

**26429**

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

**WYCC-TV20 Contract Renewal  
Nielsen Media Research  
Daley College**

THE CHANCELLOR

REPORTS

that there is a need for WYCC-TV20 to renew its contract with Nielsen Media Research from December 1, 2004 through November 30, 2006, in order to continue receiving daily audience viewing ratings; and

that rating information is required by current and future direct and agency underwriting clients; and

that rating information empowers current and future program acquisition decisions; and

that Nielsen Media Research is the single source provider of rating information to the national television broadcast industry.

THE CHANCELLOR

RECOMMENDS

that Board of Trustees authorize the Chairman to enter into an agreement with Nielsen Media Research to provide viewing ratings in an amount not to exceed \$48,045 for the period from December 1, 2004 through November 30, 2006.

FINANCIAL

\$48,045 – 8075008 WYCC Operating Budget

Respectfully submitted:

Wayne D. Watson  
Chancellor

November 2, 2004