

23217

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

**TELEVISION BROADCAST COMMERCIAL
MARKETING AND PUBLIC RELATIONS
DISTRICT OFFICE**

THE CHANCELLOR

Reports

that N'Digo Magazine, a weekly Chicagoland publication targeting an ethnic reader base, televises an annual gala in cooperation with WMAQ-TV NBC5 highlighting prominent citizens in Chicago. N'digo has made available :30 second promotional spots within the program to air live in July during prime time evening programming. The District Marketing office has proposed that the District schedule a commercial to air promoting enrollment in any of the City Colleges in the upcoming Fall semester during the live broadcast and tape re-broadcast.

that WMAQ-NBC 5:

- has a viewership of 223,000 during the 6-7 p.m. broadcast hour (May 2001).
- due to CCC's commitment to educational excellence and its non-profit status the District has been offered an opportunity to air two :30-second commercials for less than the price of one commercial.

that N'digo Gala Live! is scheduled to air live on Saturday, July 27, 2002, at 6 to 7 p.m. The show will rebroadcast on Sunday, July 28, 2002 from 11 a.m. to 12 p.m.

- one :30 second commercial (airing 4 times total)
- Total Cost: \$10,800

that the District Marketing and Public Relations office is currently assessing the quality, capabilities and financial considerations of several Chicagoland production companies to produce a high-quality promotional product that can be used for this event and also promotional broadcast opportunities leading into the Fall enrollment season and beyond. An RFP is in the process of being issued. The ad copy and visual presentation will feature a call to action, promoting academic programs, occupational programs and/or open registration periods, as well as CCC's commitment to excellence and affordability.

that staff has reviewed and recommends acceptance of the advertisement activity described above.

The Chancellor

RECOMMENDS that the Board of Trustees authorize the issuance of purchase orders totaling \$10,800.00 to N'Digo, Chicago, for commercial advertising during the broadcasts of N'digo Gala Live!.

FINANCIAL \$10,800 – advertising budget fund

Respectfully submitted,

Wayne D. Watson
Chancellor

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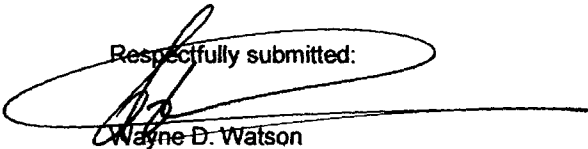
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