

COMMITTEE OF THE WHOLE (WORKING SESSION) – JUNE 20, 2008

2008 ETHNIC ADVERTISING

Recommendation

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

1. That \$20,000 allocated to ethnic newspapers for the placement of third language advertisements for the 2008 calendar year be utilized to publish special greetings in specified publications; and
2. That Council direct staff to implement the 2008 Ethnic advertising program, once approved.

Economic Impact

The placement costs of Ethnic Ad advertisements are budgeted at \$20,000 and are included in the 2008 operating budget.

Communications Plan

Not applicable.

Purpose

The purpose of this report is to propose appropriate newspapers for ethnic advertising.

Background - Analysis and Options

A staff report was requested by the January 29, 2008 Committee of the Whole (Working Session) Report No. 4, Item 5, specifically:

That staff undertake a review of placement of advertisements in ethnic newspapers and provide a report to the Committee of the Whole (Working Session) meeting of March 18, 2008 and that the Community Equity and Diversity Committee be consulted; and that \$20,000 be allocated to ethnic newspapers.

This report addresses the issue of cultural diversity in our community.

Staff conducted an analysis of ethnic publications in the GTA that serve the ethnic communities in Vaughan.

The Director of Corporate Communications met with the Community Equity and Diversity Committee April 1, 2008 to engage the committee and receive input and recommendations on the appropriate messaging and publications that best serve our diverse communities. There was a discussion about advertising effectiveness, publishing frequency, specific ethnic demographics and the allocated budget.

The committee suggested that the City of Vaughan publish special greetings in third language publications based on their circulation and frequency.

Criteria for selecting a publication for Ethnic Ad placements include:

Audited Circulation – A newspaper audited by the industry-standard Canadian Circulation Audit Bureau (CCAB) can accurately report its circulation in the City of Vaughan. If this is not available, a publisher’s sworn statement detailing the circulation of the publication can be requested.

City-wide Circulation – Newspapers with the widest distribution in the City of Vaughan best fulfill the City’s statutory notice requirements.

Weekly frequency – A weekly publishing frequency is required for some statutory notifications.

Placement Costs – The advertising placement rate is negotiated by the Director of Corporate Communications.

Editorial Content – Newspapers publishing local news of interest to the residents and businesses of Vaughan.

Community Engagement – Certain newspapers reach specific communities or groups that may not be served by other publications.

2008 Newspaper Information

The following table lists the recommended ethnic newspapers serving the City of Vaughan.

Publication	Circulation in Vaughan	Circulation Area	Audited Circulation	Frequency
Lo Specchio	28,000	Woodbridge	No	Weekly
Jewish Tribune	16,500	Thornhill	Yes, CCAB	Weekly
Sing Tao	8,000	Convenience stores, Vaughan Mills	No	daily
The Ahmadiyya Gazette	1,500		No	Every 2 months by subscription

Lo Specchio and *Jewish Tribune* are delivered to residential households whereas *Sing Tao* is dropped off at convenience stores and Vaughan Mills and *The Ahmadiyya Gazette* is distributed every other month by subscription. Additional advertising could be placed in multilingual publications to recognize important cultural celebrations.

Relationship to Vaughan Vision 2007

This report is consistent with the priorities previously set by Council and the necessary resources have been allocated in the 2008 operating budget.

Regional Implications

Not applicable.

Conclusion

The placement of third language greeting ads will provide an opportunity to reach ethnic communities.

Attachments

None

Report prepared by:

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Respectfully submitted,

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Director of Corporate Communications