

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

WYCC-TV20 PBS Program Differentiation
FY 2007 Participation in PDP, PBS Plus, & PBS You

REPORTS	<p>THE CHANCELLOR</p> <p>that there is a need for WYCC-TV20 to participate in the program service plans offered by PBS (Public Broadcasting Service) which create an opportunity for WYCC-TV20 to broadcast a program schedule completely differentiated from WTTW-TV11; and</p> <p>that the Program Differentiation Plan (PDP), PBS Plus, and PBS You allow WYCC-TV20 to strategically select programs and series from the National PBS program service to be aired on a delay basis from the program/series debut on WTTW-TV11, with access to 13% of the full PBS program schedule; and</p> <p>that participation in the PDP allows WYCC to acquire and broadcast PBS programming at a significantly reduced price; and</p> <p>that pursuing a strategic, quantifiable effort to differentiate WYCC from WTTW results in a larger share of Federal Funding provided by the Corporation for Public Broadcasting; and</p> <p>the Office of M/WBE Contract Compliance has reviewed the above referenced PBS Program Differentiation Plan and has determined that since PBS is a sole source for such program services and there are no certified MBE or WBE subcontracting opportunities, it is recommended that a waiver from compliance from the Board approved Participation Plan be approved.</p>
RECOMMENDS	<p>THE CHANCELLOR</p> <p>that the Board of Trustees authorizes the Chairman to approve the issuance of a purchase order to the Corporation for Public Broadcasting for WYCC to participation in the PDP from August 9, 2007 through August 8, 2008 in an amount not to exceed \$300,000.00.</p>
FINANCIAL	<p>\$300,000 - Community Service Grant FY07 21000-8075004-00029-00000-500910780-539400</p>

Respectfully submitted:

Wayne D. Watson
Chancellor

August 9, 2007- WYCC