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**ADOPTED – BOARD OF TRUSTEES COMMUNITY
COLLEGE DISTRICT NO. 508
NOVEMBER 4, 2010**

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

**CLEAR CHANNEL WGCI CAR & BIKE SHOW
Malcolm X College**

THE CHANCELLOR

REPORTS

On Sunday, September 19, 2010, Malcolm X College hosted the WGCI Car and Bike Show in the college parking lot. The event, which included a live broadcast of the event on the popular Chicago urban genre radio station attracted more than 3,000 attendees to the campus. Promotion of the event included moderate to high rotation of radio ads and web advertisements to more than 100,000 online Clear Channel subscribers. The partnership was of no cost to the District and the exposure of the City Colleges of Chicago brand to potential students would have cost the District nearly \$70,000.

Respectfully submitted,

Cheryl L. Hyman
Chancellor

November 4, 2010