

22734

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

REGISTRATION RADIO ADVERTISEMENTS
MARKETING AND PUBLIC RELATIONS
DISTRICT OFFICE

THE CHANCELLOR

REPORTS that District marketing staff has proposed the following radio advertising activity to promote district-wide Fall enrollment.

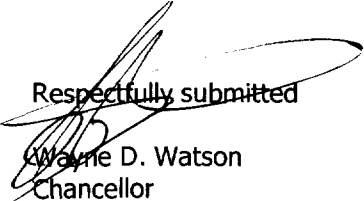
- WGCI-FM
:60 radio commercials
25 spots the week of August 6
15 spots the week of August 20
40 Total
Cost: \$23,250.
- WBBM-FM / B96
:60 radio commercials
21 spots the week of August 6
22 spots the week of August 20
43 Total
Cost: \$23,800.
- LA LEY 107.9
:60 radio commercials
30 spots the week of August 6
30 spots the week of August 20
60 Total
Cost: \$12,000.

THE CHANCELLOR

RECOMMENDS that the Board of Trustees authorizes the issuance of purchase orders to WGCI-FM in the amount of \$23,150; B96/WBBM-FM in the amount of \$23,800 and LA LEY 107.9 FM in the amount of \$12,000 for radio advertisements described above for the Fall 2001 registration campaign.

FINANCIAL \$58,950.00 – Education Fund

Respectfully submitted


Wayne D. Watson
Chancellor

July 12, 2001