

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

**ADVERTISING SERVICES DALEY, HAROLD WASHINGTON, KENNEDY-KING, MALCOLM X,
 OLIVE-HARVEY, TRUMAN AND WRIGHT COLLEGES**
(Amend Board report # 27488, Adopted 7-13-06 and 27791, Adopted 1-4-07)

THE CHANCELLOR

REPORTS

that in board report number 27488 adopted July 13, 2006 the Board authorized the issuance of purchase orders on an as needed basis to provide the various media outlets for advertising for the district; and

that in Board Report #27488 adopted January 4, 2007 it is was necessary to amend the original board authority report number 27488 adopted July 13, 2006 in order to ratify shifts in spending among approved vendors and report changes in the names of three approved vendors: RCN is currently operating under the name Viamedia; La Ley is operating as the Spanish Broadcasting System; and Viacom is operating as CBS Outdoor; and

that the District marketing department has proposed the following additional spending modifications as a result of ongoing monitoring and assessment of media activity and further reports that department spending is on schedule with the implementation of approved marketing activities; and

that approval is also requested to amend the spending plan further to include expenditure of a grant award of \$26,000 obtained from a Homeland Security Education Grant Award (PD#070102) targeted for advertising with WBBM-AM CBS News-780; and

MARKETING & ADVERTISING ACTIVITY	Board Approved FY2007 Spending	Revised Spending Plan*
WGCI-FM	\$ 50,000	*\$80,000
WBBM-FM	45,000	* 85,000
* WBBM-AM CBS News-780	0	* 36,000
Spanish Broadcasting System (LA LEY 107.9)	30,000 (Spanish language)	* 37,500
WVON-AM	30,000	* 45,000
WPWX-FM Power 92	20,000	* 45,000
WSSD-FM 88.1	2,000	2,000
Comcast Cable Television	50,000	* 64,000
Viamedia (RCN Cable)	30,000	16,000
Central City Productions (MBE)	7,000	7,000
WCIU-TV Ch.	85,000	* 67,500
TV Spot creative	0	0
Additional Broadcast Television (2,5,7,9,32)	125,000	*110,000
Chicago Tribune / Chicago Red Eye	30,000	* 55,000
Chicago Sun-Times	69,000	* 85,000
Chicago Defender	30,000	* 40,000
N' DIGO (WBE)	20,000	* 30,000
Hartman Publishing Special Profiles Insert (Chicago Tribune, N' DIGO)	35,000	* 30,000
Extra (bilingual)	3,000 (Spanish language)	* 4,000
Hoy Newspaper	5,000 (Spanish language)	5,000
La Raza	13,000 (Spanish language)	* 9,000
College News (200 campuses)	5,000	5,000

CBS Outdoor (formerly Viacom, Inc.)	90,000		* 40,000
Telemundo	40,000	(Spanish Television)	40,000
Univision	7,900	(Spanish Radio)	7,900
Chicago Reader, Lerner Newspaper Group, Austin Voice, Edison Park Times, Windy City Word, SW Side Journal, Chicago Citizen, Crusader, Westside Journal, etc. Lawndale News	30,000	(Spanish language)	30,000
India Abroad, Philippine Weekly, Simpo News, Reklama Chicago Review, Korean Times, Polish Daily, Chinese American News, India Trib, Greek Star, India Bulletin	10,500		* 8,500
Clear Channel outdoor boards	85,000	(Includes ESL)	85,000
J.C. Decaux Bus Shelters (7 mos.)	65,000		* 44,000
Marketing Research	80,000	(Includes ESL)	* 5,000
Total	\$1,092,400		\$1,118,400

- Denotes a change - \$26,000 obtained from Homeland Security Education Grant Award (PD#070102) targeted for advertising with WBBM-AM CBS News-780

that the Office of M/WBE Contract Compliance has reviewed the above referenced need for advertising services and has determined that the process of including certified MBE and WBE vendors places this transaction of inclusion in compliance with the Board approved Participation Plan.

THE CHANCELLOR

RECOMMENDS

that the Board of Trustees authorizes the Chairman to approve the expenditure of additional funds received in the amount of \$26,000, obtained from Homeland Security Education Grant Award (PD#070102), for advertising with WBBM-AM CBS News-78, approve the above stated spending modifications and authorize the issuance of purchase orders as needed during FY2007.

FINANCIAL

\$26,000-HSIED Grant 21000-7020100-0000044-00000-104480770-540000

Respectfully submitted:

Wayne D. Watson
Chancellor