

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
[Amend Board Report #22153 dated August 3, 2000]

THE CHANCELLOR

REPORTS

that the Board of Trustees approved the execution of a contract between City Colleges of Chicago and Mr. Edward Menaker, Menaker Media, Wilmette, IL for the following professional services for the period of August 1, 2000 through January 31, 2001:

- 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;
- Implementation of that strategy and the raising of a minimum of \$800,000 toward programming and operations of WYCC;
- 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 it is necessary to extend the contract with Mr. Edward Menaker of Menaker Media, Wilmette, IL for his consultant services as described above for an additional one year period of February 1, 2001 through January 31, 2002 at the rate of \$6,666.66 per month for a total cost of \$80,000.00, and

that a waiver from competitive bid requirements has been granted for these professional services.

THE CHANCELLOR

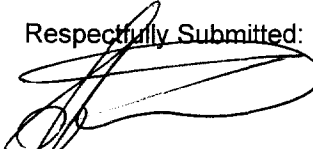
RECOMMENDS

that the Board of Trustees authorizes the execution: (i) of an amendment to the 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

\$80,000.00 – Education Fund

Respectfully Submitted:



Wayne D. Watson
Chancellor

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 2 of the Board Rules, Purchasing Policies and Procedures, lists situations in which a waiver of 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.

- 1. Type of consultant/services required: Public Television Executive Consulting Services.
2. Brief description of the need for a professional services consultant: The consulting services are needed to provide public television production, resource and fund development, and strategic sales planning services to market WYCC to the corporate and foundation community. The goal is to greatly increase financing and sponsorship for programming and station operation.
3. Reason that competitive procedures are not appropriate in this situation: In accordance with Section 2.00 Rules for the Selection of Professional Services, Consultants, subsection 2.04 Other Professional Services, subsection 3: "A consultant's experience or skill in dealing with the matter under consideration makes it appropriate to engage the consultant without recourse to competitive procedures".

Mr. Menaker has extensive experience in public television production and development. Over the past 3-5 months Mr. Menaker has brought in pledges or contract to WYCC in excess of \$240,000. His knowledge of the industry, corporate and foundation environment, and his in depth knowledge of WYCC gives WYCC the edge it needs in garnering future funding. He has a proven track record of success in raising funds for underwriting programs for public television. In addition, the advantages to the district of engaging a consultant with a indepth knowledge of WYCC assures that there is no learning curve needed before successful fund raising begins.

4. Is this firm a certified MBE ? NO certified WBE?

Comments

*Note: The district M/WBE Plan requests that procuring departments make every good faith effort to meet the district's MBE and WBE purchasing goals. The MBE goal for City Colleges of Chicago is 25% and the WBE goal is 7%.

Person initiating request

Date

College President (If request is from a college)

Date

Chancellor (If request is from District Office)

Date