

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;
#28440 adopted December 6, 2007)**

THE CHANCELLOR

REPORTS

that board report #28333 authorized the issuance of purchase orders to fully execute the proposed marketing and advertising plan listed below not to exceed \$2,206,100 in FY2008 advertising expenditures and;

that it is necessary to seek ratification for shifts in spending between approved vendors listed below; and

that the need for additional exposure in the Chicago Sun-Times during the spring semester registration push resulted in purchases with total costs of \$17,731.50 – that exceeded the approved (\$35,410.00) spending with this vendor; and that a discounted opportunity to participate in the new WGCI-FM College Tours promotion exceeded approved (\$120,000.00) spending with the radio station in the amount of \$10,310.00 and;

that it is also necessary to shift an additional \$10,000.00 needed for Chicago Sun-Times and \$10,000.00 in spending with the Chicago Tribune for projected advertising costs through the end of FY2008; and

that the proposed additional spending with these three vendors totals \$48,041.50 shifted from the Clear Channel Outdoor line below; and

that the district marketing department has proposed a comprehensive schedule of media 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 exposure and momentum gained in recent months; and

that the proposed advertising schedule, supported by other promotional activities and public relations efforts is intended to have a positive impact on enrollment, which subsequently affects CCC's state funding; and

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

that the revised spending plan outlined below reflects no increase in total spending;

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.

Marketing & Advertising Activity	FY2007 Approved Spending	FY2008 Proposed Spending	FY2008 Revised Spending Plan
			as of April 6, 2008
RADIO			
	\$	\$	\$
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	130,310.00
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
TELEVISION			
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
PRINT			
* Chicago Tribune/Chicago Red Eye	50,000	70,000.00	55,000.00
* Chicago Sun-Times	80,000	100,000.00	63,141.50
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, Phillippine 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	\$71,959.00
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
TOTAL	1,778,500	2,206,100	2,206,100

*denotes a change

THE CHANCELLOR

RECOMMENDS

that the Board of Trustees approves ratification of \$17,731.50 in spending with the Chicago Sun-Times and \$10,310.00 with WGCI-FM; as well as other shifts in spending among approved vendors; with no financial impact on total advertising expenditures; and not to exceed the previously authorized spending of \$2,206,100 for advertising in FY2008.

FINANCIAL

Education Fund 00003 0015505 80000 00000 00000000 540000

Respectfully submitted:

Wayne D. Watson
Chancellor

April 6, 2008-Marketing and Public Relations – District Office