

ITEM	10
MANAGER'S REPORT NO.	70
COUNCIL MEETING	1978 10 10

RE: LETTER FROM THE BURNABY VOTERS ASSOCIATION WHICH APPEARED  
ON THE AGENDA FOR THE 1978 OCTOBER 02 MEETING OF COUNCIL (ITEM 5e)  
MUNICIPAL ADVERTISEMENTS IN LOCAL NEWSPAPERS

Appearing on last week's agenda was a letter from Mr. Raymond J. Beaton, President of the Burnaby Voters Association, regarding the placement of advertisements in the Columbian. Mr. Beaton suggested that this newspaper would probably provide its readership with more information on matters pertaining to local government if it were to receive from the municipality more revenue than it is now getting for advertising. Following is a report from the Municipal Clerk on this matter.

RECOMMENDATION:

1. THAT a copy of this report be sent to Mr. R. J. Beaton, 3619 Lynndale Crescent, Burnaby, B.C. V5A 3S4.

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To: Municipal Manager Date: 1978 October 04  
From: Municipal Clerk File: 2114  
Subject: Newspaper Advertising

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RECOMMENDATION:

1. THAT this report be received for information purposes.

Appearing on the Council Agenda for the Meeting on 1978 October 02 was a letter from Burnaby Voters Association suggesting that the Municipality consider diverting more legal advertising to the Columbian in the expectation that the Columbian would provide greater coverage for Municipal activities.

Table 1, below, indicates the most common types of advertising used by Municipal Departments and the newspapers employed to publish this material:

Type of Advertisement	Department	Sun	Province	Columbian	Journal Of Commerce
Legal, Public Hearings (Zonings) etc.	Clerks	X	X	X	
Legal, Tenders	Purchasing	X			X
Other Legal Ads	Sundry	X			
Classified Ads	Personnel	X			
Display Ads	Engineering	X	X	X	
	Parks	X	X	X	
	Treasury	X			
	Clerks	X	X	X	

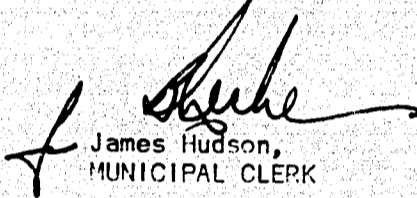
The estimated daily circulation figures of the three principal newspapers circulating in Burnaby are shown below:

- (a) Vancouver Sun ..... 42,000
- (b) Vancouver Province ..... 8,000
- (c) Columbian ..... 5,500

The cost to the Municipality for newspaper advertising during the six month period from 1978 January to June is estimated as follows:

- (a) Vancouver Sun ..... \$20,000.00
- (b) Vancouver Province ..... 7,000.00
- (c) Columbian ..... 4,000.00

It will be noted that the circulation of the Vancouver Sun in Burnaby is approximately five times that of the Vancouver Province and eight times that of the Columbian. In order to ensure that important legal advertising is available to the greatest number of Burnaby citizens, it would appear necessary to continue the present system of legal advertising whereby the bulk of such advertising is placed with the Vancouver Sun with the other two newspapers being used to fill any gaps in the coverage provided by the Sun.

  
James Hudson,  
MUNICIPAL CLERK