

237074

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

PRINT ADVERTISING SERVICES
DISTRICT OFFICE, DALEY, HAROLD WASHINGTON, KENNEDY-KING, MALCOLM X,
OLIVE-HARVEY, TRUMAN AND WRIGHT COLLEGES

THE CHANCELLOR

(NE)

REPORTS

~~Ad on more?~~
~~Columbia?~~
~~Expansion of terms of the agreement~~
~~Sponsorship~~

that New Expression Magazine is a tabloid newspaper distributed to 50,000 CPS students each month. NE has developed a proposal in the amount of \$16,000 to allow City Colleges of Chicago to advertise higher education recruitment messages on its highly visible back page for the next eight issues—March through June, then September through December, 2003. Messages encouraging students to enroll at the City Colleges will rotate each month to promote programs that are districtwide.

that in addition to the monthly half-page advertisement, City Colleges will also play a sponsorship role with regard to: printing of 50,000 copies each month, teen staff stipends, 2-day stipend for professional editorial content advisor, staff project management and interim report to City Colleges on NE activities and production, NE design and layout and website design, transportation needs of student reporters (bus tokens and incidentals for on-site interviews and photos), Urban Journalism Workshop for staff (two 2-hour sessions with college curriculum, challenges, opportunities, critical thinking, and selection process and factors, project expenses for photo and office supplies.

that continuous, supportive interaction with the students on staff and consistent advertising to 50,000 CPS students will heighten City Colleges' visibility with its target audience.

RECOMMENDS

that the Board of Trustees authorizes the issuance of a purchase order totaling \$16,000 to New Expression newsmagazine for print advertising and sponsorship activities to run through December 2003.

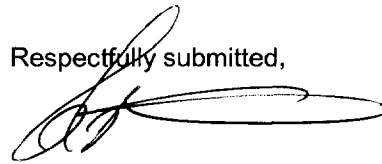
FINANCIAL

\$16,000 – education fund — 0015505

DISTRICT OFFICE REVIEWS & DATES SIGNED:

Purchasing Date	Treasurer 1/20/03	Legal 2/21/03	Board Office 2/24/03
Admin. Svcs. Date	Academic Aff.	HR	Finance 22-Jan-03

Respectfully submitted,



Wayne D. Watson
Chancellor

February 6, 2003

MARCH 6, 2003

28707

Subject: Thanks

Date: Thu, 9 Jan 2003 10:56:10 EST

From: YCPhilC@aol.com

To: pbridges@ccc.edu

Dear Paula:

Thank you for taking the time to meet with me yesterday.

While I am hopeful our proposal made sense to you, I can see through reading through the brochures that there are many areas of potential collaboration City Colleges may entertain with Youth Communication including internships and mentorships with your students. Linking some of our programs to City College resources could enrich our programs while providing exposure to City Colleges, especially as the programs relate to different stages of the learning process.

In many cases, it becomes a matter of having access to the information and the desire to convert it into an opportunity.

Anyway, I look forward to working with you and your staff.

Phil Costello

Executive Director

Youth Communication, where we believe

"Youth must be heard and understood."

Phone 312-922-7150 / Fax 312-922-7151

EXECUTIVE SUMMARY

- I. Overview of Youth Communication
 - a. History
 - b. Recent Events
 - c. Executive Director

- II. Proposal for City Colleges of Chicago
 - a. Advertising
 - b. College Days

- III. Attachments
 - a. Board of Directors
 - b. Funders
 - c. New Expression – December 2002 issue



YOUTH COMMUNICATION

- Mission Statement
- Programs
- Participants
- Alumni
- *NE'S* Circulation
- Major Awards
- Organization
- Funding and Address Information



MISSION STATEMENT

Youth must be heard and understood. The expression and sharing of their experiences, concerns and solutions are critical to their ability to shape their present and future worlds.

Youth Communication provides Chicago area youth with mass media vehicles to express their voices.



PROGRAMS

- *New Expression (NE)*, the award-winning, free, monthly, citywide newsmagazine written entirely by, for, and about Chicago youth.
- *New Expression (NE)* website with expanded coverage (www.newexpression.org).
- **Summer High School Journalism Workshop for Minorities**--annual eight-week program to learn basics of journalistic reporting, writing, responsibility, law and ethics.
- *Nextra!* Lesson plans for 800 Chicago teachers to use *NE* as a learning tool.
- Monthly journalism workshops for youth, both in our offices and in three Chicago public schools.

PARTICIPANTS

- Average of 125 youth reporters, writers, editors, photographers and illustrators, ages 15 through 20, all from within Chicago's city limits.
- 70% African American, 17% Hispanic, 10% Caucasian, 3% Asian.
- 62% female; 38% male.
- 88% from public high schools; 12% from private high schools.



ALUMNI

- Nearly 2,700 since **Youth Communication's** inception in 1976.
- An estimated 80% pursued a college education or career in journalism immediately after leaving **YC**. Currently, alumni are employed in more than 60 newsrooms internationally and in many related fields.

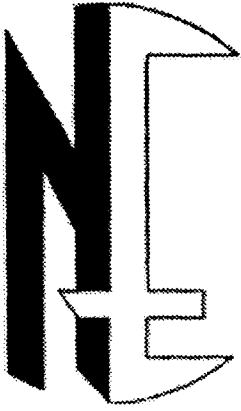


***NE'S* CIRCULATION**

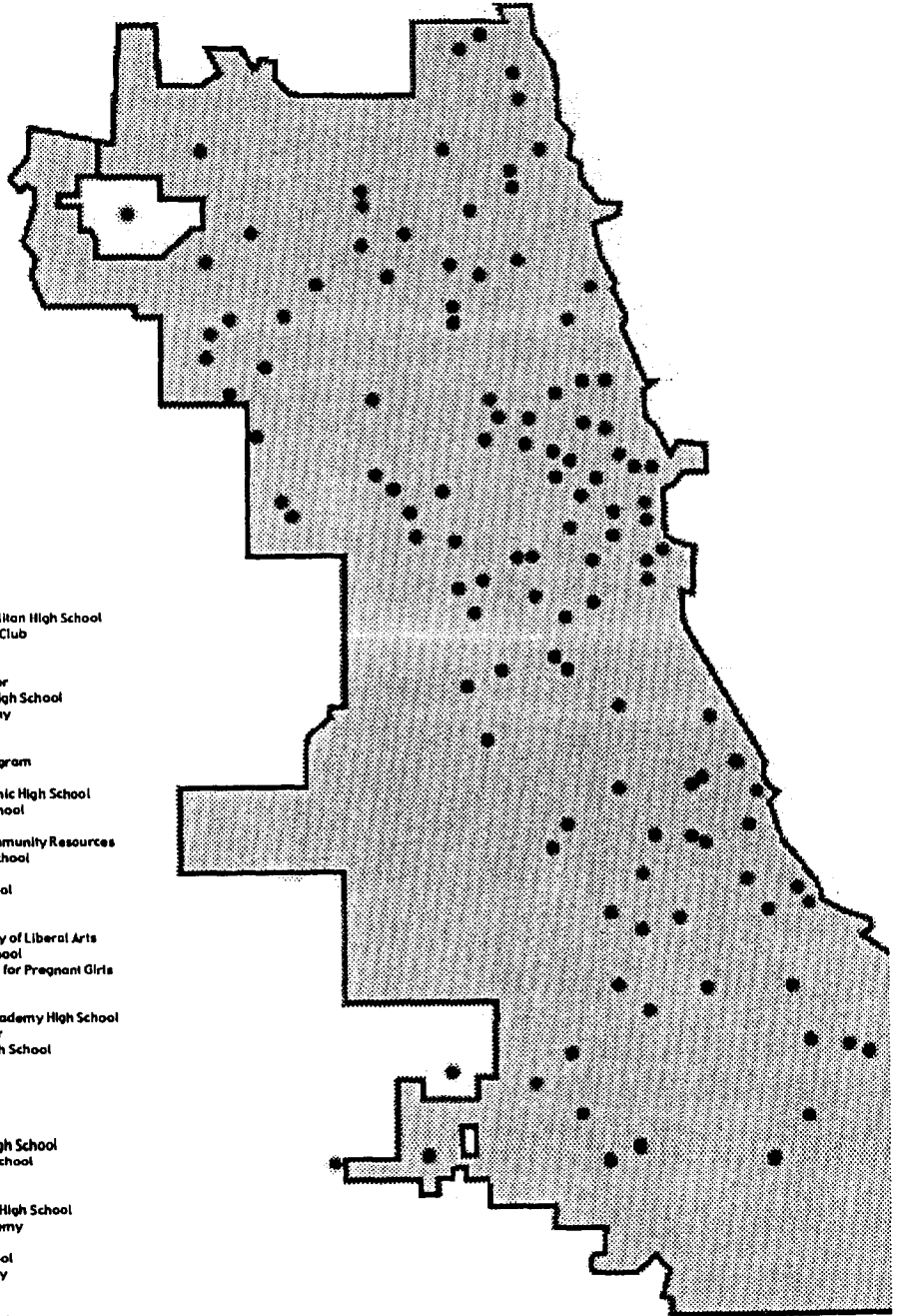
- Eight editions per year each to 47,000 teenagers-- estimated total readership of 95,000 teenage readers.
- Issues are distributed to 150 locations including all 75+ Chicago public high schools, numerous private and parochial high schools and nearly 50 youth organizations.

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Distribution



New Expression is distributed in more than 85 high schools, 60 libraries, and youth agencies throughout the city. Over 45,000 copies are distributed eight times during the school year.



- Academy of Communications and Technology Charter School
- Academy of our Lady of the Roses Special School
- Arundson High School
- Arts of Living
- Aspira Inc. of Illinois
- Audi Home
- Austin Community Academy
- Barreto Club (Union League Foundation Boys Club)
- Benjamin E. Mays Academy
- Best Practice High School
- Blue Gargoyles Youth Service Center
- Bogart High School
- Bowen High School
- Build, Inc.
- Calumet High School
- Carole Robertson Center for Learning
- Carver Area High School
- Chicago Academy for the Arts
- Chicago High School for Agricultural Sciences
- Chicago Housing Authority
- Chicago Public Library
- Chicago Vocational High School
- Chicago Youth Center
- Citizens' Committee on the Juvenile Court
- Clemente Community Academy High School
- Collins High School
- Community Christian Alternative Academy
- Community Mental Health Council
- Carlisle High School
- Crane Adolescent Health Center
- Crane Technical Preparatory Common School
- Curie Metropolitan High School
- Demico Youth Services
- Douglas Public Library
- Dunbar Vocational High School
- Duncan YMCA
- DuSable Adolescent Health Center
- DuSable High School
- East Village Youth Program
- Eisenhower Library
- Englewood Technical Preparatory Academy
- Erie Neighborhood House
- Evergreen Park Community High School
- Farragut Career Academy High School
- Fenger Academy High School
- Flower Vocational High School
- Foreman High School
- Future Commons Multiplex High School
- Gage Park High School
- Hales Franciscan High School
- Harlan Community Academy High School
- Harper High School
- Hartgrove Hospital Academy
- High Ridge YMCA
- Hirsch Metropolitan High School
- Holy Trinity Catholic High School
- Howard Area Community Youth Center
- Hubbard High School
- Hull House Association/New Direction
- Hyde Park Career Academy
- Jones Academic Magnet High School
- Juarez High School
- Julian High School
- Kelly High School
- Kelvyn Park High School
- Kennedy High School
- Kenwood Academy High School
- King High School
- Lake View High School
- Lane Technical High School
- Latino Youth Alternative High School
- Legier Library
- Leo Catholic High School
- Lincoln Park High School
- Lindblom Technical High School
- Longwood Academy High School
- Manley Career and Preparatory High School
- Marshall Metropolitan High School
- Marwen Foundation
- Mather High School
- McCormick Boys & Girls Club
- Metro Achievement Program
- Miles Square Health Center
- Morgan Park High School

- Near North Career Metropolitan High School
- Neighborhood Boys & Girls Club
- New City YMCA
- New World Video
- Orr Adolescent Health Center
- Orr Community Academy High School
- Phillips High School Academy
- Piccolo Middle School
- Pilsen YMCA
- Price / King Connection Program
- Prologue School
- Prosser Vocational/Academic High School
- Providence-St. Mel High School
- Puerto Rican High School
- Pulaski Park Center for Community Resources
- Richards Vocational High School
- Robeson High School
- Rolling Meadows High School
- Roosevelt High School
- Schurz High School
- Senn Metropolitan Academy of Liberal Arts
- Simeon Vocational High School
- Simpson Alternative School for Pregnant Girls
- Skinner Park
- South Chicago YMCA
- South Shore Community Academy High School
- South Shore Cultural Center
- South Side Preparatory High School
- South Side YMCA
- St. Barbara High School
- St. Benedict High School
- St. Gregory High School
- St. Patrick High School
- St. Scholastica Academy High School
- Steinmetz Academic High School
- Student Alliance
- Sullivan High School
- Sullivan House Alternative High School
- Tabernacle Christian Academy
- Taft High School
- Telaq Alternative High School
- Tilden Community Academy
- Transition Center G
- Transition Center I
- Urban Programs - West YMCA
- Von Steuben Metropolitan Science High School
- Wells Community Academy High School
- West Englewood Youth and Teen Center
- West Town Academy
- Westinghouse Vocational High School
- Winfield Moody Health Center
- Woodson Regional Library
- World Records, Inc.
- Young Magnet High School
- Youth Communication
- Youth Outreach Services (3 sites)
- Youth Service Project
- YWCA Young Parents

MAJOR AWARDS

continued

- ⊗ The 1985 Peter Lisagor Award for Exemplary Journalism in Public Service from The Headline Club and the Chicago Chapter of the Society of Professional Journalists, Sigma Delta Chi (an award not won before or since by a high school journalism program).
- ⊗ The 1982 Management Award from The Chicago Community Trust.
- ⊗ The 1978 Special Merit Citation from the Robert F. Kennedy Journalism Awards.

Stories about Youth Communication and *NE* have appeared on *60 Minutes* and *National Public Radio* and in *People Magazine*, *The New York Times*, *Chicago Tribune*, *Chicago Sun-Times*, *Media Studies Journal*, *Chicago Enterprise*, *Streetwise*, *New City* and many others.

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MAJOR AWARDS

- ⊗ **Youth Communication** was cited for excellence in its work with at-risk youth by the President's Committee on the Arts and Humanities in its April 1996 report, "Coming Up Taller."
- ⊗ The 1995 Responsible Journalism Award from the Illinois Hunger Coalition.
- ⊗ The 1990 Harry Kalven Freedom of Expression Award from the American Civil Liberties Union.
- ⊗ The 1985 Broadcast Achievement Award as Community Organization of the Year for Outstanding Programming in Public Affairs from the Chicago Area Public Affairs Association.

continued . . .



FUNDING

Primarily from corporations and foundations and *NE* advertising revenues, with some support from individual donors.

Mailing address

Youth Communication

600 S. Michigan Avenue

Chicago, IL 60605-1996

Voice (312) 922-7150

Fax (312) 922-7151

E-mail: YCPhilC@aol.com

Website: [www:newexpression.org](http://www.newexpression.org)

Physical location

Youth Communication

623 S. Wabash Avenue

Room 207

Chicago, Illinois



ORGANIZATION

- Incorporated as a 501(c)3 tax exempt, non profit organization November 23, 1976.
- A model organization duplicated in seven other cities in North America.

237071

Publisher of *New Expression*

Youth Communication

January 8, 2003

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PROPOSAL FOR:

Ms. Paula Bridges
District Director, Marketing & Public Relations
City Colleges of Chicago

COLLEGE DAYS in NEW EXPRESSION

This is a proposal for a new program that will highlight City College campuses through a series of 4-color ½ page advertisements plus sponsor a teen-produced page that will explore opportunities and resources available for urban high school teens to consider.

Advertising for the seven campuses of City Colleges

Promote opportunities for higher education in prime location of New Expression news magazine circulated to 50,000 teens in Chicago at public and private high schools, alternative school systems and youth centers. The seven issues will be distributed during March through June, then September through December.

COLLEGE DAYS – Page

Teens are very selective about the type and mediums of materials they will spend time reading. New Expression was founded under the assumption that teens are censored and will make better citizens and contributors to the community if given opportunities to be heard and understood. Our readers are more apt to listen to their peers and respect their opinions. Professionally written material generally is not appealing to our audience at this point in their development and maturity.

COLLEGE DAYS will be developed, written and edited by teens. The topics will be selected by them as they consider the range of topics including:

- Benefits (college degree, steps toward a fulfilling career, self-esteem)
- Costs (tuition, room & board, living expenses, foregone wages)
- Access (qualifications, prerequisites, test scores)
- Scholarships (public, private, links)
- Degrees (range of alternatives)
- Preparation (search links, consultants, HS counselors, campus visits)
- Down-side (leaving family, dropping out, increased responsibility)
- Up-side (leaving family, increased responsibility, new social encounters)
- Interviews with college students who are weighing decision factors or who have made a choice.

Based upon the value of COLLEGE DAYS program in the attached budget, we ask that City Colleges of Chicago award Youth Communication a grant of \$16,000.

With warm regards,

Philip A. Costello
Executive Director

at Columbia College 600 South Michigan Avenue Chicago, Illinois 60605-1996

phone 312.922.7150 fax 312.922.7151 e-mail newexpress@aol.com

Youth Communication

Proposal for: COLLEGE DAYS in New Expression newsmagazine

	<u>2003 Timeframe</u>	<u>Project</u>
<u>Advertising</u>		
1/2 page advertisement for March thru December highlighting each campus on back page with 4-color ad underneath upgraded sports section.	Mar - Dec	\$10,500
<u>Teen staff stipends</u> [2 teens at \$25/issue, + 1 teen section editor \$75 at 25%]	Feb - Dec	\$500
<u>Editorial Advisor - management & training</u> Curriculum design, staff recruiting & training	Two Days	\$600
Project management & evaluation plus interim report in June 2003 and a final report in December	Feb - Dec	\$840
Design & layout to NE and website	Mar - Dec	\$420
<u>Transportation</u>		
Bus tokens and incidentals; to/from YC and out to college sites one visit per campus for interviews and photos	Mar - Dec	\$250
<u>Print 50,000 copies</u> - 1 Page in New Expression, printing and pro rata expenses for distribution to 140 sites, bulk mailing to 1,500 addresses	Mar - Dec	\$1,750
<u>Urban Journalism Workshop Opportunities</u>		
Two two-hour sessions with college curriculum, challenges, opportunities, critical thinking, and selection process and factors. Design and coordinate moderator time, handouts and expectations.	Jul - Aug	\$600
Project expenses for photo & offices supplies plus phone & data charges	Feb - Dec	\$540
		<hr/>
		<u>\$16,000</u>

Youth Communication 2003 BOARD OF DIRECTORS

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Member	Business affiliation
Todd Adams	Milwaukee Journal Sentinel
Daniel Ash	National Center on Poverty Law
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Trudi Davis	wordsmith-for-hire
William Dal Frost	Canadian Pacific Newsprint (Retired)
Audrey Galo	Northside Career Preparatory High School
Loren Ghiglione	Medill School of Journalism, Northwestern
Margaret Holt	Chicago Tribune
Anjelica Howard	Morgan Park High School
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Terri Thomas	Kusper & Raucci

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Youth Communication

Corporate & Foundation Supporters		
	<u>Support for:</u>	<u>Gifts</u>
Alphawood (formerly W.P.W.R. / Channel 50)	General Operating	\$50,000
Bannerman Foundation	General Operating	\$9,000
Francis Beidler Foundation	General Operating	\$3,000
Blue Cross & Blue Shield	General Operating	\$9,000
Bowater Newsprint	New Expression	\$14,600
Chicago Community Trust	Staff Development	\$25,000
Chicago Reader	Journalism Workshops	\$5,000
Chicago Sun-Times Community Trust	Journalism Workshops	\$10,000
Chicago Tribune Foundation	General Operating	\$20,000
Christ Church Benevolence Fund	Photo Journalism	\$500
City of Chicago Dept. of Cultural Affairs	Journalism Workshops	\$4,000
Coleman Foundation	Entrepreneurialism	\$12,900
Columbia College Chicago	General Operating	\$30,000
Crain's Chicago Business	Journalism Workshops	\$1,500
R.R. Donnelley Foundation	General Operating	\$5,000
Dow Jones Newspaper Fund	Journalism Workshops	\$6,000
Driehaus Capital Management	General Operating	\$25,556
Field Foundation	General Operating	\$10,000
Elizabeth Morse Genius Charitable Trust	Teen Resource Guide	\$15,000
Illinois Arts Council	Journalism Workshops	\$3,860
Inland Press Associaiton	General Operating	\$1,500
Mayor & Morris Kaplan Family Foundation	Journalism Workshops	\$10,000
Kenosha News / Howard Brown	General Operating	\$1,000
Lake County Press, Inc.	General Operating	\$500
John D. and Catherine T. MacArthur Foundation	General Operating	\$25,000
Marshall Field's	General Operating	\$2,000
Milwaukee Journal Sentinel	New Expression	\$22,400
Mooney & Thomas, CPAs	Event Sponsorship	\$500
Newspaper Association of America	New Expression	\$1,000
Northern Trust Company	General Operating	\$3,500
Peoples Energy	General Operating	\$2,000
Albert Pick, Jr. Fund	General Operating	\$7,500
Polk Bros Foundation	Journalism Workshops	\$20,000
R.R. Donnelly & Sons Company	Book Reviews	\$5,000
Sara Lee	General Operating	\$7,500
South Suburban College	Journalism Workshops	\$1,800
United Parcel Service	Event Sponsorship	\$2,500
Howard L. Willette Foundation	General Operating	\$2,500
Women in Communication	Scholarships	\$6,000