

**30581**

**ADOPTED – BOARD OF TRUSTEES COMMUNITY  
COLLEGE DISTRICT NO. 508  
SEPTEMBER 8, 2010**

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

**WYCC MONTHLY SUMMARY  
EXPENSE INCURRED**

**THE CHANCELLOR**

**REPORTS**

that the following Barter/Exchange Agreements have been approved in accordance with District purchasing and contracting policies (Article V of the Board Rules) and pursuant to legal review:

<b>CAMPUS/DEPT.</b>	<b>TYPE OF AGRMT</b>	<b>CONSULTANT</b>	<b>EXPENSE</b>	<b>TERM</b>
WYCC	Barter/Exchange Agreement**	Northeastern Illinois Area On Aging (Senior Lifestyle Expo)	Total trade value of \$5,500.00	8/24/10-8/25/10
WYCC	Barter/Exchange Agreement	Mayor's Office of Special Events (Chicago Jazz Festival)	Total trade value of \$9,750.00	8/16/10-9/5/10

September 8, 2010

Respectfully submitted,

Cheryl L. Hyman  
Chancellor

\*\*A detailed Scope of Services for each Barter/Exchange Agreement is attached hereto.

## **SCOPE OF SERVICES**

### **Northeastern Illinois Area on Aging (NIAA) (Senior Lifestyle Expo)**

The 15<sup>th</sup> Annual Senior Lifestyle Expo is hosted by the Northeastern Illinois Area on Aging and takes place at the Drury Lane Oakbrook Terrace on August 24 and 25, 2010 from 9:00 a.m. to 2:00 p.m. Over 4,500 adults and their families are expected to attend this “ultimate marketplace” for active seniors.

The senior market is an important one for WYCC—more than 50% of our viewing audience is over the age of 50. By sponsoring the Expo, WYCC will receive visible recognition in return. Sponsorship benefits include:

- Media partnership designation
- Opportunity to display up to two WYCC TV-20 banners at the Expo
- WYCC TV-20 logo included on Chicagoland Senior News August insert promoting the Expo
- WYCC TV-20’s logo included on Expo printed materials produced after 6/30/10
- A complimentary 8’ x 10’ Silver Level exhibit space
- Link to the Expo’s website [www.SeniorLifestyleExpo.org](http://www.SeniorLifestyleExpo.org)
- Full page Expo Program Book Ad

In exchange, NIAA will receive the following:

- Production and airing of at least 80, 9:15 second underwriting spots for the Expo
- Promotion of the Expo in WYCC TV-20’s program guide for the month of August
- Link to Expo website from WYCC TV-20’s website

## **SCOPE OF SERVICES**

### **Mayor's Office of Special Events (Chicago Jazz Festival)**

The Mayor's Office will partner with WYCC to promote the 2010 Chicago Jazz Festival on September 5<sup>th</sup> and 6<sup>th</sup>. As the longest running of the city's lakefront music festivals, the Chicago Jazz Festival attracts an estimated 300,000 attendees. 25% earn \$60,000+, 43% are college educated, 51% are African American.

The City will provide WYCC with the following:

- One 10' x 10' promotional tent on-site
- One 3' x 10' main stage railing banner
- Corporate logo included in Event brochure
- Twenty (20) main stage priority seating passes, per night
- One (1) parking pass
- One (1) delivery pass

In exchange, WYCC will provide the City with the following:

- Sponsor will create a :30 spot to promote the Event
- Two hundred and twenty-five (225) :30 spots to run in total for promotion of Event
- Spots may mention event's major sponsor and four (4) additional city-supplied sponsors
- Run logs and complete wrap up report detailing times and spot dates no later than thirty (30) days after the completion of the Event.

\*\*A detailed Scope of Services for each Barter/Exchange Agreement is attached hereto.