAL OFFICE REVIEWS & DATES SIGNED:

Purchasing  
Date \_\_\_\_\_

*C. RA*

Finance

Date *11-23-99*

Contract Compl.

Admin. Svcs.

Legal

Academic Aff.

Board Office

Other

*YD*

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**June  
Rosner**  
PUBLIC RELATIONS

November 22, 1999

Miss Yvonne Davila  
Director Marketing and Public Relations  
The City Colleges of Chicago  
226 West Jackson Blvd  
Chicago, IL 60606

Dear Yvonne:

Our current contract with The City Colleges of Chicago expires on December 31, 1999. During the last six months we have concentrated on a number of projects that the Marketing and Public Relations Director needed to be addressed. These projects included featuring Chancellor Watson on a number of radio programs and a television show, helping to promote particular events such as the thirtieth anniversary of Malcolm X College, investigating the possibilities of radio sponsorship, placing feature stories in Chicago daily newspapers, highlighting certain teachers or courses from any of the seven colleges, and consulting on crisis management on a number of occasions.

For the next six months June Rosner Public Relations intends to pursue the following course of action. We will work closely with the marketing and public relations department on any given task or assignment. Currently we are in the process of promoting:

- **City Colleges Channel 20:** We are liasing with Jeff McGrath, Station Manager, and Kim Parker, ~~Marketing Director~~. Projects to be undertaken are the promoting and highlighting of Channel 20 as a station to be recognized for its high quality programming, its educational content and unique perspective on Chicago. Through this end we are working toward feature stories or articles written by Chicago's television critics and Art Critics for both The Tribune and The Sun Times. We will also assist in Ms. Parker's efforts to promote the latest programs to come on the air at Channel 20; "CCC Circle", a local talk show, and "Invest in the Dream", an investment business program aimed at minorities. By utilizing our contacts in the media we intend to have articles/column notes on Channel 20 become a regular occurrence. Ongoing requests from Channel 20, and the marketing department on this project will be addressed as they arise.

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- **The Millennium Celebration:** The City is bringing two people from every nation to Chicago to celebrate the Millennium. Rosner Public Relations in conjunction with the Commissioner of Cultural Affairs, Lois Weisberg, will help promote the unique cultural make up of the students of the City Colleges of Chicago, by tying into the city's event with City College students. We are currently gathering information from each of the seven colleges on their student base. Feature stories, photo opportunities and television visuals will be prominent as the City College students meet with/ greet/ chaperone the guest from around the world.
- **The Hospitality Dinner:** Rosner Public Relations will help promote this annual fundraising dinner. Last year, the dinner was the first of what will be an annual event. This year, we will again write press releases, media alerts, and promote the annual fundraiser through various media outlets such as print and television.
- **Feature Stories:** Rosner Public Relations will continue to pursue story ideas from each of the seven colleges. Each college is unique and offers a wide variety of story ideas. Rosner PR will visit the designated college, as per the Marketing Departments instructions, and investigate these story possibilities. Previous stories from this type of research have been very successful. Olive Harvey received both print and television coverage on the Business Incubator story we developed, Truman also received coverage on one of its' ESL teachers and her new software program, Malcolm X College on its 30<sup>th</sup> anniversary. This is an effective method for getting positive press/positive image, for The City Colleges.
- **Task Force Meetings:** Rosner Public Relations will consult with City Colleges marketing department on the new programs being initiated.
- **College Presidents:** Rosner Public Relations will help promote each president, of each college, individually. We intend to highlight the leaders of these institutions through radio guest spots on shows such as *The Bob Collins Show* (WGN) and *848* (WBEZ). By writing personalized pitch letters and press releases and follow up phone calls, Rosner PR should be able to feature one or more of the college presidents on radio. By highlighting the expertise and qualifications of each college president, by having each college president become more familiar to the public, credibility for the individual colleges will be raised.
- **Daley College:** Rosner PR will assist the new president in promoting Daley College. Through the new presidents leadership and vigorous approach to familiarizing himself with local community centers, civic leaders etc, and attendance has risen in Daley. We will assist Daley College by placing feature story on the rise of Daley College attendance, (Phoenix from the flame, new president, new attitude type stories.)

June Rosner PUBLIC RELATIONS

650 North Dearborn, Suite 600 • Chicago, Illinois 60610 • Phone (312) 664-6100 • Fax (312) 664-7623 • E-Mail: rosner@suba.com

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If there are any further questions on Rosner Public Relations' proposed plans of action for the next six months, please call me at 312-664-6100.

Yours,

A handwritten signature in cursive script that reads "Julie Rosner".

Julie Rosner

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