

(R-90-2144)

RESOLUTION NUMBER R- 276107

ADOPTED ON JUL 09 1990

A RESOLUTION ESTABLISHING COUNCIL POLICY  
100-15 ENTITLED "OFFICIAL CITY ADVERTISING."

WHEREAS, San Diego City Charter section 113 requires the City to place all official advertising in the City's official newspaper, which shall be a newspaper of bona fide daily circulation and which has been regularly published in the City for at least two years; and

WHEREAS, it is often to the City's advantage, and the advantage of specific segments of the population and certain communities, for the City to supplement this advertising with advertising in a community newspaper or newspapers; and

WHEREAS, smaller local publications have not had an opportunity to participate in official advertising for the City; and

WHEREAS, it is now deemed appropriate to provide such opportunity for smaller publications to participate in the process; NOW, THEREFORE,

BE IT RESOLVED, by the Council of The City of San Diego, that Council Policy 100-15 entitled "Official City Advertising," be and hereby is approved and adopted, expressing the policy of the City Council and The City of San Diego in this regard to be as set forth in Administrative Regulation 25.80, entitled "Official City Advertising Published by The Official City Newspaper and By Auxiliary Publications."

BE IT FURTHER RESOLVED, that the terms and provisions of Administrative Regulation 25.80, dated April 30, 1990, are fully incorporated in Council Policy 100-15, attached hereto and on file in the office of the City Clerk as Document No. RR- 276107

BE IT FURTHER RESOLVED, that any future amendments or changes to Administrative Regulation 25.80 which affect the purpose and intent of this Policy may be incorporated into this Policy only upon separate and official action of the City Council.

BE IT FURTHER RESOLVED, that the City Clerk is hereby directed to make the necessary changes to the Council Policy Manual, and publish and distribute the new Policy as may be necessary and required.

APPROVED: JOHN W. WITT, City Attorney

By Mary Kay Jackson  
Mary Kay Jackson  
Deputy City Attorney

MKJ:mb  
06/12/90  
Or.Dept:Council-Pratt  
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CITY CLERK'S OFFICE  
SAN DIEGO, CA

## COUNCIL POLICY 100-15

### BACKGROUND

San Diego City Charter section 113 requires the City to place all official advertising in the City's official newspaper, which shall be a newspaper of bona fide daily circulation. Official advertising includes all advertising required by law to be published.

Often, however, it is to the City's advantage and to the advantage of specific segments of the population and certain communities for the City to supplement this advertising with advertising in a community newspaper or newspapers.

### PURPOSE

It is the intention of the City Council to establish a policy of uniform guidance and procedures for all officials of The City of San Diego, their appointed staff personnel, and members of City boards, commissions and committees, as it relates to Official Advertising.

### POLICY

The policy of the City Council and The City of San Diego in regard to Official Advertising shall be as set forth in Administrative Regulation 25.80 entitled "Official City Advertising Published by the Official City Newspaper and by Auxiliary Publications." The terms and provisions of Administrative Regulation 25.80, dated April 30, 1990, are fully incorporated into this Council Policy. Any future amendments or changes to the cited administrative regulations which affect the purpose and intent of this Policy may be incorporated into this Council Policy only upon separate and official action of the City Council.

RR- 276107  
DOCUMENT NO. \_\_\_\_\_  
FILED \_\_\_\_\_ JUL 09 1990  
OFFICE OF THE CITY CLERK  
SAN DIEGO, CALIFORNIA

R- 276107

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JUL 09 1990

Passed and adopted by the Council of The City of San Diego on..... ,  
by the following vote:

Council Members	Yeas	Nays	Not Present	Ineligible
Abbe Wolfsheimer	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ron Roberts	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
John Hartley	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
H. Wes Pratt	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Linda Bernhardt	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
J. Bruce Henderson	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Judy McCarty	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bob Filner	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mayor Maureen O'Connor	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

AUTHENTICATED BY:

MAUREEN O'CONNOR  
Mayor of The City of San Diego, California.

(Seal)

CHARLES G. ABDELNOUR  
City Clerk of The City of San Diego, California.

By *Charles G. Abdelnour* Deputy.

Office of the City Clerk, San Diego, California

Resolution Number **R-276107** Adopted **JUL 09 1990**