

CITY OF NEW ORLEANS
CHIEF ADMINISTRATIVE OFFICE

POLICY MEMORANDUM No. 37 (R)

August 21, 2001

TO: All Departments, Boards, Agencies and Commissions

FROM: Cedric S. Grant, Chief Administrative Officer

SUBJECT: NEWSPAPER AND ELCTRONIC ADVERTISING OF OFFICIAL NOTICES

I. PURPOSE.

The revised policy memorandum is to announce the procedure for the publication of official notices; to require the electronic publication of official notices on the City's website; to require the broadcast of official notices on the City's cable access channel; to require review and approval by the Chief Administrative Officer of all request for any advertisements in the classified section of the newspaper; and establish a procedure for requesting exceptions to these requirements.

II. POLICY.

The newspaper publication in display ad format of all official notices is prohibited. All official notices shall be published in the "Official Notices" section of the City's official journal and shall simultaneously be published on the City website and broadcast on the City's cable access channel. All ads taken out in the classified section of any newspaper must first be approved by the Chief of Administrative Officer.

III. PROCEDURE.

- A. The publication of official notices in the City's official journal in display ad format is prohibited. All official notices are to be published in the official section of the City's official journal.
- B. Any department, board, agency, or commission which desires to publish any official notice in the City's official journal shall submit a copy of the official notice to be advertised to the Clerk of Council seven (7) business days prior to publication.
- C. The request for publication shall contain the desired dates of publication and the notice to be published shall be carefully proofread in order to avoid publication errors.
- D. At the same time the official notice is being submitted to the Clerk of Council for publication, copies shall be submitted electronically to the Management Information Services (MIS) division of the Chief

Administrative Office for publication on the City's website and to the Utilities Department for broadcast on the City's cable access station. Notices shall be sent by e-mail to MIS at *cawebmad*, and to utilities at *cawebmpa*. Notices sent to MIS and Utilities shall have a publication/broadcast start and end date.

- E. All requests sent to the Clerk of Council for publication in the classified section of the newspaper rather than the official notices section must be approved by the Chief Administrative Officer to publication. All such request must be received by the Chief Administrative Officer at least ten (10) business days prior to publication.
- F. Any department, board, agency or commission which desires to request an exception to the display ad prohibition established by this memorandum must submit its exception request directly to the Chief Administrative Officer at least ten (10) business days prior to publication. The request for exceptions must describe in detail why it is necessary for an official notice to be published in display ad format, and must indicate the proposed funding source.

IV. INQUIRIES.

All questions concerning this policy memorandum shall be addressed to the Chief Administrative Office at 565-6551 or 565-6522.

CSG/FJM/emk