



## The Corporation of the Town of LaSalle

<b>Date</b>	April 2, 2019	<b>Report No:</b>	CAO-C&P-09-19
<b>Directed To:</b>	Mayor and Members of Council	<b>Attachments:</b>	Report CAO-C&P-05-19
<b>Department:</b>	Administration	<b>Policy References:</b>	
<b>Prepared By:</b>	Dawn Hadre, Corporate Communication and Promotions Officer		
<b>Subject:</b>	Town Page in LaSalle Post		

### **RECOMMENDATION:**

For Council's consideration.

### **REPORT:**

At the March 7, 2019 Strategic Planning Promotion/Communication Committee meeting, members discussed the option of placing a full page advertisement in the LaSalle Post to make the community aware of upcoming programs, services and events (Report CAO-C&P-09-05 is attached). The following resolution was made:

Moved By: Councillor Desjarlais  
Seconded By: Councillor Renaud

That the report from the Corporate Communication and Promotions Officer dated February 25, 2019 (CAO-C&P-05-19) regarding the cost of implementing a full-page monthly publication in the LaSalle Post to share information with the senior population BE RECEIVED and that sharing information in this type of platform at a cost of approximately \$1,190.00 plus HST per month BE AUTHORIZED in principle and that a follow-up report be provided at a future meeting.  
Carried.

The LaSalle Post is delivered to about 10,000 homes in LaSalle through the Windsor Star or the Star Review Ad Bundle. It is possible that some residents have chosen not to receive the Windsor Star and/or the Star Review Ad Bundle, which means they would not receive the LaSalle Post at their home.

About 500 copies are available free of charge at some convenience stores, businesses, Zehrs, Windsor Crossing Premium Outlet, Vollmer Complex and the LaSalle Civic

Centre. The free copies do have a tendency to run out, depending on the stories in each issue.


A digital version of the LaSalle Post is not available (and is not included in the digital version of the weekly ads). Administration could share the advertisement with the community on the Town's website and social media pages.

Options include printing the advertisement monthly, bi-monthly or quarterly. Information would be gathered from all departments to include in the advertisement. This project will be accounted for in the Strategic Plan Budget.

Respectfully submitted,



Dawn Hadre  
Corporate Communication and Promotions Officer

Reviewed by:							
CAO 	Treasury	Clerks	Env. Services	Planning	Parks & Rec	Building	Fire



The Corporation of the Town of LaSalle

<b>Date</b>	February 25, 2019	<b>Report No:</b>	CAO-C&P-05-19
<b>Directed To:</b>	Strategic Planning Promotion/Communication Committee	<b>Attachments:</b>	
<b>Department:</b>	Administration	<b>Policy References:</b>	
<b>Prepared By:</b>	Dawn Hadre, Corporate Communication and Promotions Officer		
<b>Subject:</b>	Town Page in LaSalle Post		

**RECOMMENDATION:**

For the Strategic Planning Promotion/Communication Committee's consideration.

**REPORT:**

In response to a request from Council, administration has investigated the cost to place a full-page of municipal-related information in the LaSalle Post once a month. To print in spot-colour (black and white and one other colour), the advertisement would cost approximately \$1,190 plus HST per month. This would be done in an attempt to share information with the senior population of LaSalle, some of whom have indicated that they would appreciate receiving information in this type of platform.

In December 2017/January 2018, administration conducted a survey in the community about communications. The survey was shared on social media and through the LaSalle Messenger community newsletter. Of the 210 respondents, just over 50% indicated that they find out Town news through the LaSalle Post, and just under half of the respondents find out event information through the LaSalle Post (Facebook was the number one answer for both questions). This supports the suggestion from the senior population that residents do read the LaSalle Post expecting to find municipal news and event information.

As a reminder, information is currently shared with the public in a number of ways: Town website (individual pages and news/announcements page), Facebook, Twitter, Instagram, monthly email blast, tax/water bill inserts, LaSalle Messenger Newsletter (printed twice a year), LaSalle Community Guide (printed annually), school newsletter (printed 3-4 times annually), flyers, media releases/public service announcements, activity guide, advertisements, lobby screens and outdoor digital signs.

Many departments place advertisements in the LaSalle Post throughout the year. Some of the information in those advertisements could be included in the larger monthly advertisement (depending on the timing of the notice) reducing the need for so many advertisements throughout the year (ex. public information centres, job openings, events, holiday hours etc.). The page could also include interesting facts and information about the history of LaSalle.

The page would be published once a month, and would include information from all departments as required. It would be similar to the Community Page that was published monthly in the LaSalle Silhouette. It would be printed on the same week each month so that it will become familiar. This advertisement will not affect the distribution of media releases/public service announcements as we would continue to share information with all local media.

Respectfully submitted,

A handwritten signature in black ink, appearing to read 'D. Hadre'.

Dawn Hadre  
Corporate Communication and Promotions Officer