

21102

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

FEB 4 1999

COUNTY OF COOK
AND STATE OF ILLINOIS

PROFESSIONAL CONSULTANT SERVICES
MEDIA MANAGEMENT
DISTRICT OFFICE

THE CHANCELLOR

REPORTS

that there is a need to retain the services of a professional media consultant to provide management and consulting services to WYCC-TV; and

that these services will include:

- ▶ Evaluating existing WYCC-TV programming,
- ▶ Establishing new programming objectives,
- ▶ Organizing team of new producers,
- ▶ Executive production of new WYCC-TV programs,
- ▶ Proposing new business ventures,
- ▶ Execution of plan for new programming schedule,
- ▶ Planning special events,
- ▶ Assisting in creating new PR/Marketing campaign,
- ▶ Visiting broadcast/film schools,
- ▶ Participating in planning new Kennedy-King College media program.

that the fee for these services will be \$52,000.00 for services beginning February 4, 1999 and terminating December 10, 1999, and

that these professional services are exempt from competitive bid requirements.

THE CHANCELLOR

RECOMMENDS

that the Board of Trustees authorizes the issuance of a purchase order in the total amount of \$52,000.00 to Rainy Friday Films Inc., 500 W. Cermak Road #409, Chicago, from February 4, 1999 to December 10, 1999; and authorizes the Chairman and Assistant Secretary to execute any documents pertaining to these professional services on behalf of the Board.

FINANCIAL

\$52,000.00 -- Educational Fund

Respectfully submitted:

Wayne D. Watson
Chancellor

February 4, 1999

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CITY COLLEGES OF CHICAGO

WAIVER OF COMPETITIVE PROCEDURE REQUIREMENT

Board rules state that it is the general policy of the District to use competitive procedures to select professional service consultants. Section 4(a)1-4 of Board Rule -- lists situations in which a waiver of the competitive procedure requirement is possible. In order to retain a consultant without competitive procedures, this waiver form must be completed and approved by the College President, the appropriate Vice Chancellor, or the Chancellor.

Type of consultant/services required:

Media Consulting Services - WYCC-TV

Brief description of the need for a professional services consultant:

There is a need to evaluate programming and production and to develop new production, media and marketing strategies to assist WYCC-TV in reaching its full potential as a public broadcast station in the Chicago Metropolitan area. Detra Thibodeaux of Rainy Friday Films, Inc. will provide media consulting services to City Colleges of Chicago and video production to be used for training, public relations and marketing.

Reason that competitive procedures are not appropriate in this situation:

Professional services are exempt from competitive bidding.

Basis for selecting the recommended individual or firm:

Detra Thibodeaux has extensive experience as a television and film producer and served as Director of the Media Group of the Museum of Science and Industry.

Person initiating request:

Approved by:

Deidra Lewis - Vice Chancellor
Academic Affairs

January 28, 1999