

**SUBMITTAL TO THE BOARD OF SUPERVISORS
COUNTY OF RIVERSIDE, STATE OF CALIFORNIA**



FROM: Supervisor Roy Wilson

SUBMITTAL DATE: Oct. 26, 2004

SUBJECT: Study of Procedures for Placement of Legal Advertising in publications of general circulation.

RECOMMENDED MOTION: That the Board of Supervisors instruct the Executive Office to conduct an investigation into the number of "general circulation" newspapers within Riverside County and the legalities involved in utilizing them for legal advertising. This study should be conducted with an eye to methods of instructing department heads on diversifying media "buys" in order to ensure that the County's legal advertising is reaching the broadest readership in terms of demographics, ethnicity, culture, etc. An important part of this investigation will be to compile a list of advertising rates of the various publications, so that the County doesn't pay ad agencies exorbitant fees. Executive Office to report findings to Board within 60 days.

BACKGROUND: The County of Riverside is compelled by law to place certain advertisements in "general circulation" publications on a regular basis. These advertisements may pertain to Requests for Proposals and/or Request for Qualifications; notices of public hearings; announcements of open positions or recruitments; and many other activities related to the operation of County government. Since this advertising task is large in scope and quite complex, it requires a maximum of due diligence in order to ensure that all segments of the population are reached, and that the County utilizes a diversity of publications. This matter has not been investigated for some time, and it is deemed appropriate that we should look into using newspapers that might otherwise "fall through the cracks."

Supervisor Roy Wilson, Fourth District

Departmental Concurrence

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