



# Report to Council

To: **Mayor Schaffer and Councillors**

Subject **Media Advertising Policy GE-7**

Report #: 17-033

File #: 0110.00

From: Samantha Paulson

Doc #: 122819

Date: June 19, 2017

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## RECOMMENDATION:

THAT City Council repeal the Media Advertising Policy GE-7.

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## PURPOSE:

The purpose of this report is for City Council to repeal the Media Advertising Policy GE-7.

## POLICY:

Repeal the Media Advertising Policy GE-7.

## COMMENTS/ANALYSIS:

The policy was created to support the community papers that serve the City of Langley and its residents. In 2014, Black Press Group Ltd. negotiated deals with Glacier Media Inc. to consolidated ownership of competing community papers in British Columbia, and in March 2015 Black Press Group Ltd. officially owned the Langley Advance and the Langley Times, the two community papers that serve the Langleys.

Since both community papers are owned by the same publisher, City staff recommends that the City repeal the Media Advertising Policy GE-7, and City staff will work seek a proposal from BlackPress to maximize the City's advertising budget for both print and digital ad formats in both papers.

**BUDGET IMPLICATIONS:**

The City will maximize its existing advertising budget by effectively advertising in both print and digital mediums.

**ALTERNATIVES:**

Not applicable

Respectfully Submitted,



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Samantha Paulson  
Communications Officer

Attachment: 1. Media Advertising Policy GE-7

**CHIEF ADMINISTRATIVE OFFICER'S COMMENTS:**

I support the recommendation.



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Francis Cheung, P. Eng.  
Chief Administrative Officer