

June 9, 2011

***City Currents* brings together updates and advertising in local newspapers**

Extra! Extra! Read all about it – all the updates, in one place, each time you read the newspaper!

The City of Campbell River will soon launch all-in-one advertising in local newspapers. *City Currents* will be published by both local newspapers, consolidating all City ads in a single block of visually appealing updates that will appear in a consistent location each issue. *City Currents* will appear on the inside back page in *The Courier-Islander* and in the front section of *The Campbell River Mirror*.

“We’re aiming to serve readers better by providing all City information together in a consistent location,” says Laura Ciarniello, the City’s general manager of corporate services. *“From legal notices to open houses and service reminders, we want to make it easier for people to know what’s happening.”*

As part of a six-month trial, all information about City services, events and initiatives, as well as a *Did you know?* section will be included in *City Currents*. *“The Did you know? section should also help raise awareness by sharing fast facts about important City information,”* Ciarniello says, adding that public feedback on the new format is welcome.

Information that could appear in the *Did you know?* section includes:

- Answers to frequently asked questions or clarifications of misinformation
- Timely items that would also appear on the City’s website under *What’s New*
- Reminders of previously advertised information (open houses, events, service changes, etc.)

“City Currents will be provided for readers within the City’s existing operating budget,” Ciarniello says. *“Departments already have advertising expenses factored into their budgets, and these funds will pay for the ad space they purchase within the new City Currents format.”*

Readers are advised that the size of the *City Currents* space will shrink or grow to fit the amount of space needed. If there are no ads for a certain newspaper issue, *City Currents* will not appear.

“We want to thank our partners at The Mirror and The Courier-Islander for their assistance in working with us to launch this initiative. We appreciate their flexibility and commitment to working with us to meet community information needs,” Ciarniello adds.

The City of Campbell River purchases advertising to inform the public of specific Council decisions, upcoming public meetings and events, programs, issues and services. *City Currents* will be exclusively for promotion of City services and activities.

“Since both newspapers have similar distribution numbers, and since no recent local newspaper readership survey is available, it makes sense for us to advertise consistently in both newspapers to ensure our information reaches as many readers as possible,” Ciarniello adds.

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