

26837

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

RADIO AND TELEVISION ADVERTISEMENTS FOR FALL 2005 REGISTRATION
MARKETING AND PUBLIC RELATIONS
DISTRICT OFFICE

THE CHANCELLOR

REPORTS that District marketing staff has proposed the following radio and television advertising activity to promote district-wide Fall enrollment.

- | | |
|--|---|
| ▪ WGCI-FM
:30 radio commercials
60 – 100 Total spots
Cost: \$25,000. | • WVON-AM
:60 radio commercials
60 - 100 Total spots
Cost: \$10,000. |
| ▪ WBBM-FM (B96)
:60 radio commercials
60 – 100 Total spots
Cost: \$25,000. | • WPWX-FM (Power 92)
:60 radio commercials
60 – 100 Total spots
Cost: \$10,000. |
| ▪ LA LEY 107.9
(Spanish language)
:60 radio commercials
80 – 125 Total spots
Cost: \$15,000. | • Comcast
Cable Television
:30 television
commercials
200 Total spots
Cost: \$10,000 |

that the Office of M/WBE Contract Compliance has reviewed the above referenced advertising opportunities and has determined that there are no certified MBE or WBE vendors in a position to provide the sought after radio and/or television advertising capabilities, therefore this activity is outside of the Board approved Participation Plan policies and procedures.

THE CHANCELLOR

RECOMMENDS that the Board of Trustees authorizes the issuance of the following purchase orders: WGCI-FM in an amount not to exceed \$25,000; B96/WBBM-FM in an amount not to exceed \$25,000; LA LEY 107.9 FM in an amount not to exceed \$15,000; WVON-AM in an amount not to exceed \$10,000; WPWX-FM in an amount not to exceed \$10,000; and Comcast Cable in an amount not to exceed \$10,000; for television and radio advertisements described above for the Fall 2005 registration campaign.

FINANCIAL \$95,000.00 – Education Fund

Respectfully submitted

Wayne D. Watson
Chancellor

July 14, 2005