

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

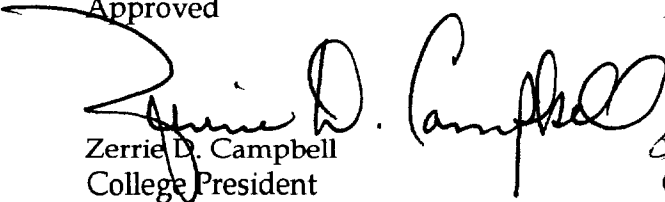
Back to College Scholarship Contest
Malcolm X College

THE CHANCELLOR

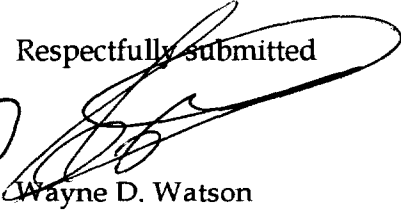
REPORTS On Thursday evening, August 7, 2003, Malcolm X College, sponsored a free concert at Truth and Deliverance Church, 5151 W. Madison, Chicago, Illinois. The concert and a "Back to College Scholarship Contest" were co sponsored by WGCI AM Radio (1390). The performance, featuring gospel singing sensation, Ms. Vickie Winans, was presented as part of the College's Fall registration promotion. An estimated audience of 4,000 witnessed eight individuals, selected from a finalist pool of almost one thousand contestants, receive a Malcolm X College/United Center Neighborhood Grant for tuition and a \$250.00 book award sponsored by Ms. Winans.

During the months of June and July, WCGI Radio 1390 AM personality Sandra Robinson promoted an opportunity for the WGCI listening audience to "Change Their Life - Through Education" by qualifying for a Neighborhood Grant provided by Malcolm X College. During the course of the WGCI broadcast day, listeners were instructed to call the radio station when they heard "Pomp and Circumstances" played. According to WGCI radio personality Sandra Robinson, the contest generated over two thousand calls to the radio station during the promotion. The promotion featured on air interviews with Malcolm X College President, Zerrie D. Campbell, Dean Lee Owens and a student, Darnisha Ballard, a winner of the 2002 contest.

Approved


Zerrie D. Campbell
College President

Respectfully submitted


Wayne D. Watson
Chancellor

September 4, 2003

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