

**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)**

THE CHANCELLOR

REPORTS

that it is necessary to amend Board Report #27488 adopted July 13, 2006 in order to ratify shifts in spending among approved vendors. No additional funds are requested; and

that to report a change 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 these 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

MARKETING & ADVERTISING ACTIVITY	Board Approved FY2007 Spending	Revised Spending Plan
WGCI-FM	\$ 40,000	* \$50,000
WBBM-FM	35,000	* 45,000
* Spanish Broadcasting System (LA LEY 107.9)	30,000 (Spanish language)	30,000
* WVON-AM	35,500	30,000
WPWX-FM Power 92	20,000	20,000
WSSD-FM 88.1	2,000	2,000
Comcast Cable Television	50,000	50,000
* Viamedia (RCN Cable)	30,000	30,000
Central City Productions (MBE)	7,000	7,000
WCIU-TV Ch.	85,000	85,000
TV Spot creative	40,000	* 0
Additional Broadcast Television (2,5,7,9,32)	105,000	* 125,000
Chicago Tribune / Chicago Red Eye	40,000	* 30,000
Chicago Sun-Times	40,000	* 69,000
Chicago Defender	40,000	* 30,000
N'Digo (WBE)	30,000	* 20,000
Hartman Publishing Special Profiles Insert (Chicago Tribune, N'Digo-WBE)	35,000	35,000
Extra (bilingual)	3,000 (Spanish language)	3,000
Hoy Newspaper	5,000 (Spanish language)	5,000
La Raza	13,000 (Spanish language)	13,000
College News (200 campuses)	5,000	5,000
* CBS Outdoor (formerly Viacom, Inc.)	60,000	* 90,000
Telemundo	64,000 (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	10,000	* 10,500
Clear Channel outdoor boards	85,000 (Includes ESL)	85,000
J.C. Decaux Bus Shelters (7 mos.)	65,000	65,000
Marketing Research	80,000 (Includes ESL)	80,000
TOTAL	\$1,092,400	\$1,092,400

* Denotes a change

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

THE CHANCELLOR

RECOMMENDS

that the Board of Trustees authorizes the issuance of purchase orders during FY2007 for the above revised list of media outlets and planned expenditures in an amount not to exceed of 1,092,400.

FINANCIAL

\$1,092,400 Education Fund 00003 0015505 80000 00000 00000000 540000

Respectfully submitted:

Wayne D. Watson
Chancellor

January 4, 2007 – Marketing and Public Relations – District Office