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ADOPTED – BOARD OF TRUSTEES  
COMMUNITY COLLEGE DISTRICT NO. 508  
DECEMBER 6, 2007

**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 #28189 adopted July 20, 2007; 28333 adopted November 6, 2007)**

**THE CHANCELLOR**

**REPORTS**

that in board report #28333 adopted November 6, 2007 the Board approved the issuance of purchase orders to fully execute the proposed marketing and advertising plan listed below not to exceed 2,206,100 in total FY2008 advertising expenditures and;

that it is necessary to support CCC student recruitment efforts with expanded transit advertising at a discounted rate of \$70,000 for a total of 287 transit signs ; and

that this space purchase from Titan Worldwide, the designated CTA vendor includes bonus exposure of 10 taillight signs per college, 3 elevated platform posters and CCC interior bus signs for display December 2007 through June 2008; and

that this purchase increases CCC exposure from 10 taillight signs per college and two elevated platform signs, to 287 taillight signs (40 per college), on display through the end of FY2008; and

that the revised spending plan outlined below reflects no increase in total spending. This revised plan shifts approximately \$82,000 (primarily from television) to transit advertising space and production costs; and

that revisions also reflect an increase in direct mail spending activity; and

Marketing & Advertising Activity	FY2007 Approved Spending	FY2008 Proposed Spending	FY2008 Revised Spending Plan
			as of December 6, 2007
<b>RADIO</b>			
	\$	\$	\$
WVAZ-FM	0	-	20,000.00
WKSC-FM	0	-	9,000.00
WNUA-FM	0	-	9,000.00
WGCI-FM	\$80,000.00	100,000.00	120,000.00
WBBM-FM	85,000	100,000.00	52,000.00
WBBM-AM CBS News – 780	36,000	130,000.00	50,000.00
Spanish Broadcasting System (LA LEY 107.9)	30,000	50,000.00	46,950.00
WVON-AM	40,000	70,000.00	40,000.00
WPWX-FM Power 92	45,000	65,000.00	46,640.00
Polnet Communications, Ltd.	0	7,000.00	7,000.00
WGN-AM	9,000	5,000.00	0.00
WSSD-FM 88.1	2,000	2,000.00	2,000.00
<b>TELEVISION</b>			
Comcast Cable Television	50,000	60,000.00	50,000.00
WYTU, WFBT Ethnic Television	0	7,000.00	7,000.00
Viamedia (RCN Cable)	30,000	30,000.00	30,000.00
Telemundo - Spanish TV	40,000	60,000.00	60,000.00
Univision - Spanish TV and Radio	7,900	15,000.00	15,000.00
Central City Productions (MBE)	7,000	28,000.00	28,000.00
* WCIU-TV Ch. 26	85,000	110,000.00	90,000.00
* Broadcast Stations 2,5,7,9,32, and 50	110,000	300,000.00	565,000.00
<b>PRINT</b>			
Chicago Tribune/Chicago Red Eye	50,000	70,000.00	45,000.00
Chicago Sun-Times	80,000	100,000.00	35,410.00
Chicago Defender	40,000	50,000.00	20,000.00
Hartman Publishing	35,000	0	35,000.00
N-Digo (WBE)	30,000	40,000.00	20,000.00
Extra (bilingual)	4,000	10,000.00	10,000.00
Hoy Newspaper – Spanish	5,000	15,000.00	15,000.00
La Raza – Spanish	13,000	20,000.00	20,000.00
College News (200 campuses)	5,000	5,000.00	5,000.00
CBS Outdoor – Viacom	40,000	20,000.00	20,000.00
* Titan Worldwide (transit signs)	0	95,000.00	155,000.00
Chicago Reader, Lerner Newspaper Group, Austin Voice, Edison Park Times, Windy City Word, SW Side Journal, Chicago Citizen, Crusader, Westside Journal, etc. Lawndale News - Spanish NSP	30,000	30,000.00	10,000.00
India Abroad, Phillipine Weekly, Simpo News, Reklama Chicago Review, Korean Times, Polish Daily, Chinese American News, India Trib, Greek Star, India Bulletin	8,500	10,000.00	10,000.00
Clear Channel Outdoor Boards	85,000	180,000.00	\$131,500.00
* J.C. Decaux Bus Shelters	40,000	100,000.00	140,500.00
A-Plus Media (brochures/publications)	116,000	66,000.00	77,000.00
Faust, Ltd. (publications)	20,000	-	0
Kokopelli, Inc. Creative Concept Dev.	9,000	30,000.00	30,000.00
Treetop, Inc./S. Taylor (publications)	36,000	0	0
Radio station talent appearances	20,000	5,000.00	5,000.00
Cinema Advantage	2,600	1,600.00	1,600.00

Excel Media (TV promotion)	2,500	2,500.00	2,500.00
Associated Attractions (parades)	9,000	5,000.00	5,000.00
Interact Communications (research)	6,000	0.00	0.00
CR Market Surveys	80,000	80,000.00	80,000.00
* Directmail Production/Postage	65,000	40,000.00	55,000.00
Events	60,000	7,000.00	7,000.00
Promotional items	70,000	5,000.00	3,000.00
Materials, supplies and equipment	160,000	80,000.00	20,000.00
<b>TOTAL</b>	<b>1,778,500</b>	<b>2,206,100</b>	<b>2,206,100</b>

\*denotes a change

that the Office of M/WBE Contract Compliance has reviewed the above referenced marketing and advertising activities for FY2008 and since the process of utilizing radio, television, and print media includes certified MBE and WBE vendors, therefore, it is recommended that the above mentioned advertising vendors be deemed in compliance with the Board approved Participation Plan.

### **THE CHANCELLOR**

**RECOMMENDS** that the Board of Trustees approves the increased spending with Titan Worldwide (space purchase); and other shifts in spending among approved vendors, to accommodate the discounted opportunity for increased transit exposure; with no financial impact on total advertising expenditures; and not to exceed the previously authorized spending of one half of total expenditures, \$1,103,050 between November 10, 2007 and June 30, 2008.

**FINANCIAL** \$1,103,050 Education Fund 00003 0015505 80000 00000 00000000 540000

Respectfully submitted:

Wayne D. Watson  
Chancellor

**December 6, 2007-Marketing and Public Relations – District Office**