

COMMITTEE OF THE WHOLE (WORKING SESSION) – SEPTEMBER 25, 2007

COUNCIL CORPORATE ADVERTISING PROGRAM

Recommendation

The Director of Corporate Communications, in consultation with the City Manager, recommends:

1. That Council receive this report for information purposes; and
2. That the Council Corporate Advertising program to be implemented in 2008 be considered for additional funding, if required, in the 2008 budget;
3. That upon receipt of the 2006 census data scheduled to be released in the spring of 2008, staff review the data and report back; and
4. That staff update the Corporate Advertising Policy to include any revisions, as outlined in this report.

Economic Impact

The 2007 placement costs of Council Corporate Advertising are administered by the Clerks Department. Of the three options presented in the report for the 2008 Council Corporate Advertising program, options 1 and 2 will require additional funding.

Communications Plan

Not applicable.

Purpose

The purpose of this report is to facilitate a discussion on Vaughan Council's recognition of religious holidays and other significant dates. Currently, this is accomplished through the Council Corporate Advertising program.

Background - Analysis and Options

This report addresses Item No. 2, Report No. 4 of the Budget Committee, April 23, 2007 that "staff be directed to provide a rationalized approach with respect to inserting greetings in the various media in Vaughan including, if appropriate, relevant recognition of the broader multicultural community" and "that Canada Day greetings be considered in this regard."

The 2007 Council Corporate Advertising schedule is attached.

Council Corporate Advertising is a Council budget item, administered by the Clerks Department. Ad production and placement is coordinated by the Corporate Communications Department. Each year, a series of "holiday greeting ads" are placed in local papers on behalf of the City of Vaughan and Vaughan Council. The 2007 Council Corporate Advertising schedule is based on the placement frequency and selection of local newspapers used in 2006.

Currently, the 2007 advertising placement schedule (attached) recognizes five significant events (Passover, Easter, Jewish New Year, Chanukah, Season's Greetings). Advertisements are placed in eight newspapers (Vaughan Citizen/Liberal; Vaughan Weekly; Canadian Jewish News; Jewish Magazine; Jewish Tribune, Corriere Canadese; Tandem/Vaughan Today; and Lo Specchio). The total cost of the Holiday Greeting ads in 2007 is \$12,524.73. An additional \$5,078.98 was charged to this account in March 2007 for advertising the Public Meetings on the

City's Budget. The total expenditures of \$17,603.71 in 2007 exceed the budgeted amount of \$7,840. If the 2007 Holiday Greetings schedule is followed in 2008, an additional \$4,685 is needed to cover actual costs.

Proposed Options

The following options are provided for discussion purposes.

OPTION #1

Expand the number of significant events recognized (10 events proposed) and, where appropriate, publish greetings in the same eight newspapers used in 2007.

- List of significant events would be expanded to include faith days important to Islam, Sikhism, Hinduism, Buddhism and other religious groups with a Vaughan presence.
- Advertising placement budget would need to be increased to \$25,000 for 2008.

OPTION #2

Expand the number of significant events recognized (10 events proposed) and, where appropriate, publish greetings in a larger selection of newspapers.

- List of significant events would be expanded to include faith days important to Islam, Sikhism, Hinduism, Buddhism and other religious groups with a Vaughan presence.
- Advertising placement budget would need to be increased to \$25,000 for 2008.
- Any publications added to the placement schedule would be qualified by providing vendor information to the Purchasing department, as per the procedure for "City Page" advertising (Newspaper Advertising Application, 2007) to evaluate key criteria such as circulation numbers and placement costs.

OPTION #3

Use the "City Page" to publish Council greetings (discontinue separate placements) and expand the number of significant events recognized (10+ events).

- The City Page in 2007 is published in the Vaughan Citizen/Liberal, Vaughan Weekly, Vaughan Today, and Lo Specchio. These publications have been qualified by the Purchasing department and provide the widest circulation to key stakeholders.
- List of significant events would be expanded to include faith days important to Islam, Sikhism, Hinduism, Buddhism and other religious groups with a Vaughan presence.
- Advertising placement budget would no longer be required for Council greetings, as the costs would be covered by the City Page advertising budget.
- Consideration should be made for space limitations on the "City Page" in terms of budget flexibility – approximately twice a year the City Page is expanded onto a second page, at an additional cost, to accommodate all statutory ads.
- In addition, the Mayor, on behalf of Council, could extend greetings on significant faith days at the beginning of a Council meeting. Councillors could also provide information about community events relating to the day being recognized.

Discussion of Options

All options presented above can be supported by postings to the City's website.

Options 3, which uses the existing City Page, does provide the most flexibility in terms of expanding the number of significant events recognized without incurring additional costs.

Extending Council greetings at Council and/or Committee meetings, as noted in Option 3, could result in increased media coverage. In addition, there is no cost associated with this approach. It could be adopted in conjunction with all options presented above.

It is important to note that the City statistics relating to religion, ethnic origin and mother tongue (see attachments) are based on the latest information available, that is, the 2001 census. The 2006 census information relating to these categories will not be released until the spring of 2008, as is the practice of Statistics Canada. Certain groups have probably increased their presence in Vaughan over the five-year period between 2001 and 2006. Consideration should be given to these new statistics when they are released next year.

Revisions to the Corporate Advertising Policy

The following two articles in the Corporate Advertising Policy, approved by Council June 15, 2005, relate to Council Corporate Advertising.

Article 7.3 has not been implemented, being superseded at the direction of the Mayor's Office during the 2003-2006 term of Council.

7.3 Vaughan Council recognition for religious holidays of major faiths in the City will be limited to one general newspaper message per year per faith, when and where deemed appropriate by the Office of the Mayor.

In addition, article 7.4 should be updated:

7.4 To ensure that City information is made available to all its residents, and in recognition that the ethnic diversity of our community is a source of social, cultural and economic enrichment and strength, City advertising can be placed in ethno-specific community newspapers that publish in languages other than English. Corporate Communications arranges for the translation of advertising, where required. The office of the Commissioner of Economic/Technology Development and Communications is responsible for advertising placements in ethno-specific community newspapers upon determining that mainstream publishers do not reach the target audience for a specific message.

Article 7.3 and 7.4 in the Corporate Advertising Policy could be replaced with the following statement:

"As a multicultural community with a diverse ethnic and religious heritage, the City of Vaughan and City Council recognize major faith days and other dates significant to the Vaughan community through the Council Corporate Advertising program. The placement of City advertising in support of this program is approved as part of the City's annual operating budget."

Relationship to Vaughan Vision 2007

This report is consistent with the priorities previously set by Council and the necessary resources have not been allocated and approved.

Regional Implications

Not applicable.

Conclusion

By recognizing major faith days and other significant dates, the Council Corporate Advertising program will celebrate Vaughan as a multicultural community with a diverse ethnic and religious heritage.

Attachments

1. Advertising Placement Schedule & Costs for Council Corporate Advertising (2007)
2. Sample advertisement
3. Vaughan Statistics – Mother Tongue by community
4. Vaughan Statistics – Ethnic Origin by community
5. Vaughan Statistics – Religion
6. York Region guidelines for significant faith dates
7. List of local newspapers and ethnic newspapers distributed in the Greater Toronto Area
8. City Page sample

Report prepared by:

Madeline Zito, Director of Corporate Communications
Ted Hallas, Manager of Corporate Communications

Respectfully submitted,

Madeline Zito
Director of Corporate Communications

ATTACHMENT ONE: CORPORATE COUNCIL ADVERTISING 2007

YEAR	SEASON	ISSUE DATE	DEADLINE	SIZE	COST
2007	INAUGURAL PHOTOGRAPHY				
	Ashley & Crippin	5-Jan-2007			\$ 2,650.50
		Jan 24, Mar 19			\$ 513.00
TOTAL					\$ 3,163.50
	2007 DRAFT BUDGET PROCESS				
	Citizen/Liberal	Feb 28 - Apr 5		City Page	\$ -
	Weekly	Feb 28 and Mar 7			\$ 508.80
	Lo Specchio	Mar 2, 9, 23			\$ 830.62
	Corriere Canadese	Mar 1 and Mar 8			\$ 1,060.00
	Tandem	Mar 2 and Mar 9			\$ 1,272.00
	Canadian Jewish News	Mar 1 and Mar 8			\$ 940.10
	Jewish Tribune	Mar 8 and Mar 15			\$ 467.46
TOTAL					\$ 5,078.98
	PASSOVER				
	Canadian Jewish News	29-Mar-2007		5 x 7	\$ 763.01
	Jewish Tribune	29-Mar-2007		5 x 7	\$ 731.40
	Jewish Magazine	29-Mar-2007		1/2 page colour	\$ 682.86
TOTAL					\$ 2,177.27
	EASTER/PASSOVER				
	Citizen/Liberal	29-Mar-2007		1/2 page	\$ 925.56
	Weekly	28-Mar-2007		1/4 page	\$ 392.20
	Lo Specchio	30-Mar-2007		1/4 page	\$ 454.74
	Corriere Canadese	31-Mar-2007		5.5 x 7.75	\$ 524.70
	Tandem	30-Mar-2007		5.5 x 7.75	\$ 524.70
TOTAL					\$ 2,821.90
	ROSH HASHANAH (New Year)				
	Canadian Jewish News	12-Sep-2007	24-Aug-2007	5 x 7	\$ 763.01
	Jewish Tribune	7-Sep-2007		5 x 7	\$ 731.40
	Jewish Magazine	1-Sep-2007		1/2 page	\$ 682.86
TOTAL					\$ 1,504.14
	CHANUKAH				
	Canadian Jewish News	6-Dec-2007	23-Nov-2007	5 x 7	\$ 763.01
	Jewish Tribune	6-Dec-2007		5 x 7	\$ 731.40
	Jewish Magazine	1-Dec-2007		1/2 page	\$ 614.46
TOTAL					\$ 2,108.87
	SEASON'S GREETINGS				
	Corriere			1/2 page	\$ 530.00
	Tandem			1/2 page	\$ 530.00
	Citizen/Liberal			1/2 page	\$ 1,146.59
	Weekly			1/2 page	\$ 450.00
	Lo Specchio			1/2 page colour	\$ 1,285.78
TOTAL					\$ 3,942.37
				GRAND TOTAL	\$ 15,849.33



The City Above Toronto

www.vaughan.ca

***Mayor Linda Jackson
and Members of Vaughan Council
extend their best wishes for
a healthy and happy New Year.***



Front (from L): Regional Councillor Gino Rosati,
Regional Councillor Joyce Frustaglio, Mayor Linda D. Jackson,
and Regional Councillor Mario Ferri

Back (from L): Ward 5 Councillor Alan Shefman,
Ward 4 Councillor Sandra Yeung Racco, Ward 3 Councillor Bernie DiVona,
Ward 2 Councillor Tony Carella, and Ward 1 Councillor Peter Meffe

Mother Tongue by Community - 2001

	Thornhill	Woodbridge	Maple	Kleinburg & Rural
Chinese	4,215	630	355	65
English	37,905	29,885	17,770	3,090
French	930	195	300	50
German	185	245	135	120
Greek	640	330	250	10
Gujarati	1,010	190	105	25
Hebrew	2,705	10	10	0
Italian	3,890	26,835	9,355	950
Korean	1,020	200	30	0
Persian	685	380	225	0
Polish	630	280	385	10
Portuguese	845	930	750	0
Punjabi	770	1,935	565	0
Russian	6,585	255	350	0
Spanish	1,205	1,235	880	0
Tagalog (Pilipino)	1,270	150	290	0
Urdu	260	65	1,135	0
Yiddish	1,135	0	0	0
Other Single	4,045	3,450	2,180	145
Multiple Language	1,285	2,100	1,160	40
Total	71,215	69,300	36,230	4,505

Source: Statistics Canada, 2001 Census

Ethnic Origin by Community - 2001

Origin	Thornhill	Woodbridge	Maple	Kleinburg & Rural
English	990	640	470	255
Italian	6,415	44,615	17,335	1,725
Canadian	2,690	2,365	1,505	305
Chinese	5,010	785	470	50
East Indian	3,750	2,255	1,165	130
Jewish	20,480	40	185	10
German	220	285	195	160
Irish	145	260	170	35
Portuguese	910	1,140	1,010	15
Pakistani	85	30	935	0
Other Single	12,365	8,370	5,740	405
Multiple Origins	18,190	8,470	7,100	1,415
Total	71,250	69,255	36,280	4,505

Source: Statistics Canada, 2001 Census



Statistics Canada / Statistique Canada



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The Daily Census	Canadian Statistics	Community Profiles	Products and services	Home
			Other links	

[Religions in Canada](#) [Highlight Tables](#) [Census Subdivisions](#)

Selected Religions by Immigrant Status and Period of Immigration, 2001 Counts, for Census Subdivisions (Municipalities) With 5,000-plus Population - 20% Sample Data

Select a province or territory
 Ontario

Select Geographic Level
 Vaughan, C (Ont.)

Highlights
 2001 Counts

Refresh

Page 1 of 1

Printer-friendly format

▼ Religion ▲	Total population ^a ▼ ▲	Canadian-born population ^b ▼ ▲	Foreign-born population ^c ▼ ▲	Immigrated before 1991 ▼ ▲	Immigrated between 1991 and 2001 ^d ▼ ▲
Vaughan, C (*)					
Total population	181,600	104,220	76,020	59,130	16,890
Roman Catholic	100,905	61,750	38,620	35,155	3,470
No religion	10,595	4,925	5,505	2,920	2,585
United Church	2,840	2,255	560	435	130
Anglican	3,175	2,300	870	785	80
Christian not included elsewhere (1)	2,600	1,055	1,435	815	620
Baptist	1,025	465	540	340	195
Lutheran	575	195	375	340	35
Muslim	4,415	1,210	3,135	1,355	1,780
Protestant not included elsewhere (2)	1,180	810	335	275	55
Presbyterian	1,365	760	585	365	225
Pentecostal	880	420	450	305	145
Jewish	33,090	20,970	11,920	8,455	3,465
Buddhist	2,920	810	2,065	1,685	385
Hindu	4,495	1,595	2,855	2,195	655
Sikh	3,110	1,075	2,020	1,230	790
Greek Orthodox	2,645	1,475	1,165	860	310
Mennonite	0	0	0	0	0
Orthodox not included elsewhere (3)	1,690	355	1,325	395	925
Jehovah's Witnesses	655	330	310	250	60
Ukrainian Catholic	350	235	110	25	85
Church of Jesus Christ of Latter-day Saints (Mormons)	60	40	15	15	0
Salvation Army	50	40	10	10	0
Christian Reformed Church	135	85	50	50	0
Evangelical Missionary Church	180	95	85	70	15
Christian and Missionary Alliance	100	60	35	10	35
Adventist	550	160	375	230	145
Non-denominational (4)	50	50	0	0	0
Ukrainian Orthodox	40	15	20	10	15
Aboriginal spirituality	30	20	15	10	10
Hutterite	0	0	0	0	0
Methodist (5)	120	35	85	45	40
Pagan (6)	10	0	0	0	0

2001 census

Standard Data Products

About the Data

Data

Reference

Maps

Analysis Series

Custom Services

Geography

About the Census

Teacher's Kits

Census of Agriculture

1996 Census

2006 Census

Communiqué

Brethren in Christ	75	70	0	0	10
Serbian Orthodox	70	40	35	25	10

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Religions selected for this table represent counts of 20,000 or more for Canada.

^a Includes non-permanent residents (not shown as a separate column in this table), as well as the sum of the counts for the Canadian-born and foreign-born population.

^b Includes persons born in Canada as well as a small number of persons born outside Canada who are Canadian citizens by birth.

^c This population is also referred to as the "immigrant population", which is defined as persons who are, or have ever been, landed immigrants in Canada.

^d Includes data up to Census Day, May 15, 2001.

(1) Includes persons who report "Christian", as well as those who report "Apostolic", "Born-again Christian" and "Evangelical".

(2) Includes persons who report only "Protestant".

(3) Includes persons who report "Orthodox". Also includes Armenian Apostolic, Bulgarian Orthodox, Ethiopian Orthodox and Macedonian Orthodox.

(4) Includes persons who report only "non-denominational".

(5) Includes persons who report "Methodist". Excludes Free Methodist and Evangelical Missionary Church.

(6) Includes persons who report "Wicca".

(*) Census subdivisions (CSDs) are classified into 46 types according to official designations adopted by provincial or federal authorities. Two exceptions are Subdivision of Unorganized in Newfoundland and Labrador and Subdivision of County Municipality in Nova Scotia, which are geographic areas created as equivalents for municipalities by Statistics Canada in cooperation with these provinces for the purpose of disseminating statistical data. [Click to view all census subdivision types by abbreviation and type.](#)

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**YORK REGION DISTRICT SCHOOL BOARD
2007-2008 LEARNING CALENDAR**

Learning - like life - requires planning. This calendar has been created to help you plan your family holidays, medical and dental appointments around your child's learning. The most important days - the ones unmarked (excluding weekends) - are the ones we expect students to attend school. For your information, we have also listed professional activity days, holidays and significant faith days.

**YORK REGION DISTRICT SCHOOL BOARD
2007-2008 SCHOOL YEAR CALENDAR**

FIRST DAY OF CLASSES:
Tuesday, September 4, 2007

LAST DAY OF CLASSES:
Secondary: Wednesday, June 25, 2008
Elementary: Thursday, June 26, 2008

SCHOOL HOLIDAYS

Labour Day	Monday, September 3, 2007
Thanksgiving Day	Monday, October 8, 2007
Christmas/Winter Break	Monday, December 24, 2007 to Friday, January 4, 2008 inclusive
Mid-Winter Break	Friday, March 7 to Friday, March 14, 2008 inclusive
Good Friday	Friday, March 21, 2008
Easter Monday	Monday, March 24, 2008
Victoria Day	Monday, May 19, 2008

PROFESSIONAL ACTIVITY & TRAINING DAYS - NO SCHOOL

Elementary:
September 21, October 19, November 12 & 30, February 1, May 2, June 27

Secondary:
September 21, October 19, November 12 & 30, February 1, June 26 & 27

SIGNIFICANT FAITH DAYS 2007 -2008

The dates below are some faith holidays of particular significance to members of the major faith communities in our Board. We value the faith diversity in our schools. Therefore, events such as conferences, meetings, workshops, other professional events, co-curricular activities, and exams/tests will not be scheduled on these dates:

September 13-14, 2007	Rosh Hashanah**
September 22, 2007	Yom Kippur**
October 12, 2007	Eid-ul-Fitr*
November 9, 2007	Diwali
December 20, 2007	Eid-ul-Adha*
December 25, 2007	Christmas (Western)
January 7, 2008	Christmas (Eastern)
February 7, 2008	Lunar New Year
March 21, 2008	Good Friday (Western)
April 13, 2008	Baisakhi
April 20, 2008	Passover/Pesah
April 21, 2008	Ridvan
April 25, 2008	Holy Friday (Eastern)

* Tentative dates subject to the sighting of the moon each month.
** All Jewish Days commence on the preceding evening at sunset.

Ultimately, parents are responsible for deciding whether to send their child to school. Should bad weather result in the cancellation of buses, the following radio stations will be notified:

AM640	640 AM	CJCL	590 AM	CHAY	93.1 FM
NEWS	680 AM	CHIN	1540 AM	CJEZ	97.3 FM
CJBC	860 AM	CHUM	104.5 FM	CHFI	98.1 FM
CFRB	1010 AM	CKDX	88.5 FM	CBC	99.1 FM
CHUM	1050 AM	JACK	92.5 FM	CKFM	99.9 FM

York Region District School Board
60 Wellington Street West, Box 40, Aurora L4G 3H2
(905) 727-3141, 895-7216, 722-3201, (416) 969-8131
Automated: (905) 727-0022, 895-7227, 722-6255, (416) 969-7170
Facsimile: (905) 727-1931
Website: www.yrdsb.edu.on.ca

Bill Hogarth
Director of Education

Bill Crothers
Chair of the Board

SEPTEMBER 2007

S	M	T	W	T	F	S
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FEBRUARY 2008

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MARCH 2008

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NOVEMBER 2007

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DECEMBER 2007

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MAY 2008

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JANUARY 2008

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JUNE 2008

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22	23	24	25	S	A	28
29	30					



H School Holiday
E Elementary P.A. Day
S Secondary P.A. Day
A P.A. Day for All Schools
○ Significant Faith Day



Vaughan – City Page and Council greeting placements

Vaughan Citizen/Liberal
Vaughan Weekly
Lo Specchio
Corriere Canadese
Tandem Weekly/ Vaughan Today

Council Greeting Placements

The Jewish Tribune - Jewish
Canadian Jewish News – Jewish
The Jewish Magazine - Jewish

Vaughan Community Newspapers

SNAP Newspaper
Panorama
Perspective (To begin publication shortly)

Ethnic Newspapers – Greater Toronto Area

Ming Pao Newspaper - Chinese
Sing Tao Daily - Chinese
World Journal Daily News - Chinese
Herald Monthly - Chinese
Canadian Jewish News - Jewish
Kabbalah Today - Jewish
The World of Lubavitch - Jewish
Lemétropolitain - French
L'Express - French
Muslim Free Press - Muslim
Bizim Anadolu - Turkish
Bulgarian Horizons - Bulgarian
The New Homeland - Czechoslovakian
Indo-Caribbean World - Indo Caribbean
Share - Afro Canadian
Estonian Life - Estonia
Vapaa Sana - Finnish
Deutsche Presse - German
Alliance of the Danube-Swabians of Canada - German
Canadian Chronicles - Greek
Canada Hungarians - Hungarian
Hungarian Life - Hungarian
Magyar Jelen - Hungarian
Magyar Naplo - Hungarian
Menora Egyeni Oség - Hungarian
The Nikka Times - Japanese
Nikkei Voice - Japanese
The Korea Times - Korean
Latvija Amerik - Latvian
The Lights of the Homeland - Latvian

L Ahbar - Maltese
Iranians - Persian
Gazeta - Polish
Polish Voice Weekly - Polish
Portuguese Sun - Portuguese
Gazeta Plus - Russian
Nasha Canada - Russian
Russian Canadian Info - Russian
Voice of Canadian Serbs - Serbian
The Canadian Srbobran - Serbian
Slovenska Drzava - Serbian
Bratstvo Srpsko - Serbian
Glas Kanadskih Srba - Serbian
Ukrainian Echo - Ukrainian
Ukrainian New Herald - Ukrainian
Thoi Báo - Vietnamese

