



**City of Long Beach**  
Working Together to Serve

**Office of Tonia Reyes Uranga**  
Council Member, 7<sup>th</sup> District  
Memorandum

~~R-15~~  
**UB-19**

**Date:** July 22, 2008

**To:** Honorable Mayor and Members of the City Council

**From:** Council Member Tonia Reyes Uranga, Seventh District 

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

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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



**Date:** March 25, 2008  
**To:** Patrick H. West, City Manager *PWest*  
**From:** Lori Ann Farrell, Director of Financial Management *LAF*  
**For:** Mayor and Members of the City Council  
**Subject:** Press Telegram Expenditures

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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

To: M/CC on 4/25/08



**City of Long Beach**  
Working Together to Serve

**Memorandum**

**Date:** April 18, 2008

**To:** *for* Patrick H. West, City Manager *SFW*

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

**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.

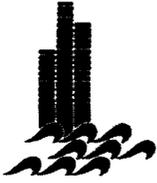
Newspaper/Publication	FY 06	FY 07	FY 08
Long Beach Business Journal	\$ 76,822	\$ 93,695	\$ 48,313
The Gazette	28,183	32,515	20,021
LB Post	0	4,800	7,800
Signal Newspaper	4,811	10,434	5,251
The District	0	0	3,485
The Grunion	3,480	0	230
LBReport.com	0	300	0
<b>Total</b>	<b>\$ 113,296</b>	<b>\$ 141,744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

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  
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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, 7<sup>th</sup> 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**

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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.**