

**33121**  
**ADOPTED – BOARD OF TRUSTEES**  
**COMMUNITY COLLEGE DISTRICT NO. 508**  
**DECEMBER 1, 2016**

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

**PROGRAMMING SERVICES**  
**P3 MEDIA**  
**(RENEWAL OPTION)**  
**WYCC-TV KENNEDY KING COLLEGE**

**THE CHANCELLOR RECOMMENDS:**

that the Board of Trustees authorizes the Chair to renew the agreement with P3 Public Media to provide programming services to WYCC PBS Chicago for the period from February 5, 2017 through February 4, 2018, at a total cost not to exceed \$33,000.

**VENDOR:** P3 Media  
128 North 13th Street #405  
Lincoln, Nebraska 68508

**USER:** WYCC-TV KENNEDY KING COLLEGE

**ORIGINAL TERM:**

The term of the agreement commenced on February 5, 2016 and will end on February 4, 2017.

**RENEWAL TERM:**

The renewal term of the agreement shall begin on February 5, 2017 and continue through February 4, 2018.

**SCOPE OF SERVICES:**

P3 Public Media will manage program inventory, alert to any flag material in programming, and deliver a program grid each month with pledge schedules. P3 Public Media will also perform monthly phone calls to present the schedule, discuss local opportunities and set promotion priorities. Tracking rights and common carriage for WYCC will be maintained. P3 will monitor updates and revisions by Public Broadcasting Service (PBS) and provide customized advice on acquisitions from all available sources, handle the acquisition budget, and negotiate purchases if needed. Additional phone consultation will be available if needed to assist with strategic planning for local programming strategy.

**BENEFIT TO CITY COLLEGES OF CHICAGO:**

WYCC will receive High- level programming services from a highly experienced vendor at a fraction of the cost of hiring a new Director of Programming. The services delivered will be turn-key and at less than a third of the cost of replacing the position through traditional hiring.

**VENDOR SELECTION CRITERIA:**

Specifications were prepared by District Procurement Staff and Request for Proposal (RFP) #SL1502 Programming Media Services was publicly advertised on August 28, 2015. Two (2) firms and nine (9) MBE/WBE assist agencies were notified for the solicitation. There was only one firm that responded to the RFP on Thursday, September 17, 2015: P3 Public Media.

The qualifications were reviewed, evaluated and ranked by staff and evaluation committee members that included WYCC- PBS and Student Government Affairs. The evaluation criteria included:

1. Qualifications of the firm and years in Media Programming Services and Pledge Drives
2. Proposer's Implementation Plan for the execution of the requested services
3. Past experience with providing Programming Services as outlined in Scope of Services
4. Demonstrated success with pledge strategy
5. Fees in relations to the Scopes of Services
6. MBE/WBE Completed

It is recommended that the sole respondent be awarded the programming services for WYCC PBS Chicago.

**MBE/WBE COMPLIANCE:**

The Office of MBE/WBE Compliance has reviewed the proposed renewal and recommends a waiver of the Board Approved Participation Plan due to the nature of the services (station programming services) and the absence of further subcontracting opportunities.

**GENERAL CONDITIONS:**

Inspector General – 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 2, Section 2.7.4(b) of the Board Bylaws.

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.

Contingent Liability – Pursuant to Section 7-14 of the Illinois Public Community College Act, all agreements authorized herein shall contain a clause that any expenditure beyond the current fiscal year is subject to appropriation in the subsequent fiscal year.

**FINANCIAL:**

**Total:** \$33,000

**Charge to:** WYCC

**Source of Funds:** Education

**FY17:** 530000-00003-8075004-69010

Respectfully submitted,

Cheryl L. Hyman  
Chancellor

**December 1, 2016 - WYCC-TV Kennedy-King College**