

RESOLUTION  
ROCK COUNTY BOARD OF SUPERVISORS

Lori Stottler  
INITIATED BY

Lori Stottler  
DRAFTED BY

Finance Committee  
SUBMITTED BY

September 30, 2011  
DATE DRAFTED



DESIGNATING A QUALIFIED NEWSPAPER FOR ALL ROCK COUNTY LEGAL PUBLICATIONS FOR 2012

- 1 **WHEREAS**, per Wisconsin State Statute. 985.03(1)(a), the Rock County Board may designate a
- 2 qualified newspaper as certified by the Department of Administration having a general circulation in the
- 3 county as its official newspaper; and,
- 4
- 5 **WHEREAS**, the Rock County Board of Supervisors designated one official newspaper for all legal
- 6 publications beginning in 2003 in accordance with County policy stating that legal publications are to
- 7 be published in the Beloit Daily News in odd years and Janesville Gazette in even years, alternating
- 8 publishing years between the two newspapers; and,
- 9
- 10 **WHEREAS**, Rock County's budgeted expense for legal notices is reduced with the designation of an
- 11 official county newspaper.
- 12
- 13 **NOW, THEREFORE, BE IT RESOLVED**, that the Rock County Board of Supervisors duly
- 14 assembled this 27<sup>th</sup> day of October, 2011, does hereby designate The Janesville Gazette as the
- 15 official county newspaper for all county legal publications for 2012.

Respectfully submitted,

**FINANCE COMMITTEE**

Mary Mawhinney  
Mary Mawhinney, Chair

Sandra Kraft  
Sandra Kraft, Vice Chair

J. Russell Podzilni  
J. Russell Podzilni

Mary Beaver  
Mary Beaver

David Diestler  
David Diestler

FISCAL NOTE:

This resolution designates the The Janesville Gazette as the County's official newspaper for 2012. Designating one newspaper results in publication cost savings.

Jeffrey A. Smith  
Jeffrey A. Smith  
Finance Director

LEGAL NOTE:

The County Board is authorized to take this action pursuant to sec. 985.05(1), Wis. Statutes.

Jeffrey S. Kuglitsch  
Jeffrey S. Kuglitsch  
Corporation Counsel

ADMINISTRATIVE NOTE:

Recommended  
Craig Knutson  
Craig Knutson  
County Administrator

11-10B-493

## Executive Summary

Since 2003, the County Board has alternated between the Beloit Daily News and The Janesville Gazette as the "Official" newspaper to publish notices, minutes and facsimile ballots in.

The budget for public and legal notices as related to the County Board (agendas, minutes, etc.) are budgeted through Administration; while Election notices are budgeted in the County Clerk's office. Since it is the statutory obligation and duty of the County Clerk to Clerk board meetings and file minutes, bills for publishing minutes are sent to my office for approval via Newspaper Certification. Agendas are drafted and sent to the newspaper through the Administrator's Assistant and filed on the 5<sup>th</sup> Floor.

Every two years, newspapers are required to have their rates for publishing approved by the DOA, State Bureau of Procurement. Certification requirements are reviewed and legal notice rates are updated every two years pursuant to Chapters 10 and 985 of the Wisconsin Statutes.

### Rates for the Beloit Daily News from 2010-2011 have consistently been:

Paid Circulation: 11,898	Telephone: (608) 365-8811
Circulation Adjust: 15%	Fax: (608) 365-1420
Day(s) Published: MTuWThFSa	E-Mail: advertising@beloitdailynews.com
County: Rock	Parent Co.: The Hagadone Corporation

Font(s)	Point Size	Alphabet Length	Column Width	Font Base	ADJUSTED RATES	
					First Insert	Subsequent Insert
Helvetica	7	90	9.60	0.5805	0.6675	0.5244
Helvetica	7	90	20.00	1.2093	1.3907	1.0926
Helvetica	7	90	30.60	1.8503	2.1278	1.6716
Helvetica	7	90	41.00	2.4791	2.8510	2.2397
Helvetica	7	90	51.60	3.1200	3.5881	2.8188
Helvetica	7	90	62.00	3.7489	4.3112	3.3869

### Rates for the Janesville Gazette from 2010-2011 have consistently been:

Paid Circulation: 19,484	Telephone: (608) 755-8354
Circulation Adjust: 45%	Fax: (608) 754-8038
Day(s) Published: SuMTuWThFSa	E-Mail: legals@gazetteextra.com
County: Rock	Parent Co.: Bliss Communications

Font(s)	Point Size	Alphabet Length	Column Width	Font Base	ADJUSTED RATES	
					First Insert	Subsequent Insert
Helvetica Bold	6.5	98	10.60	0.5886	0.8535	0.6705
Helvetica Bold	6.5	98	21.90	1.2161	1.7634	1.3853
Helvetica Bold	6.5	98	33.00	1.8324	2.6570	2.0874
Helvetica Bold	6.5	98	44.30	2.4600	3.5670	2.8022
Helvetica Bold	6.5	98	55.60	3.0875	4.4768	3.5170
Helvetica Bold	6.5	98	66.90	3.7150	5.3867	4.2318
Helvetica Bold	10	140	10.60	0.4120	0.5974	0.4694
Helvetica Bold	10	140	21.90	0.8513	1.2343	0.9697
Helvetica Bold	10	140	33.00	1.2827	1.8599	1.4612
Helvetica Bold	10	140	44.30	1.7220	2.4969	1.9616
Helvetica Bold	10	140	55.60	2.1612	3.1338	2.4619
Helvetica Bold	10	140	66.90	2.6005	3.7707	2.9623
Helvetica Bold	18	250	10.60	0.2307	0.3346	0.2628
Helvetica Bold	18	250	21.90	0.4767	0.6912	0.5430
Helvetica Bold	18	250	33.00	0.7183	1.0416	0.8183
Helvetica Bold	18	250	44.30	0.9643	1.3983	1.0985
Helvetica Bold	18	250	55.60	1.2103	1.7549	1.3787
Helvetica Bold	18	250	66.90	1.4563	2.1116	1.6589

**MEASUREMENTS:** For purposes of this certification, 1 inch = 6 picas = 72 points.

**RATES:** Wisconsin Statutes establish the standard line rate for publication of legal notices and the biennial adjustment procedure. The adjusted rates for each newspaper are calculated by adjusting for the font alphabet length, the newspaper's column width(s), and paid circulation. (Please refer to s. 985.08(2)(a), Wis. Stats.)

The Beloit Daily News billed us at the 6.5 pt font until 2011, and upon staffing changes began to bill at 7 pt font, causing the 2011 budget for publishing Board minutes to be over substantially. They also reported increased font rates from .4446 in 2009 to .5886 in 2011.

New rates for 2012-13 are due out mid December 2011. Gail Endres of the DOA said to budget 2012 for a minimum increase of 5-10% since rates didn't increase for most since 2008. We will continue to monitor and find ways to be budget conscious and on top of such future 'surprises.'