

Subject: Allocation of District Advertising Funds;

Date: Sun, 11 Jan 2004 08:15:13 -0800

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Motion - Report Councillor Crist

That District advertising Funds to the local News Media be allocated on the basis of the following criteria.

- 1) Circulation, i.e. door to door delivery
- 2) News coverage of local government and community issues and coverage of District issues and agenda items; and
- 3) Advertising rates

Rationale


In a recent Staff report it was brought to the attention of Council that the contract for the allocation of District advertising funds to the local NEWS Media is up for renewal.

Advertising has become an important tool in the dissemination of local government news, objectives and policies. It behooves Council not only to continue with this practice, but, if at all possible, to increase advertising space to raise public awareness of local government issues.

What is more, the public should have a say and/or be given an opportunity to voice its opinion on this matter by conducting an opinion poll as well as seeking the opinion of the Federation Of North Vancouver Community Associations, FONVCA, as well as other community organization and/or groups who depend on this information in their dealings with the District and for their own informed policy making decision process.

Funding should be allocated based on the following priorities:

- a) raising the level of civic awareness
- b) encourage public participation in and understanding of both the function and issues facing local government
- c) unbiased allocation and both real and perceived allocation of funds based on competitive pricing of advertising space
- d) awareness of municipal issues and District agenda items

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