

**31027**  
**ADOPTED – BOARD OF TRUSTEES COMMUNITY**  
**COLLEGE DISTRICT NO. 508**  
**JUNE 16, 2011**

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

**PBS PROGRAM DIFFERENTIATION**  
**FY2011 PARTICIPATION IN PDP & PBS PLUS**  
**WYCC-TV20**  
**(Amend Board Report 30696 Adopted November 4, 2010)**

**THE CHANCELLOR RECOMMENDS:**

that the Board of Trustees authorizes an amendment to Board Report 30696 adopted on November 4, 2010 and approves the issuance of an additional purchase order for the PBS Member Service Assessment (MSA) dues for an additional amount of \$5,388.00.

**VENDOR:** Public Broadcasting Service  
2100 Crystal Drive  
Arlington, VA. 22202

**USER:** WYCC-TV20-Kennedy King College

**TERM:**

The term of this agreement commenced on November 4, 2010 and shall end on June 30, 2011.

**SCOPE OF SERVICES:**

In Board Report 30696 adopted on November 4, 2010 WYCC's detailed its need to be a participant/member in the Public Broadcasting Service (PBS) program service plans that create an opportunity to broadcast a program schedule completely differentiated from WTTW-TV11. As a participating PBS member, WYCC's National Program Service (NPS) and Member Service Assessment (MSA) dues allow the station to strategically select programs and series from the National PBS program service.

Subsequent to the Board's approval on November 4, 2010, PBS determined WYCC's 2<sup>nd</sup> half Member Service Assessment (MSA) dues for FY2011 to be \$47,526.00 rather than the originally estimated amount of \$42,138.00.

**BENEFIT TO CITY COLLEGES OF CHICAGO:**

The Program Differentiation Plan (PDP) & PBS Plus allow WYCC-TV20 to select programming from the National PBS program service to be aired on a delayed basis from the programming debut on WTTW-TV11, with access to 25% of the full PBS program schedule. 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 participation in the PDP allows WYCC to acquire and broadcast PBS programming at a significantly reduced cost.

**VENDOR SELECTION CRITERIA:**

Pursuant to state law and Section 1.07(L) of the Board Operations Manual, goods which are economically procurable from only one source are exempt from the District’s competitive bidding requirements.

**MBE/WBE COMPLIANCE:**

The Office of M/WBE Contract Compliance has reviewed the above referenced PBS Program Differentiation Plan and, there are no local certified MBE or WBE vendors that can provide a program schedule completely different from WTTW-TV11, therefore it is recommending a waiver of compliance with the Board Approved Participation Plan.

**GENERAL CONDITIONS:**

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.

Ethics – It shall be the duty of each party to the agreement to comply with the applicable provisions of the Board’s Ethics Policy adopted January 7, 1993, and as amended by the Board.

**FINANCIAL:**

**Total:** \$5,388.00

CPB Community Service Grant 10-1-10 to 9-30-12

**Charge to:** WYCC – Programming

**Sources of Funds:** Grant

**Restricted Fund**

FY11: 21000-8075004-00029-500911080-00000-546000: \$5,388.00

**Respectfully submitted,**

**Cheryl L. Hyman  
Chancellor**

**June 16, 2011 – WYCC-TV20- Kennedy King College**