

MAR - 4 2004

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

COUNTY OF COOK  
AND STATE OF ILLINOIS

WYCC-TV20 PBS Program Differentiation  
FY 2005 Participation in PDP, PBS Plus, & PBS You

THE CHANCELLOR

REPORTS

that there is a need for WYCC-TV20 to participate in the program service plans offered by PBS (Public Broadcasting Service) which create an opportunity for WYCC-TV20 to broadcast a program schedule completely differentiated from WTTW-TV11,

that the Program Differentiation Plan (PDP), PBS Plus, and PBS You allow WYCC-TV20 to strategically select programs and series from the National PBS program service to be aired on a delay basis from the program/series debut on WTTW-TV11, with access to 13% of the full PBS program schedule,

that participation in the PDP allows WYCC to acquire and broadcast PBS programming at a significantly reduced price, 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 PDP for FY 2005

FINANCIAL

\$270,000 Corporation for Public Broadcasting  
Community Service Grant FY03

Respectfully submitted:

Wayne D. Watson  
Chancellor

March 4, 2004

