

For Information Only

Newspaper Subscriptions

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Recommendation

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Background

At the Finance Committee meeting of October 13, 2009, Council requested a report identifying the number and annual costs of subscriptions that City staff currently receive.

The Greater Sudbury Public Library makes a number of periodicals and newspaper subscriptions available for citizens to read and use in the various library branches across the community. The subscriptions associated with the Greater Sudbury Public Library are not included in this report. Also not included in this report are those subscriptions which City staff receive as part of their professional dues, as for example "Ontario Reports" which are included with membership in the Law Society of Upper Canada, and which dues are mandatory for those practicing law in Ontario.

Early in 2010, the financial records were searched and the subscriptions that are most common are the group subscription to Municipal World and subscriptions to various newspapers identified below:

Globe and Mail	9 staff subscriptions	\$3,968
National Post	1 staff subscription	\$ 430
Sudbury Star	31 staff subscriptions	\$7,067
Toronto Star	8 staff subscriptions	\$5,088

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The subscriptions were reviewed against the criteria that:

- For many users, electronic versions of the newspapers provide most of the primary content required by staff
- Users in the same physical area can share print based subscriptions for those items which are not covered in the electronic version of the newspaper
- No single individual should receive their “own” newspaper
- Newspapers for which there is a single user in a physical location, must meet a corporate need (i.e., job search by citizens accessing the service)

Based on these criteria a number of subscriptions will be cancelled and the number of staff subscriptions will be reduced so that there are no more than two local and one national newspaper per floor in the TDS/Provincial Building complex. The handful of individual subscriptions outside the building will be reviewed against specific corporate needs.

Arrangements have been made to cancel twenty subscriptions, representing 41% of the subscriptions, beginning this spring and continuing through the year as the subscription periods expire. Affected staff are being advised of the review criteria and of the locations of the remaining paper copies of the newspapers. They are also being reminded of the CGS clipping service and how to access that content on the Intranet and through mailing lists. All newspaper subscriptions will go through a centralized approval process to ensure that these targets are met. The remaining subscriptions will be monitored for appropriateness and frequency of use and further cancellations may be forthcoming.

Globe and Mail - Reduced from 9 subscriptions to 4, saving \$2,055
National Post - Remains at one subscription, no saving
Sudbury Star - Reduced from 31 subscriptions to 18, saving \$2,963
Toronto Star - Reduced from 8 subscriptions to 6, saving \$1,272

The savings achieved by cancelling twenty newspaper subscriptions will be \$6,290 or 39%.

The City Clerk surveyed those who currently receive Municipal World through the corporate group subscription. Several staff and Councillors have indicated that their print subscriptions can be cancelled and other staff have offered to read a shared copy of Municipal World. The number of Municipal World subscriptions will be reduced from twenty-five subscriptions to between six and eight subscriptions, saving between \$650 and \$762 depending on the final number of subscriptions remaining.

Staff will continue to monitor opportunities to reduce the number of subscriptions that are not associated with professional memberships and membership dues.