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**ADOPTED – BOARD OF TRUSTEES COMMUNITY
COLLEGE DISTRICT NO. 508
NOVEMBER 2, 2009**

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

**WYCC-TV20 PBS Program Differentiation
FY 2010 Participation in PDP, PBS Plus, & PBS You**

REPORTS

THE CHANCELLOR

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

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 daily basis from the program/series debut on WTTW-TV11, with access to 25% of the full PBS program schedule; and

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

that participation in the PDP allows WYCC to acquire and broadcast PBS programming at a significantly reduced price that will not exceed \$415,000 for the period of November 1, 2009 through October 31, 2010; and

that this specific program purchase is available through only one source and is exempt from the District's competitive bidding procedures; and

that the Office of M/WBE Contract Compliance has reviewed the above referenced PBS Program Differentiation Plan and, there are no certified MBE or WBE vendors capable of providing a program schedule completely different from WTTW-TV11, and since they are using MBE and WBE vendors to provide indirect services outside of this project, is recommending they be considered as in compliance with the Board Approved Participation Plan.

RECOMMENDS

THE CHANCELLOR

that the Board of Trustees approves WYCC participation in the Program Differentiation Plan (PDP), PBS Plus, and PBS You for the period of November 1, 2009 through October 31, 2010 for an amount not to exceed \$415,000 to strategically select programs and series from the National PBS program service.

FINANCIAL

FY10 - \$276,667 -21000-8075004-00029-500911080-00000-546000
Community Service Grant Project Year 2009/2010- \$160,000
Community Service Grant Project Year 2010/2011- \$116,667

FY11 - \$138,333- 21000-8075004-21000-40000-500911080-539100
Community Service Grant Project Year 2010/2011

Respectfully submitted,

Deidra J. Lewis
Interim Chancellor