

ORDINANCE NO. 014-163

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

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WHEREAS, From time to time, the Chicago Transit Authority (the "Authority") 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 selected radio stations are set forth in Exhibit A, attached hereto; and

WHEREAS, The 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 stations will supplement the Authority's outreach abilities currently available through various electronic and print media; and

WHEREAS, Staff desires the ability to choose those stations for each advertisement and/or notice that 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 when federal funds are not utilized, and when the Chicago Transit 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 Chicago 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 on Exhibit A in a not-to-exceed amount for all such contracts of One Hundred and Fifty Thousand Dollars (\$150,000.00), under Requisition No. B14OP04200A-O.

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SECTION 3. That the Chairman of the Board or his designee is further authorized to take such actions and to execute such documents as may be necessary to implement the objectives of this ordinance.

SECTION 4. This ordinance shall be in full force and effect from and after its passage.

APPROVED:

PASSED:

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Chairman

December 10, 2014

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Assistant Secretary

December 10, 2014

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**Exhibit A**

- A - CBS Radio East, Inc. d/b/a WBBM AM
- B - CBS Radio East, Inc. d/b/a WBBM FM
- C - WGN Continental Broadcasting Company, LLC
- D - Cumulus Media, Inc. d/b/a WLS AM
- E - iHeart Media d/b/a WGCI FM
- F - iHeart Media d/b/a WVAZ FM
- G - CBS Radio East, Inc. d/b/a WXRT FM
- H - Cumulus Media, Inc. d/b/a WLUP FM
- I - Midway Broadcasting Corporation d/b/a WVON AM
- J - Univision, Inc. d/b/a WOJO FM
- K - Hubbard Radio Chicago, LLC d/b/a WDRV FM
- L - Hubbard Radio Chicago, LLC d/b/a WTMX FM
- M - iHeart Media d/b/a WKSC FM
- N - Hubbard Radio Chicago, LLC d/b/a WILV FM
- O - Chicago Public Media, Inc d/b/a WBEZ FM