

**BOARD OF TRUSTEES OF COMMUNITY COLLEGE DISTRICT NO. 508
COUNTY OF COOK AND STATE OF ILLINOIS**

**WYCC-TV20 PBS PROGRAM DIFFERENTIATION
FY 2011 PARTICIPATION IN PDP&PBS PLUS**

THE CHANCELLOR

REPORTS

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 allow WYCC-TV20 to strategically select programs and series from the National PBS program service to be aired on a delayed 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 \$391,947 for the period of November 4, 2010 through June 30, 2011; 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; and

that it shall be the duty of each party to the agreement to cooperate with the Inspector General for City Colleges of Chicago in any investigation conducted pursuant to the Inspector General's authority under Article II, Section 2.6.4(b) of the Board Rules for Management and Government.

THE CHANCELLOR

RECOMMENDS

that the Board of Trustees approves WYCC participation in the Program Differentiation Plan (PDP) & PBS Plus for the period of November 4, 2010 through June 30, 2011 for an amount not to exceed \$391,947 to strategically select programs and series from the National PBS program service.

FINANCIAL

FY11-\$391,947-21000-8075004-00029-500911180-00000-546000
CPB Community Service Grant 10-1-10 to 9-30-12

Respectfully submitted,

**Cheryl L. Hyman
Chancellor**

November 4, 2010 WYCC-TV –Kennedy King College