

CHABOT – LAS POSITAS COMMUNITY COLLEGE DISTRICT

July 15, 2014

Agenda Item: 4.4

Subject: Approval of Agreement- MTV Networks on Campus, Inc., Las Positas College

Background: Launched in 2004, mtvU is the only comprehensive television network platform created just for the college audience and has direct partnerships with more than 750 schools nationwide. Programming includes an eclectic mix of music, original short-form programming, hourly news reports, and pro-social campaigns throughout its broadcast. mtvU broadcasts directly to each campus via satellite and monitors will be installed in the cafeteria and fitness center. mtvU provides all the equipment, installation services, programming and maintenance at no cost to the college. This system includes a digital signage component, allowing Las Positas College to insert information into the broadcast up to four (4) times an hour, every hour.

The period of this new agreement is July 17, 2014 through July 17, 2017 and will automatically renew for successive one (1) year periods at the end of each year unless terminated by either party upon thirty (30) days notice.

Recommended Action: That the Board of Trustees approves the proposed agreement with MTV Networks on Campus, Inc., Las Positas College for the period July 17, 2014 through July 17, 2017. It is further recommended that the Board authorize the Vice Chancellor, Business Services, to execute the agreement on behalf of the District.

Submitted: Lorenzo Legaspi /Date

Approved: Jannett N. Jackson/Date

_____ APPROVED

_____ DISAPPROVED

_____ TABLED