



CITY OF GILLETTE

Administration
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MEMORANDUM

Date: December 31, 2014

To: J. Carter Napier, City Administrator

From: Joe Lunne, Public Information Officer *JL*

Re: Designation of Official Newspaper

City Administration sent letters to each of the two local newspapers (Gillette News-Record and the Campbell County Observer) on November 20, 2014 informing them of the City of Gillette's intent to designate the official newspaper at the January 6, 2015, City Council meeting. The letter also requested each newspaper submit a proposal for the cost of the legal ads, as well as to confirm that the newspaper would meet the legal requirements under State Statute to be designated as an official newspaper. The proposals were due in City Administration by Friday, December 12th.

The statutory requirements are:

In order for a newspaper to be considered as the City's official newspaper it must have been "regularly issued at least once each week for a period of fifty-two (52) consecutive weeks prior to the date of the first publication of such notice or advertisement, has a paid circulation of at least five hundred (500) and each page is not less than ten (10) inches by fourteen (14) inches in size.

The Gillette News-Record submitted their proposal on time. While the Campbell County Observer submitted their proposal after the deadline had passed. Both the Gillette News-Record and the Campbell County Observer submitted letters (see attachments) with their proposals for the cost of the legal ads:

Campbell County Observer - \$5.00 per column inch

Gillette News-Record - \$5.75 per column inch

Both newspapers also confirmed that they meet the state statute's requirements for publishing period, paid circulation, and size. The News-Record stated its circulation as "averaging 8,000 per day", while the Observer stated they, "have more than 500 paid distribution."

It's worth noting that the process of advertising legal notices is extremely important to the City of Gillette, both for notification of bids, minutes, planning information, and budget information, but also because the approved ordinances to not go into effect until they are published. Meeting the deadlines of legal notices should not be taken for granted.