

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

**ADVERTISING SERVICES FOR DALEY, HAROLD WASHINGTON, KENNEDY-
KING, MALCOLM X, OLIVE-HARVEY, TRUMAN
AND WRIGHT COLLEGES**

THE CHANCELLOR

REPORTS

that it is necessary to support CCC student recruitment efforts with aggressive marketing and advertising activities throughout FY2008; and

that increased visibility during FY2007 has had an impact on enrollment. Spring new-to-credit enrollment is up 6% over the previous year;

that the district marketing department has proposed a comprehensive schedule of ad placements via more than 50 media outlets including radio, television, billboards, major newspapers, neighborhood and ethnic publications; the combined audience of these entities will generate millions of positive media impressions, sustaining the momentum gained in recent months; and

that the spending plan outlined below reflects an increase in the amount of Hispanic market out reach; radio promotions and broadcast television spots for all seven colleges; and an additional \$60,000 dollars in advertising (WGCI, WPWX, Chicago Sun-Times, Chicago Defender, N'Digo, and Clear Channel) for the launching of the new Kennedy-King College ;

that dollars have been allocated in the FY2008 budget for the proposed marketing expenditures; and

MARKETING & ADVERTISING ACTIVITY	FY2007 Approved Spending	FY2008 Proposed Spending Plan
RADIO		
WGCI-FM	\$ 80,000.00	\$ 100,000.00
WBBM-FM	\$ 85,000.00	\$ 100,000.00
WBBM-AM CBS News -780	\$ 36,000.00	\$ 130,000.00
Spanish Broadcasting System (LA LEY 107.9)	\$ 30,000.00	\$ 50,000.00
WVON-AM	\$ 40,000.00	\$ 70,000.00
WPWX-FM Power 92	\$ 45,000.00	\$ 65,000.00
Polnet Communications, Ltd.	\$ -	\$ 7,000.00
WGN-AM	\$ 9,000.00	\$ 5,000.00
WSSD-FM 88.1	\$ 2,000.00	\$ 2,000.00
TELEVISION		
Comcast Cable Television	\$ 50,000.00	\$ 60,000.00
WYTU, WFBT Ethnic Television	\$ -	\$ 7,000.00
Viamedia (RCN Cable)	\$ 30,000.00	\$ 30,000.00
Telemundo - Spanish TV	\$ 40,000.00	\$ 60,000.00

Univision – Spanish TV and Radio	\$ 7,900.00	\$ 15,000.00
Central City Productions (MBE)	\$ 7,000.00	\$ 28,000.00
WCIU-TV Ch. 26	\$ 85,000.00	\$ 110,000.00
Broadcast Stations 2,5,7,9, 32,and 50	\$ 110,000.00	\$ 300,000.00
PRINT		
Chicago Tribune / Chicago Red Eye	\$ 50,000.00	\$ 70,000.00
Chicago Sun-Times	\$ 80,000.00	\$ 100,000.00
Chicago Defender	\$ 40,000.00	\$ 50,000.00
Hartman Publishing	\$ 35,000.00	\$ -
N'Digo (WBE)	\$ 30,000.00	\$ 40,000.00
Extra (bilingual)	\$ 4,000.00	\$ 10,000.00
Hoy Newspaper - Spanish	\$ 5,000.00	\$ 15,000.00
La Raza – Spanish	\$ 13,000.00	\$ 20,000.00
College News (200 campuses)	\$ 5,000.00	\$ 5,000.00
CBS Outdoor - Viacom	\$ 40,000.00	\$ 20,000.00
Titan Worldwide (bus signs)	\$ -	\$ 95,000.00
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	\$ 30,000.00	\$ 30,000.00
India Abroad, Philippine Weekly, Simpo News, Reklama Chicago Review, Korean Times, Polish Daily, Chinese American News, India Trib, Greek Star, India Bulletin	\$ 8,500.00	\$ 10,000.00
Clear Channel outdoor boards	\$ 85,000.00	\$ 180,000.00
J.C. Decaux Bus Shelters	\$ 40,000.00	\$ 100,000.00
A-Plus Media (brochures)	\$ 116,000.00	\$ 66,000.00
Faust, Ltd. (publications)	\$ 20,000.00	\$ -
Kokopelli, Inc. Creative Concept Dev	\$ 9,000.00	\$ 30,000.00
Treetop Inc./S. Taylor (publications)	\$ 36,000.00	\$ -
Radio station talent appearances	20,000	\$ 5,000.00
Cinema Advantage	2,600	\$ 1,600.00
Excel Media (TV promotion)	2,500	2,500.00
Associated Attractions (Parades)	9,000	\$ 5,000.00
Interact Communications (research)	6,000	\$ -
CR Market Surveys	80,000	80,000.00
Direct mail production / postage	65,000	\$ 40,000.00
Events	60,000	\$ 7,000.00
Promotional items	70,000	\$ 5,000.00
Materials, supplies and equipment	160,000	\$ 80,000.00
Totals	1,778,500	\$ 2,206,100

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 authorizes the issuance of purchase orders for half of the proposed FY 08 spending plan in an amount not to exceed \$1,103,050 between July 20, 2007 and January 20, 2008 for advertising purchases and production activities listed in this board report.

FINANCIAL

\$1,103,050 Education Fund 00003 0015505 80000 00000 00000000
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Respectfully submitted:

Wayne D. Watson
Chancellor

July 17, 2007 – Marketing and Public Relations – District Office