

June 27, 2001

**APPROVE PAYMENTS TO USA TODAY AND THE NEW YORK TIMES FOR  
TEACHER RECRUITMENT ADVERTISING**

**THE CHIEF EXECUTIVE OFFICER REPORTS THE FOLLOWING DECISION:**

Approve payments to USA Today and The New York Times for the purchase of teacher recruitment advertising by the Teachers Academy for Professional Development for a total amount of \$25,460 for both. The advertising was ordered and received without prior Board approval. Vendors were selected on a non-competitive basis due to their national circulation. Purchase order numbers 84763-0 and 84765-0 were issued for these purchases.

**Specification No.:** 01-250085

**VENDORS:**

- |   |  |
|---|--|
| <p>1. New York Times<br/>C.S. Box 9001<br/>Uniondale, NY 11553<br/>212/556-7214<br/>Vendor # 14593<br/>Amount: \$11,060</p> | <p>2. USA Today<br/>P.O. Box 79040<br/>Baltimore, MD 21279<br/>800/872-3433<br/>Vendor# 40992<br/>Amount: \$14,400</p> |
|---|--|

**USER:**

Teachers Academy for Professional Development  
Alternative Certification Programs  
125 S. Clark, 9<sup>th</sup> Floor  
Contact Person: Fred Chesek  
773/553-2030

**DESCRIPTION OF PURCHASE:**

	<u>New York Times</u>	<u>USA Today</u>
Item:	Quarter Page Advertisement	Quarter Page Advertisement
Quantity:	2-day ad	1-day ad
Unit Price:	\$5,530	\$14,400
Total Cost:	\$11,060	\$14,400

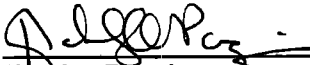
**COMPENSATION:** Each vendor will be paid in a lump sum in the amount specified above, not to exceed \$25,460 in the aggregate.

**AFFIRMATIVE ACTION:** Not Applicable.

**LSC REVIEW:** Local School Council approval is not applicable to this report.

**FINANCIAL:** Charge to Alternative Certification Programs: \$25,460 Fiscal Year: 2000-2001  
Budget Classification: 0430-210-000-1575-5450  
Source of Funds: 210 General Funds  
Requisition Numbers: USA Today #5014592 New York Times #5014611


**Approved for Consideration:**

  
Natalie Paquin  
Chief Purchasing Officer

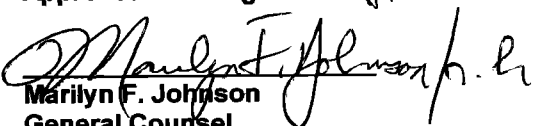
**Approved:**

  
Paul G. Vallas  
Chief Executive Officer

**Within Appropriation:**

  
Kenneth C. Gotsch  
Chief Fiscal Officer

**Approved as to legal form:**

  
Marilyn F. Johnson  
General Counsel