

CITY OF CORAL GABLES

--MEMORANDUM--



The City Beautiful

To: Honorable Members of the Commission From: Commissioner Jeannett Slesnick
City Manager, Cathy Swanson-Rivenbark
City Attorney, Craig Leen
City Clerk, Walter Foeman

Date: September 2, 2015

Subject: Consideration of Annual Contract with The Miami Herald To Post City Information

In order to keep the community involved and informed, it is of utmost importance that the City of Coral Gables maintains steady and consistent information flow through multiple outlets. Online and social media platforms are the most common forms of advertisement; however, print is still popular. Using both online and print ads enables clear communication between the government and all of its citizens, as it is my experience that informed citizens are generally satisfied citizens.

Presently, over 16,400 readers in Coral Gables receive *The Miami Herald*. *The Herald* has the largest audience of any media outlet in South Florida and appeals to a wide group of readers. The City currently uses the *Daily Business Review* to post public notices, which has an extremely limited scope of readers. The Coral Gables Neighbors Sunday issue of the *The Herald* however, covers 46,000 households from Brickell to Homestead on a weekly basis. With the power of this extreme reach, we would inform citizens even outside of our boundaries of any upcoming public notices, community events, potential new development and important initiatives.

Currently, the cost to advertise a full-page ad in the Coral Gables Neighbors section over a 52-week period is the most cost-effective option. As of now, it costs neighboring municipalities \$1,600 per page to post ads in the Neighbors section which amount to a total of \$83,200 annually. This being said, we may be able to secure a rate of \$28,080 annually - about a 66% reduction by consenting to an annual contract. As a result, this would allow the City to provide information to those without access to E-News and inform our community of any upcoming engagements and important information.

In an attempt to be transparent with the citizens of Coral Gables, I am certain that a presence in a wide-reaching print will improve efficiency, accountability and citizen participation. Therefore, I suggest an annual contract to place pertinent City information in *The Miami Herald* Neighbors section be considered.

Regards,

A handwritten signature in black ink, appearing to be "JS".

Jeannett Slesnick

CC: Communications Department
Economic Sustainability

Attached: City Clerk Correspondence

Commissioner Slesnick,

After review of the advertising rates from the Miami Herald, Daily Business Review and Miami Today, I realize that separate and apart from the legal requirement for legal notices, is the right of the people to be heard, as you so aptly have indicated. To this end, and after reviewing some of the data gathered by the Behavioral Group from Miami Today, I realize that there are a significant number of people that read the print media in Coral Gables (i.e. based on the readership of the Miami Today (56.9 %, business and civic coverage and government activities).

Our cost for legal ads in the Daily Business Review run about \$8.75 per column inch, which given the average cost for public notice over a 52 week period totals an estimated \$250 (not a full page ad) X 52= \$13,000 annually. However, it must be said that because of its narrow focus on business and legal matters, it does not cast the widest net in reaching the broader segment of our community.

The Miami Herald and Miami Today appeal to a wider group of readers. The best rate we have received for the Miami Herald is about \$170 per column inch. Given the fact that we are in Zone 2, and if one were to take the average cost to advertise there in the Neighbor's section over a 52 week period, we would realize a cost of \$42,000.

It is my understanding that you have been able to negotiate a rate of \$28,080 annually in the Sunday's Neighbors, for a 52 week period, which is quite remarkable for a full page ad.

If this is so, it would be my suggestion that this office work with the City Administration in order to ensure that we have enough content to cover the amount of space negotiated. My legal notices alone will not suffice. However, I am certain with the City Manager's blessing, that we can work with the Public Affairs Division, Human Resources, Sustainability and others, to identify much needed content to address said matter.

Regards,

Walter Foeman

City Clerk