

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

MAR - 4 2004
COUNTY OF COOK
AND STATE OF ILLINOIS

WYCC Membership Renewal in Program Resources Group (PRG)

THE CHANCELLOR

REPORTS that there is a need for WYCC-TV20 to renew membership in and acquire programs through the Program Resources Group (PRG), May 1, 2004 through August 31, 2006, and

 that the programs acquired through PRG are exclusive to WYCC in the Chicago broadcast market and include BBC World News, International Dispatch, various music specials, mystery anthologies and various travel/adventure specials, and

 that the PRG represents second PBS stations in overlap markets, similar to the Chicago situation between WYCC and WTTW, and is strategically important to the future growth and differentiation of WYCC, 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,

THE CHANCELLOR

RECOMMENDS that the Board of Trustees approve WYCC participation in the PRG

FINANCIAL \$113,120 – Corporation for Public Broadcasting
 Community Service Grant FY03

Respectfully submitted:

Wayne D. Watson
Chancellor

March 4, 2004

