

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

PROFESSIONAL CONSULTANT SERVICES
STRATEGIC PLANNING AND RESOURCE DEVELOPMENT
WYCC CHANNEL 20

THE CHANCELLOR

REPORTS

that it is necessary to utilize the services of an experienced professional in the field of public television production and resource development to provide executive consultant services to WYCC: specifically, the consultant will provide the following:

- A comprehensive organizational strategy to market the value of WYCC to the corporate and foundation community to increase financing and sponsorship for programming and station operations;
- The forging of alliances with corporations, museums, and educational entities to partner in the development of content, educational outreach and the production of original television programs;
- A heightened presence within the PBS system and its funding apparatus at the Corporation for Public Broadcasting (CPB) and American Public Television (APT) to seek out new sources of revenue;
- Development of a programming strategy to position WYCC as a major participant on a community level in the election process, hosting debates, candidate interviews, etc.
- Development of a substantive strategy to expand WYCC's programming and production portfolio with a focus on new, original local programming, using a series of town meeting-like programs to be distributed live to our broadcast area;
- The forging of relationships with local on-air talent to lend their credibility, creativity and experience as participants or hosts of WYCC programs; and

that WYCC staff has reviewed the proposal and qualifications of Mr. Edward Menaker of Menaker Media, Wilmette, IL and recommends approval for his consultant services as described above for the six-month period of August 1, 2000 through January 31, 2001 at the rate of \$3,500.00 per month for a total cost of \$21,000.00, plus a 6% commission on all monies raised as a result of the consultant's efforts or under his direction; and

that this purchase of professional services is exempt from the District's competitive bidding requirements

THE CHANCELLOR

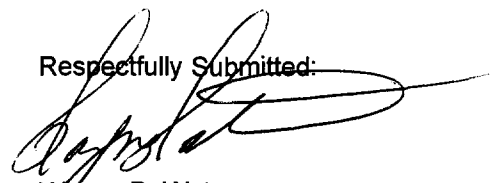
RECOMMENDS

that the Board of Trustees authorizes the execution: (i) of a contract between City Colleges of Chicago and Mr. Edward Menaker, Menaker Media, Wilmette, IL, substantially in the form discussed, with such changes as shall be approved by the [Chancellor]; and (ii) such other documents as pertain to the implementation of this contract.

FINANCIAL

\$21,000.00 – Education Fund

Respectfully Submitted:



Wayne D. Watson
Chancellor