

TO: CHCF Board members
FR: Diane Monk McClelland

Richard Day Research still is based in Evanston. (620 Davis, 847-328-8995; rdresearch.com)

Since his **early** clients included ABC News and that was more than 20 years ago, he is well-established and probably would charge far more than we can afford. However, he is a nice guy, likes journalists – and might meet once with us to give some advice.

It might help if I made the call to ask Dick to do this because we are old acquaintances. I will be happy to do that after I get the answers to some key questions.

- First and foremost, what is the scope of this study? I have read both the cover letter and the contract over and over, and what they say is “citywide” survey. There is no mention of the 6-county and 9-county areas Susan mentioned at the Wednesday CHCF meeting.

And if “citywide” is correct, then what about the many governmental bodies that are based in Chicago but not part of city government? (State’s attorney, Cook County Hospital, etc., etc.)

- Did we agree to or even discuss a reporting schedule with the grantor? I got that there’s supposed to be a written report at the end of the grant period, but is there a specific due date? What about periodic progress reports?

- Would only media people be interviewed for the survey? What are the criteria for selecting those to be interviewed?

- Is there a target date for completing the interview segment of the project?

- Do we have a proposed budget that shows how the \$40,000 will be allocated and spent?

Of course I know Clark Bell. We worked together at the Chicago Daily News.

Under normal circumstances I would have asked him some of the above questions (and others) before the contract was signed.

But, it’s a bit awkward for me to pick up the phone and call him now. He wrote a letter dated June 18 to the Chicago Headline Club **Foundation**.

How do I explain to him that I am the president of the Chicago Headline Club Foundation but didn’t see the letter or the contract until approximately three weeks after the contract was signed? That he sent the letter to the home address of a part-time administrative employee of the Chicago Headline Club who never bothered to tell me about it, let alone forward a copy to me?

So I hope some of you have the answers to the above questions. I believe this project could be a great opportunity for both the Headline Club and the foundation. However, the grant was to the foundation, which has different legal responsibilities than the club does because of the foundation’s 501 (c)(3) status.

As president of the foundation, I would be remiss if I intentionally remained unaware of the details of the largest single grant it ever has received. I plan to be better informed by the end of next week.