

Mayor Sam Kooiker and City Council  
300 Sixth St.  
Rapid City, South Dakota 57701  
July 14<sup>th</sup>, 2014

RECEIVED  
JUL 15 2014  
MAYOR'S OFFICE

RE: RFP for Publishing 2015 City minutes

For the Legal & Finance committee to consider publishing some city minutes in the Native Sun News.

We realize the Rapid City Journal will be the legal newspaper of record for Rapid City as they are a daily publication, but once again the Native Sun News is trying to reach out to the 20,000 plus Native Americans living here in town. This diverse group spends their income on groceries, shopping for household necessities sending the children to the public school system and pay taxes to this community. The city should recognize them as citizens of Rapid City and keep them informed about how our city government affects their lives and their livelihood.

The Native Sun News is in its sixth year of business and we have not changed our advertising rates. The quote that was given in last year's RFP to the City Council is still the same. We would refile a proposal that include legal line rate publication in SAU (standard ad unit) 8 point type of 0.2822 cents per line. Classified line rate would be \$1.85 a line or a box rate is \$10.00 per column inch, display or run of paper is \$16.00 per column inch. Our surveys show that Native Sun News changes hands at least 6 times and this would place our weekly readership about 5400.

We are the largest weekly in the state of South Dakota according to the South Dakota Newspaper Association and have won 11 awards in the Annual Newspaper Association Annual convention this year, four first place awards for investigative reporting. We are a grass root publication that endeavors to educate and inform the general public and open diversity in the Rapid City area and build the gap between native and non-native issues. Our readership has a pass-along readership that is a common phrase in this industry as six readers per paper and with us being a weekly we have a very long shelf life. There are THREE things that bring NEW money into Rapid City. The first is TOURISM and among the many tourists currently visiting Rapid City and the Black Hills are Europeans and Asian citizens who have expressed an extreme interest in Native Americans and their unique history.

SECOND is the Ellsworth Air Force Base and the THIRD in the Native American community both local and from the surrounding Indian reservations. Without this mix Rapid City would not have the growth which it is currently experiencing.

Rapid City has always made an effort to reach out to Ellsworth and to the tourist trade, but has forever failed to understand the significant financial contributions the Indian community makes to the economic growth of this community.

We believe it is high time this situation is remedied.

Jackie Giago  
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