

**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 the Marketing and Public Relations office has received various proposals from Chicagoland video production companies to produce a thirty second commercial representing educational programs at the seven colleges. Among the information submitted or work previously submitted by the aforementioned, that producer Rita Whack has continuously provided a high level of quality programming to WYCC 20 which airs each month in rotation promoting City Colleges of Chicago educational programs.

that Rita Whack proposes to produce a thirty-second commercial:

- of high broadcast quality that will air on top-rated Chicago news stations with high visibility.
- that will promote the high quality and value of educational and career training programs at the seven colleges; the professional staff and faculty; accessibility and affordability of enrollment.
- containing original footage of current enrollment activity that is produced in such a way that WYCC can easily update portions of it in the future.
- at a cost of \$16,000 with expenses (not to exceed \$19,500 in the event additional production activity is warranted).

that the District Marketing and Public Relations office is in the process of assessing annual advertising activities which will include commercial and cable broadcast opportunities. The subsequent product will be used as a recruiting tool in the period leading up to Spring 2003 and Fall 2003 student enrollment.

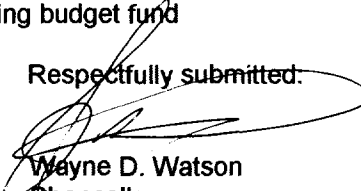
**The Chancellor**

Recommends that the Board of Trustees authorizes the Chairman to enter into a contract with Rita Whack to produce a thirty-second commercial at a cost of \$16,000 plus expenses, not to exceed \$19,500.

**Financial**

\$19,500 including expenses - advertising budget fund

Respectfully submitted.

  
Wayne D. Watson  
Chancellor

YJB