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RECEIVED AND PLACED ON FILE – BOARD OF
TRUSTEES COMMUNITY COLLEGE DISTRICT NO. 508

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County of Cook and State of Illinois

WKKC-89.3FM Introduces “*The New Sound of Soul*”
KENNEDY-KING COLLEGE

THE CHANCELOR

REPORTS that 89.3- WKKC Radio introduced it's new Musical format in April, 2010. The format is called "The New Sound Of Soul". It will be an adult targeted format comprised of various music genres from known and some unknown artists mixed with some of today's more popular, familiar music. The format will also include comedy, spoken word, news and Neo Soul. The on air hosts and behind the scenes people who will be directing the direction of this format will be largely made up of students enrolled in the Media Communications program at KKC.

that the goal of the new format is to set WKKC apart from the other radio stations in the market and to offer potential listeners an alternative to traditional radio formats. It is our belief that this format will carve out it's own unique niche' and, in time, become the station/format of choice for a large segment of the Chicago radio audience.

Respectfully submitted,

Cheryl L. Hyman
Chancellor

May 12, 2010