



CITY OF WASILLA

290 E. HERNING AVE.
WASILLA, ALASKA 99654-7091
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INFORMATION MEMORANDUM

No. 97-57

From: The Clerk's Office
Date: 09/11/97
RE: Proposal submitted by Artist Video Team (AVT) Productions

At the request of the City Council, AVT Productions submitted a proposal for advertising (see attached proposal). Based on FY-97, the Clerk's Office placed approximately 5 adds per month in the Frontiersman for a total of \$10,817.60. The advertising consisted of the publication of the Agenda, Election News, Special Meetings, Public Hearings, Notices of Special Assessment Districts, and misc. notices.

Per the Wasilla Municipal Code 2.60.140, Public Hearing Notice (Special Assessment Districts); Notice of public hearing shall be published in a newspaper of general circulation within the City at least once in each of any two (2) consecutive weeks prior to the week fixed for the hearing.

Wasilla Municipal Code 4.08.020, Notice of Election; The Clerk shall publish a notice of each election at least twice in one or more newspapers of general circulation in the City of Wasilla.

Wasilla Municipal Code 1.20.020 (c), Ordinance Procedure; A summary of the ordinance and its amendments shall be *published* together with a notice of time and place for public hearing.

Wasilla Municipal Code 2.08.010 (c), Regular Council Meeting; Public notice shall be given of the regular meeting and the location.

Webster's II; Publish - To issue and prepare (printed material) for public distribution or sale.

At this point in time, we are only able to utilize AVT Productions for Notice of Regular Council Meeting, and misc. notices. Based on the scheduled council meetings, and estimated work-sessions, we would place approximately 28 adds per fiscal year with AVT Productions for a total amount of \$560.00.

Recommend that if Council directs the Clerk's Office to utilize AVT Productions, that it be used as a supplement to publications in a newspaper.

APPROVED

DATE: 9/22/97

BY: H. Davis



PRODUCTIONS

PROPOSAL FOR THE CITY OF WASILLA

SEPTEMBER 9, 1997

290 EAST HERNING AVENUE
WASILLA, AK 99654

ADVERTISING ON "VALLEY NEWS"

AVT PRODUCTIONS IS PROPOSING THE FOLLOWING EXPOSURE TO THE CITY OF WASILLA.

"VALLEY NEWS" WILL AIR ALL OF THE UPCOMING EVENTS, MEETINGS, PUBLIC NOTICES, ETC. THAT ARE RELATED TO CITY BUSINESS FOR \$20.00 PER AIRING.

"VALLEY NEWS" AIRS ON WEDNESDAY AND FRIDAY AT 10:30 P.M. AND ON SUNDAY AT 6:30 P.M. OUR GOAL IS TO WORK WITH THE CITY COUNCIL AND THE CITY ADMINISTRATION THROUGHOUT THE YEAR TO GIVE AS MUCH EXPOSURE AS POSSIBLE.

FOR ANY 30-SECOND COMMERCIALS THAT THE CITY WOULD LIKE TO AIR ABOUT ANY EVENTS, AVT WILL CHARGE A DISCOUNTED PRICE OF \$50 PER SPOT ON OUR WEEKLY SHOWS AND \$75 PER SPOT ON OUR SUNDAY EDITION OF "VALLEY NEWS".

"VALLEY NEWS", IN A POLL LAST FEBRUARY BY HELLENTAHL AND ASSOCIATES, SHOWS THAT 80.6% OF THE MAT-SU VALLEY IS WATCHING "VALLEY NEWS". WE AT AVT ARE HAPPY TO LET OUR CUSTOMERS TAKE ADVANTAGE OF SUCH EXPOSURE.

PLEASE FAX ALL ANNOUNCEMENTS TO AVT PRODUCTIONS AT 376-2881 AND INCLUDE THE AMOUNT OF AIR TIME YOU DESIRE FOR THAT EVENT.

CONTACT PERSON AT AVT: SCOTTI MacDONALD at 376-9095.