

**TAYLORSVILLE CITY COUNCIL  
AGENDA ITEM SUMMARY**

**MEETING DATE:** January 8, 2014

**AGENDA ITEM:** Discussion of City Newsletter Options

**PUBLIC HEARING REQUIRED:** YES  NO

**RESOLUTION/ORDINANCE REQUIRED:**

**ORDINANCE**  **RESOLUTION**  **NONE**

**PRESENTER:** John Inch Morgan

**ISSUE SUMMARY:**

Discussion of options for a City newsletter (see attached correspondence from Boyd Petersen with Valley Journals)

**STAFF RECOMMENDATION:**

**CITY ATTORNEY (Approved as to form):** N/A

**ACTION REQUIRED:** Discussion only

**ATTACHMENTS:** Correspondence from Boyd Petersen with Valley Journals

**CONTACT FOR FURTHER INFO:** John Inch Morgan

On 12/30/13, 9:52 AM, "Boyd Petersen" <[boyd@valleyjournals.com](mailto:boyd@valleyjournals.com)> wrote:

>Mayor, City Council and city staff,

>

>Over the last two weeks we have been doing year-end reviews of the  
>various Journals. After much study and discussion, we have determined  
>that we need to further streamline our organization and product offerings.

>

>When we discontinued publication of some Journals last year, we made  
>the decision to continue publishing some marginally producing papers.

>

>However, the economy has continued to take its toll on all newspapers,  
>from dailies to community newspapers. Advertising revenues have  
>diminished, and while our readership has remained strong, continuing  
>all eight of our community newspapers as print products is no longer  
>economically feasible.

>

>So beginning in January, we will publish five papers on a monthly  
>basis: the Cottonwood/Holladay Journal, Murray Journal, Draper Journal,  
>South Valley Journal and our new South Jordan Journal. Publication has  
>ceased on Journals in Sandy, Taylorsville/Kearns, West Valley (after  
>the January issue) and West Jordan. While we sincerely regret having to  
>suspend publication of those printed products, we feel the need to  
>focus on the newspapers that are economically solvent.

>

>I assure you that our commitment to community news will be as strong as  
>ever. We will continue to publish information as it's provided to us  
>online in each of our community newspapers' websites, as well as on  
>Facebook and Twitter. That means community events and awards for  
>residents as we receive them will be published online, in addition to  
>senior center news and library events. Should the economy rebound in  
>the future, we will consider starting printed publications in those  
>areas we've served for more than a decade.

>

>In addition, beginning Jan. 1, I will be stepping back from some of my  
>responsibilities to work on other projects. Tom Haraldsen will assume  
>the role of publisher for The Valley Journals. He has been the  
>assistant managing editor for the papers, as well as editor  
>specifically for four of our community newspapers, for almost 12 years  
>and I have every confidence that he will do a great job.

>

>Though I am relinquishing my position as publisher, I will remain as  
>owner and sales manager and will continue to be involved regularly in  
>the operation of our newspapers.

>

>Sincerely,

>

>Boyd Petersen

>Publisher, The Valley Journals

>(801) 580-3310

>[boyd@valleyjournals.com](mailto:boyd@valleyjournals.com)

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