

CONSENT CALENDAR

12-13-05

Date:

To: Honorable Mayor and
Members of the City Council

From: Councilmember Dona Spring

Subject: Supporting Our Berkeley Produced Newspapers

RECOMMENDATION: that the City Council request the City Manager to implement a policy of advertising city events in locally produced newspapers as widely as possible.

BACKGROUND: the City of Berkeley has a policy of supporting local businesses and encouraging residents and businesses to "shop Berkeley". There are three newspapers produced in Berkeley -- The Daily Californian, The Berkeley Voice, and The Berkeley Daily Planet. State law requires the City of Berkeley to advertise land-use matters in adjudicated newspapers which are The Daily Californian, and The Berkeley Voice. For all notices not requiring adjudicated newspapers, the City Manager shall notice them in The Berkeley Daily Planet, as well as the Berkeley Post, (which serves the Berkeley African American community) and any other newspapers that the City Manager wishes. As long as land-use notices are printed in an adjudicated newspaper, they also can be printed in other newspapers as the budget permits. The goal is to distribute public notices as widely as possible and also that public funds are patronizing as many local newspaper businesses as possible. (The City Manager and City Clerk were both consulted on this agenda item subject matter.)

FINANCIAL IMPLICATIONS: money for advertising city events is contained within the existing budget

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