



## Legislation Details (With Text)

**File #:** 08-0199      **Version:** 2      **Name:** Press Telegram  
**Type:** Agenda Item      **Status:** Approved  
**File created:** 2/29/2008      **In control:** City Council  
**On agenda:** 8/5/2008      **Final action:** 8/5/2008  
**Title:** Recommendation to receive and file City Manager's Press-Telegram Expenditures report regarding the City's financial relationship with the Press-Telegram; and to direct City Manager to take appropriate actions, if necessary to protect the City's interest, including curtailing or terminating non-essential advertising expenditures.  
**Sponsors:** COUNCILMEMBER TONIA REYES URANGA, SEVENTH DISTRICT  
**Indexes:**  
**Code sections:**

**Attachments:** 1. 030408-NB-20.pdf, 2. 072208-R-15sr&att.pdf, 3. 080508-UB-19sr&att.pdf, 4. 080508-UB-19 - Handout Joe Segura.pdf

Date	Ver.	Action By	Action	Result
8/5/2008	2	City Council	approve recommendation	Pass
7/22/2008	2	City Council	laid over	Pass
3/4/2008	1	City Council	approve recommendation	Pass

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

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.

Approve recommendation.

Tonia Reyes Uranga  
Councilmember, Seventh District