

**COLLEGE OF SOUTHERN IDAHO  
BOARD OF TRUSTEES**

**EXECUTIVE SESSION**

**July 16, 2007**

**5:00 PM**

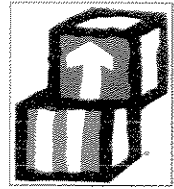
**TAYLOR ADMINSTRATIVE BUILDING  
PRESIDENT'S BOARDROOM**

The Board will meet in accordance with Idaho Code 67-2345 (b) to conduct deliberations concerning personnel; (c) to conduct deliberations concerning real property; and (f) to consider and advise its legal representatives in pending litigation or where there is a public awareness of probable litigation.

# PROUD TO BE PART OF THE CSI FAMILY



## **SOUTH CENTRAL HEAD START**



### Recruitment

- South Central Head Start serves 573 children and their families
- Head Start centers are located in the following communities:  
Twin Falls, Rupert, Burley, American Falls, Hansen, Wendell, Buhl, Shoshone, Jerome and Hailey
- Enrollment priority is given to:  
Families whose income is below the income guidelines  
Children who are 4 by September 1, 2007  
Children with disabilities  
Children with special needs or who are at high risk  
Head Start can also accept up to 10% over income children with a diagnosis of a disability

- Income Guidelines for 2007:

	Size of family unit
2	\$13,690
3	\$17,170
4	\$20,650
5	\$24,130

For each additional family member add \$3,480

- Recruitment for the 2007-2008 program year is currently taking place with final acceptance being completed prior to classes starting on August 28th
- Options provided are:  
Part Day/ Part Year - 2 days of class a week for 4 hours  
Full Day/ Full Year- 5 days per week up to 10 hours a day  
Double Session-4 days of class per week for 3 1/2 hours  
School District Collaboration-number of days of class determined by IEP

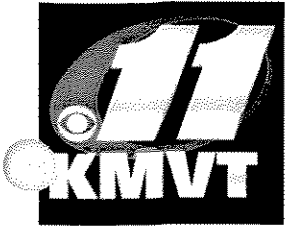
The College of Southern Idaho has been introduced to a radio and television branding campaign by Axxess Media from Dallas, Texas. Axxess has generated music themes and production elements for nationwide businesses and single-market advertisers more than 30 years. Axxess is working locally through KMVT Television to make its services available to local clients. Several CSI representatives attended a recent, personalized presentation that resulted in a proposed music concept for the college.

The campaign would be initiated with a \$3,000 ad shoot on the CSI campus by Axxess videographers and producers in late August or early September. KMVT Television would then bear the cost of the actual creation of the campaign and the commercial elements – music beds, graphics, etc. – that would be used in broadcast media thereafter.

CSI would contract with KMVT Television to spend \$30,000 for one-year's worth of advertising of the campaign. Thereafter, CSI would be free to use the campaign in any Twin Falls market broadcast applications with no spending minimums or limitations.

The total cost of the contract is \$33,000.

Doug Maughan  
Public Relations Director  
College of Southern Idaho  
208-732-6262



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**ANNUAL AGREEMENT**

**to use THE AXCESS GROUP campaign**

1. This agreement establishes an annual contract between College of Southern Idaho (Advertiser) and KMVT-TV for the advertising campaign approved this date.

2. College of Southern Idaho (Advertiser) agrees to schedule and pay for \$ 39,000 net in commercial airtime during the contract year, which shall begin upon delivery of the advertising campaign to advertiser, but no later than six (6) months from the date of this agreement, and shall end 12 months later.

3. In return, KMVT-TV agrees to provide, for the term of this agreement, an advertising campaign for use by College of Southern Idaho (Advertiser) licensed by THE AXCESS GROUP to KMVT-TV.

Prevailing rates and all standard KMVT-TV advertising contract terms and conditions according to schedule confirmation will apply.

4. College of Southern Idaho (Advertiser) agrees to pay \$ 3,000 for costs associated with the production of the video portion of the advertising campaign consisting of one (1) thirty second full-sing television commercial.

5. College of Southern Idaho (Advertiser) has the right to use this music campaign, associated lyrics and branding statement and video in the Twin Falls DMA only. This is a twelve (12) month, noncancelable contract. In the event Advertiser fails to schedule and pay for the agreed amount of advertising time during the term of this agreement, then the balance of the agreed amount becomes due and payable immediately.

6. College of Southern Idaho (Advertiser) has the option to renew this advertising and music licensing agreement at the end of this twelve (12) month term, on terms and at a rate to be determined mutually by advertiser and KMVT-TV. All intellectual property rights in the music, lyrics, branding statement and video components are owned by THE AXCESS GROUP, INC. and are exclusively licensed by term and area of use. Advertiser agrees to cease all use of the music, lyrics and branding statement provided by Axxcess after the termination of this agreement and any renewals thereof.

\_\_\_\_\_  
Accepted by Advertiser

\_\_\_\_\_  
Date

\_\_\_\_\_  
Accepted by KMVT-TV

\_\_\_\_\_  
Date