

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

ADV
~~MEDIA~~ CAMPAIGN — Fall Sem.
ALL COLLEGES

THE CHANCELLOR

REPORTS

that there is a need to conduct a coordinated media campaign to stimulate fall registration; and

that the Office of Public Relations obtained a proposal from AMFM Inc.(formerly Chancellor Media Group), to conduct a radio promotion on 3 stations, WGCI, WVAZ and WUBT from August 9 -24, 1999; and

that this promotion consists of 102 sixty second radio spots, 7 on-site van appearances, a sweepstakes give away of concert and dinner tickets and all promotional materials associated with the campaign; and

that the total price for this promotion is \$40,000.00; and

that WUBT is representing all 3 radio stations in coordinating this promotion; and

that this promotion will be funded by approximately \$5,000.00 contribution by each college and District Office.

RECOMMENDS

that the Board of Trustees approve the issuance of a purchase order to WUBT, 875 N. Michigan, Chicago, Illinois in the total amount of \$40,000.00 for the Fall, 1999 Registration radio promotion.

FINANCIAL

\$40,000.00 -- Education Fund

Respectfully submitted:

Wayne D. Watson
Chancellor

21506

September 2, 1999

COLLEGE REVIEW: _____ REQ. NO. _____
President

CENTRAL OFFICE REVIEWS & DATES SIGNED:

<u>JA</u> Purchasing Date <u>8/23</u>	Contract Compl.	<u>X</u> <u>JA</u> Legal <u>8-23-99</u>	Board Office
<u>X</u> <u>CA</u> Finance Date <u>8/23</u>	Admin. Svcs.	Academic Aff.	Other

note: approved by
Honore Davila via
BRYANT Payrol.

21506



CHICAGO'S JAMMIN OLDIES

July 27, 1999

Bryant Payne, Public Relations Media Assistant
City Colleges of Chicago
226 West Jackson Blvd.
Chicago, Illinois 60606

Dear Bryant:

Well my computer finally came back up and as promised, here is a copy of the schedule and promotional breakdown. City Colleges of Chicago is getting a phenomenal program for their investment and I'm actually over-delivering on the schedule that I first quoted you.

As a cluster, we have CCC scheduled for 102 sixty second spots. With the additional promos, liners and exposure on our website (15,000 hits per week), it will seem like CCC owns our airwaves. Each station is offering something slightly different but it all adds up to be one great promotion!

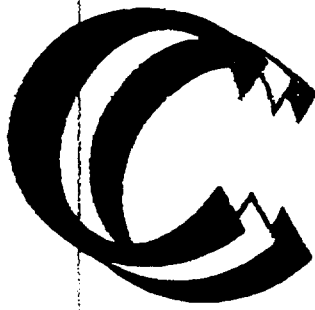
I'm still working on changing your van appearance date on WGCI to the first week of school. I can't promise anything but I will give it a try. The schedules and promotions are based on availability and all of our stations are very tight these days. You shouldn't be concerned about being "buried" with your spot schedule either, your on-air presence will definitely be felt.

By the way, how are you doing on the copy. Give me a call so that we can put our head together! My deadline on copy is Monday, August 2. In the meantime, I'm working on the artwork and will get that to you for approval by the end of the week.

Everything is booked and ready to go so let me know if you have any questions or need any additional information. Thanks again for the order!

Take care,

Deanna Moore
Account Executive
WUBT The Beat
(312) 255-5123



21506 City Colleges of Chicago Program

SCHEDULE & PROMOTION BREAKDOWN

WGCI

Week of 8/9 **15 Spots** (5 spots, 5a-8p M-F & 10 spots, 12a-5a M-Su)
Week of 8/16 **15 Spots** (5 spots, 5a-8p M-F & 10 spots, 12a-5a M-Su)

Total = 30 Spots

August 9, 1999	4p-6p	Van Appearance w/2 Callbacks
August 23, 1999	11a-1p	Van Appearance w/2 Callbacks

WVAZ

Week of 8/9 **21 Spots**
 (5 spots, 5a-8p M-F & 8 spots, 8p-12m M-F & 8 spots, 12m-5a M-Su)
Week of 8/16 **21 Spots**
 (5 spots, 5a-8p M-F & 8 spots, 8p-12m M-F & 8 spots, 12m-5a M-Su)

Total = 42 Spots

Date TBD	3p-4p	Van Appearance w/1 Callback & 10 Promos
Date & Time	TBD	2 Hour Van/Personality Appearance w/1 Callback, 20 Liners & 10 Promos

WUBT

Week of 8/9 **15 Spots** (5 spots, 5a-8p M-W & 10 spots, 6a-6a W-Su)
Week of 8/16 **15 Spots** (5 spots, 5a-8p M-W & 10 spots, 6a-6a W-Su)

Total = 30 Spots

August 11, 1999	11p-1p	Van Appearance w/2 Callbacks
August 19, 1999	11a-1p	Van Appearance w/2 Callbacks
August 24, 1999	11a-1p	Van Appearance w/2 Callbacks

(A total of 10 Promos and 1 Week Web Site exposure for all three appearances)

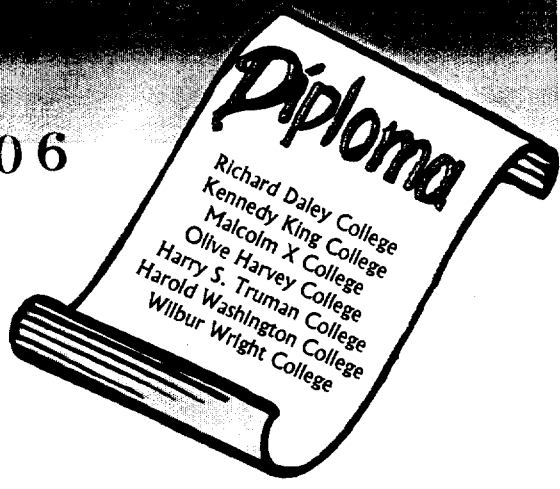
TOTAL PROMOTION & SCHEDULE

(102) :60 SPOTS
(30) PROMOS
(20) LINERS
1 WEEK WEB EXPOSURE

**THE
BEAT
103.5
FM**



21506



am-fm INC. PROVIDES:

ON-SITE...

- (7) 2 Hour Station Van Appearances with giveaways and music
Value \$70,000.00

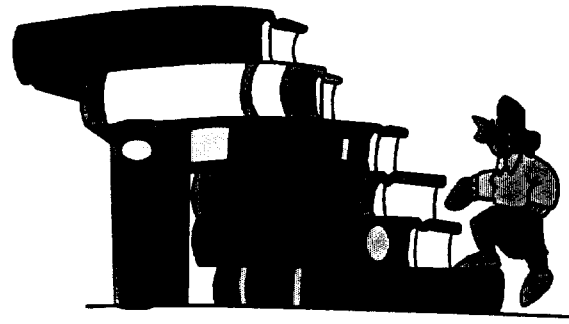
SWEEPSTAKES ...

- (7) **Grand Prize:** Pair of tickets to Lauren Hill or Maxwell concert and dinner for two in downtown restaurant.
Value \$600.00
- All POS Packages for sweepstakes (Register To Win Boxes, Tear Pads, Posters) Value \$1400.00

**REGISTER TO WIN AT ALL
CITY COLLEGE OF CHICAGO
AUGUST 9-AUGUST 20, 1999**

MEDIA ...

- (90) :60 commercials (Two week schedule: Prime & Rotators) on WGCI-FM, WVAZ-FM & WUBT-FM Value \$30,000.00



City Colleges of Chicago PROVIDES:

- \$40,000.00 Investment (\$5000.00 from each of the 7 colleges/\$35,000.00 and \$5000.00 from Central Office, Total \$40,000)

TOTAL INVESTMENT:

\$40,000