



City of Hermosa Beach

City Hall
1315 Valley Drive
Hermosa Beach, CA 90254

Staff Report

File #: REPORT 20-0486, Version: 1

Honorable Mayor and Members of the Hermosa Beach City Council Regular Meeting of July 28, 2020

EASY READER 50th ANNIVERSARY AD (City Manager Suja Lowenthal)

Recommended Action:

Staff recommends that the City Council consider a request from Mayor Mary Campbell and Mayor Pro Tem Massey funding a half- or full-page ad celebrating the Easy Reader's 50th anniversary and encouraging constituents and South Bay neighbors to support a free and local press.

Background:

Founded in 1970, the Easy Reader is a weekly newspaper published every Thursday and delivered to homes in Hermosa Beach, Manhattan Beach, and Redondo Beach (Beach Cities/South Bay, California), with a circulation of approximately 45,000 weekly (70,000 first Thursdays include Palos Verdes), offering local news and extensive entertainment listings. It is the legally adjudicated newspaper for the cities of Hermosa Beach and Redondo Beach.

Fiscal Impact:

The Cost of a half page ad in the Easy Reader is approximately \$600.
The Cost of a full-page ad in the Easy Reader is approximately \$1100.
Funds for this are available in the Perspective Expenditures account.

Respectfully Submitted by: Eduardo Sarmiento, City Clerk

Noted for Fiscal Impact: Viki Copeland, Finance Director

Legal Review: Mike Jenkins, City Attorney

Approved: Suja Lowenthal, City Manager