

ORDINANCE NO. 012-106

AN ORDINANCE AUTHORIZING THE
PROCUREMENT OF ADVERTISING ON
SELECT PUBLIC RADIO STATIONS TO
PROVIDE INFORMATION TO
CUSTOMERS ON UPCOMING
PROJECTS, PROGRAMS AND
INITIATIVES

WHEREAS, From time to time, CTA wishes to place radio advertisements and/or notices on public radio stations in order to notify customers of upcoming projects, programs and initiatives; and

WHEREAS, Staff has identified those radio stations that it believes will reach the broadest segment of customers in planned target markets for such advertising and/or notices; and

WHEREAS, The radio stations are identified on Exhibit A, attached hereto;
and

WHEREAS, Advertisements and/or notices will be aired on some or all of the radio stations identified on Exhibit A as needed to notify the greatest number of customers; and

WHEREAS, Advertising on radio will supplement CTA outreach abilities currently available through various electronic and print media; and

WHEREAS, Staff must be able to choose those stations for each advertisement and/or notice which will best reach those customers to whom the advertisement and/or notice is directed; and

WHEREAS, Section 1.4D of the Procurement Policy and Procedures provides for the award of contracts without competitive bidding “[w]hen federal funds are not utilized, for such other matters as the Board determines that competitive Bidding is disadvantageous”; now, therefore:

BE IT ORDAINED BY THE CHICAGO TRANSIT BOARD
OF THE CHICAGO TRANSIT AUTHORITY:

SECTION 1. That based on the statements set forth in the preamble of this ordinance, the Transit Board hereby determines that competitive bidding is disadvantageous.

SECTION 2. That the Chairman of the Board, or his designee, is hereby authorized to enter into a contract for radio advertising with each of the radio stations listed

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on Exhibit A in a not-to-exceed amount for all such contracts of Seventy Five Thousand Dollars (\$75,000.00), under Requisition No. B12OP04200A-O.

SECTION 3. This ordinance shall be in full force and effect from and after its passage.

APPROVED:

PASSED:

Chairman

Assistant Secretary

August 8, 2012

August 8, 2012

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Exhibit A

A - WBBM AM (CBS Radio, Inc.)	I - WVON AM (Clear Channel Communications, Inc.)
B - WBBM FM (CBS Radio, Inc.)	J - WOJO FM (Univision Radio)
C - WGN AM (Tribune Company)	K - WDRV FM (Hubbard Radio Chicago, LLC)
D - WLS AM (Cumulus Media, Inc.)	L - WUSN FM (CBS Radio, Inc.)
E - WGCI FM (Clear Channel Communications, Inc.)	M - WTMX FM (Hubbard Radio Chicago, LLC)
F - WVAZ FM (Clear Channel Communications, Inc.)	N - WKSC FM (Clear Channel Communications, Inc.)
G - WXRT FM (CBS Radio, Inc.)	O - WILV FM (Hubbard Radio Chicago, LLC)
H - WLUP FM (Merlin Media, LLC)	