

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

608



**FROM:** Executive Office

**SUBMITTAL DATE:**  
Dec. 30, 2004

**SUBJECT:** Study of Procedures for Placing Legal Advertising in Publications of General Circulation

**RECOMMENDED MOTION:** That the Board receive and file this report on Procedures for Placing Legal Advertising in Publications of General Circulation.

**BACKGROUND:** The Board of Supervisors directed the Executive Office on Nov. 2, 2004 to investigate the number of "general circulation" newspapers within Riverside County, as well as the legalities involved in using them for legal advertising.

One goal was to identify the number of general-circulation newspapers in Riverside County and compile a list of advertising rates. Also key was to conduct the review with an eye on the benefits of diversity, in order to ensure the county's legal advertising reached the broadest spectrum of readers in terms of demographics, ethnicity, culture, etc.

State law mandates that a general-circulation newspaper provide local news of a general nature. It must have a bona fide subscription list of paying subscribers and have been published at regular intervals for at least one year.

Continued next page

*Raymond Smith*  
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Raymond Smith  
Public Information Officer

<b>FINANCIAL DATA</b>	Current F.Y. Total Cost:	\$ 0	In Current Year Budget:	No
	Current F.Y. Net County Cost:	\$ 0	Budget Adjustment:	No
	Annual Net County Cost:	\$ 0	For Fiscal Year:	2004-2005

<b>SOURCE OF FUNDS:</b>	Positions To Be Deleted Per A-30	<input type="checkbox"/>
	Requires 4/5 Vote	<input type="checkbox"/>

**C.E.O. RECOMMENDATION:**  
**APPROVE.**

**County Executive Office Signature**  
\_\_\_\_\_  
*Kevin M. Mohr*

Dept Recomm.:  Consent  Policy  
Per Exec. Ofc.:  Consent  Policy

Prev. Agn. Ref.: 3.1 on 11/02/04 | District: All | Agenda Number:

**ATTACHMENTS FILED  
WITH THE CLERK OF THE BOARD**

3.3

To establish standing as a newspaper of general circulation, a publication must file a verified petition in the local Superior Court. The court may then decide, based on criteria set in law, whether to adjudicate the publication as a newspaper of general circulation.

Riverside County Superior Court records indicate there are approximately 27 adjudicated, general-circulation newspapers in Riverside County. Some are subsidiaries of larger, general-circulation newspapers. The attached list identifies newspapers of general circulation in the county. Also attached are ad rate sheets that list the current public-notice and/or legal-advertising rates for those publications.

County departments advertise in various publications for various reasons. A large portion of county advertising, but not all, requires publication in general-circulation newspapers. Choosing to advertise in a particular publication can hinge on the need to reach various segments of the community.

Some public notices or legal advertisements are aimed at reaching a large audience before an official, and sometimes irrevocable, action may be taken. For example, advertising in a publication with a small countywide circulation might not meet due-diligence requirements as the county tries to locate an owner prior to selling a piece of property. A publication that circulates in a small geographic area might pose similar problems.

In such instances, advertising in a small publication could actually increase county costs despite a potentially lower advertising rate typically charged by smaller publications. The higher cost arises because the department might have to advertise in a larger publication as well, to ensure it meets legal mandates.

Conversely, small publications with well-defined trade readerships or those that serve a specific ethnic or geographic community can offer advantages, such as in recruiting job applicants.

Given the burdens that state budget deficits and other financial issues place on the county, department heads should work to determine where they receive the best value for their advertising dollars.

At the same time, they should recognize the value of advertising in a variety of general-circulation newspapers, including minority publications and niche publications that serve and inform diverse segments of the community. Where outreach is an objective, county departments should be encouraged to advertise in qualified minority publications.