

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

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

THE CHANCELLOR

REPORTS

that there is a need for WYCC-TV20 to renew its contract with Nielsen Media Research from December 11, 2006 through December 10, 2008 in an amount not to exceed \$52,000 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, and

that the Office of M/WBE Contract Compliance has reviewed the above Media Ratings renewal, and since Nielsen Media Research is the sole provider of this service and there are no opportunities for subcontracting with MBE or WBE vendors, it is recommended that a waiver from compliance with the Board approved Participation Plan be granted.

THE CHANCELLOR

RECOMMENDS

that the Board of Trustees authorizes the Chairman to approve the two year contract renewal with Nielsen Media Research in amount not to exceed \$52,000 beginning December 11, 2006 through December 10, 2008 to continue receiving daily audience viewing ratings.

FINANCIAL

\$52,000 – Corporation for Public Broadcasting Community Service
Grant FY06 21000 8075004 00029 00000 500910780 546300

Respectfully submitted:

Wayne D. Watson
Chancellor