



Legislation Text

File #: 14-0484, **Version:** 1

PROPOSED CONTRACT

Department(s): General Office

Vendor: WYCC, PBS Chicago, Illinois

Request: Authorization for the Forest Preserve District of Cook County to enter into and execute

Good(s) or Service(s): Development, production, advertisement and marketing of a one-hour documentary.

Contract Value: \$170,000.00

Contract period: 11/1/2014 - 11/1/2015

Estimated Fiscal Impact: \$170,000.00

Accounts: Other Professional Services, 01-6217

Contract Number(s): TBD

Concurrences:

The Chief Financial Officer and Chief Attorney have approved this item.

Summary: Building a Passion for Discovery Documentary outlines a great partnership between public television and the Forest Preserves with a focus on highlighting the Centennial milestone and the Next Century Conservation Plan.

Celebrating the visionary success of one of the largest and oldest forest preserves in the United States is a story with great value. Capturing the important work critical to the preservation of Cook County's natural resources will also be coupled with the enhanced message that focuses on the rich history, educational value, health benefits and recreational pleasure that the Preserves provide for people of all ages.

Content developed for interactive kiosks will provide visitors with the opportunity to learn more about the Forest Preserves. The educational component beyond the broadcast will be repackaged as educational resources for teachers, support for classroom curriculum and educational collateral that can be shared with area libraries to engage a greater audience.

As a broadcaster reaching almost 1.4 million viewers a week throughout a four state area of Illinois, Indiana, Michigan and Wisconsin, a marketing and advertising campaign developed simultaneously with the broadcast will also provide the opportunity to kick-off an external campaign that builds greater community awareness about the Forest Preserves of Cook County.