

June 20, 2017

Lara Weisiger
City Clerk
City of Alameda
2263 Santa Clara Avenue
Alameda, CA 94501

Dear Lara,

I am writing to you regarding the Alameda Journal and its bid for Legal advertising for the City of Alameda, fiscal year 2018. My understanding of the concerns raised by the publishers of the Alameda Sun is addressed below.

The Alameda Journal is staffed by local citizens who live, work, and raise their families in local communities. We work with local businesses with their marketing needs. We research, gather, photograph, and responsibly report on the local news of impact and interest to the region. In short, our employees contribute to the economic success of the region. As such, the Alameda Journal remains an outstanding source for local news and information for the residents of the City of Alameda who use this information to manage their daily lives.

To clarify, the Alameda Journal's circulation is audited by the Alliance for Audited Media, and has been since March of 2012. Based on the latest available quarterly audit, the circulation of the Alameda Journal is 18,012* households.

In closing, it is our belief that the Alameda Journal remains a strong partner to the City of Alameda for its Legal advertising needs.

As always, we appreciate your business and look forward to continuing our long standing relationship with the City of Alameda. In the meantime, if I can be of further assistance, please don't hesitate to contact me.

Best regards,

Julie Bouslog
Director, Community Information
Bay Area News Group
Email: jbouslog@bayareanewsgroup.com
Phone: 925-943-8010

Re: 5-E
6/20/2017

*Source: AAM Q1 2017 Quarterly Data Report

LARA WEISIGER

From: Trish Spencer
Sent: Monday, June 19, 2017 3:55 PM
To: LARA WEISIGER; Jill Keimach; Janet Kern
Subject: Fwd: The Alameda Sun

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From: Dennis Evanosky
Sent: Monday, June 19, 3:40 PM
Subject: The Alameda Sun
To: Trish Spencer, Malia Vella, Frank Matarrese, Marilyn Ezzy Ashcraft, Jim Oddie

Dear City Councilmembers,

Eric and I were not surprised to see City Staff recommend that you take the Alameda Journal's bid over ours for your legal advertising. I cannot, however, express how deeply disappointed we were. Councilmembers, the Journal has quoted you a price that no one could ever compete with and keep its doors open. As a member of a nation-wide company, they are able to do this.

The Alameda Journal is part of the Bay Area News Group, which is owned by a Denver, Colorado, company, Digital First Media. That company, in turn, traces its ownership to a hedge fund in New York City, Alden Global Capital. Last year, Digital First Media cut 30 percent of its Bay Area workforce. In addition, Digital First recently laid off the copy editors at the East Bay Times (which, by the way, gobbled up the Alameda Times-Star). The journalists at the East Bay Times learned that they were losing their copy editors shortly after they had won a Pulitzer Prize.

We have paperwork from the Journal that shows their circulation at 16,352, not the 23,000-plus that they claim. We checked with Verified Audit. The Journal was running this company's logo in its paper, claiming it has a current audit. We informed Verified Audit and learned that they have not audited the Journal in five years. The company immediately contacted the Journal and told it to remove its logo. We are puzzled as to why the City made an audit a requirement for your business and then, it seems, ignored this requirement with the Journal.

The Alameda Sun, on the other hand, is a locally owned newspaper. The Sun is giving you more for your money. We pride ourselves in the appearance of our newspaper. Other than a broader circulation, the physical paper itself is wider and our type size is larger and more legible. The quality of our newsprint allows for a more durable newspaper, resulting in a higher-quality product. We also will not be hiding your legal ads among so many others that cover the entire East Bay and beyond.

And as for Alden Global Capital, the place where the City's money would ultimately head?

"We've known for a long time that this hedge fund values little beyond its bottom line. Laying off people (the above-mentioned copy editors) in this fashion only underscores that truth," local guild president Derek Moore said.

Eric J. Kos and Dennis Evanosky

Publishers

Alameda Sun