



R-15

Date: July 22, 2008

To: Honorable Mayor and Members of the City Council

From: Council Member Tonia Reyes Uranga, Seventh District

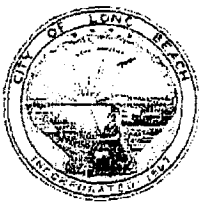
A handwritten signature in black ink, appearing to read "TRU", enclosed in a circular scribble.

Subject: **AGENDA ITEM: Press Telegram Expenditures Report**

On March 4, 2008, the City Council voted unanimously to request a report from the City Manager regarding the City's communications expenditures in the Press Telegram and other media outlets. I am requesting that this memorandum be received into the record by the City Council and that the Council consider appropriate measures to ensure the City's expenditures are properly and effectively utilized. While there may be legal requirements that necessitate the use of a daily newspaper for advertising specific notices, the City should consider diversifying our limited public communications funds to effectively reach out to constituents.

Recommended Action: Receive and file City Manager's report regarding the City's financial relationship with the Press Telegram and to direct the City Manager to take appropriate actions, if necessary to protect the City's interest, including curtailing or terminating non-essential advertising expenditures.

rrp



City of Long Beach
Working Together to Serve

Memorandum

Date: March 25, 2008

To: Patrick H. West, City Manager *PUes+*

From: Lori Ann Farrell, Director of Financial Management *LAF*

For: Mayor and Members of the City Council

Subject: Press Telegram Expenditures

Per the City Council's request of March 4, 2008, following is a breakdown of current and historical expenditures related to the Press Telegram.

Current Year:

Fiscal Year 2008: \$116,207 (6 months of expenditures)

Of this amount, \$103,447 represented general advertising services and \$11,380 was for subscription services.

For the six months of expenditures for FY 08, the information below provides the detail for the general advertising charges:

- 26% or \$27,158 related to Community Development (i.e., Neighborhood Services events)
- 25% or \$26,209 related to Public Works (i.e., Construction bids, project notices, etc.)
- 17% or \$17,582 related to City Clerk notices (i.e., Resolution notices, Ordinance hearings, elections, public hearings, etc.)
- 14% or \$14,201 related to Harbor/Port notices (i.e., events, EIR notices, public hearings, etc.)
- 18% or \$18,266 related to miscellaneous departmental advertisement (i.e., PRM events, health bulletins, water notices, police recruitments, etc.)

Previous Years:

Fiscal Year 2007: \$241,911

Fiscal Year 2006: \$283,773

Fiscal Year 2005: \$270,874

If you have any questions concerning this matter, please feel free to contact me at extension 8-6427 or Erik Sund, Purchasing Agent, at extension 8-6663.

LAF:ES:cm

cc: Suzanne Frick, Assistant City Manager
Reginald Harrison, Deputy City Manager



City of Long Beach
Working Together to Serve

To: M/CC on 4/25/08

Memorandum

Date: April 18, 2008
To: Patrick H. West, City Manager *PHW*
From: Lori Ann Farrell, Director of Financial Management/CFO *LA Far*
For: Mayor and Members of the City Council
Subject: Newspaper and Publication Expenditures

In addition to the information provided to you last month regarding Press Telegram expenditures (copy attached), following is the breakdown of current and historical expenditures for other newspaper/publication advertising and subscriptions. Please note that the figures provided for FY 08 represent only six months of expenditures.

Newspaper/Publication	FY 06	FY 07	FY 08
Long Beach Business Journal	\$ 76,822	\$ 93,695	\$ 48,313
The Gazette	28,183	32,515	20,021
LB Post	0	4,800	7,800
Signal Newspaper	4,811	10,434	5,251
The District	0	0	3,485
The Grunion	3,480	0	230
LBReport.com	0	300	0
Total	\$ 113,296	\$ 141,744	\$ 85,100

If you have questions concerning this matter, please feel free to contact me at extension 8-6427 or Erik Sund, Purchasing Agent, at extension 8-6663.

ES:AC
K:\EXEC\CORRESPONDENCE\PURCHASING\2FROM4 RE NEWSPAPERS EXPENDITURES.DOC

ATTACHMENT

CC: SUZANNE FRICK, ASSISTANT CITY MANAGER
REGINALD I. HARRISON, DEPUTY CITY MANAGER




City of Long Beach
Working Together to Serve

Office of Tonia Reyes Uranga
Councilmember, 7th District
Memorandum

NB-20

Date: March 4, 2008

To: Honorable Mayor and Members of the City Council

From: Councilmember Tonia Reyes Uranga, Seventh District 

Subject: **AGENDA ITEM: Request a report on Relationship with Press-Telegram**

Recently Media News Group announced changes in their newspaper operations that include massive layoffs and reassignments at the Press-Telegram. It has been a past practice of Media News Group to acquire and liquidate under performing publications.

With this in mind, I would ask that the City reevaluate our relationship with the Press-Telegram as it is to be restructure and how it will impact the City's ability to communicate effectively with the Long Beach community.

Recommendation: Request the City Manager for report regarding relationship with Press-Telegram regarding public notices, meeting announcements and other public communications.