



CITY OF RAPID CITY

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MEMO

To: Mayor Sam Kooiker & City Council

From: Pauline Sumption

Date: February 3, 2014

RE: RFP for publishing

At the January 29th Legal & Finance committee, the committee unanimously recommended that we award the RFP for publishing to the Rapid City Journal. A couple of questions came up during that discussion and I also received some follow-up questions that I would like to address.

During the meeting I advised that I hadn't spoken with Jackie Giago yet on the font size of the publishing. State statute, under the legal newspaper sections, dictates the largest font that can be used for legals based on the circulation size. The Rapid City Journal can use no larger than 6 point type and the Native Sun News no larger than 8 point type. I spoke with Jackie on Friday, and they could use a 6 point type for our legal publications. This would further reduce the estimated \$55k additional cost by approximately 25% or about \$14k.

Alderwoman Doyle asked about statistics as to how many people actually read the legal section of the newspaper. I contacted the SD Municipal League and they were not aware of any published statistics that would provide this information.

In 2013, the City of Rapid City spent over \$83k for all of its publishing in the Rapid City Journal and \$3,667.20 for the Native Sun News. The RCJ included all required publications as they were the legal newspaper for the City as well as job advertisements. The NSN included job advertisements, election notices and some notices for Community Development. I am also providing some historic expenditures with the NSN: 2009 - \$1,793.38; 2010 - \$366.80; 2011 - \$1,301.52; 2012 - \$3,230.00. Even if the Council is to retain the RCJ as the City's legal newspaper, we would likely continue to print some items in the NSN, such as what has previously been printed, and incur expenditures in the same historic range.



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