

Email sent out Oct. 16, 2013 with current advertiser spreadsheet attached. HMG-CN is first publication listed

From: Barlow, Stephanie
Sent: Wednesday, October 16, 2013 8:41 AM
To: Hector Melara
Cc: Logan, Mark B.
Subject: updated BCOP spreadsheet

Hector:

This is the most current spreadsheet I have. I did forward the spreadsheet to Toni Grijalva in Public Affairs and enlisted her assistance in contacting the remaining chambers that I was not successful in contacting. I spoke to her yesterday, and my understanding is that she is still working on contacting them as well (apparently, she hasn't had much more success than I did). She did let me know that she's passing out the postcards at business expos and is talking about it at these various functions as well.

Sincerely,

Stephanie

NEWSPAPER PUBLICATIONS	CITY
Community News	Downey
Downey Patriot	Downey
Downey Gazette	Downtown Long Beach
Long Beach Gazette	Long Beach
La Mirada Lamplighter	La Mirada

INS.	COST	COMMENTS	INITIALS
8	\$250	Brian also owns Downey Beat website, Cerritos Community News, & La Mirada Lamplighter. *FLEXIBLE ON DEADLINES, IF NEED TO PUBLISH ASAP, CALL HINT! Add \$50 for 1 color, \$100 for 2 colors, etc... *See Community News Ad Rates Sheet for more options. *FREE complementary 1x1 ad if advertise w/ Downeybeat.com	PUBLIC
2	\$705	An electronic copy of the newspaper is available every Thursday afternoon on their website, Downeypatriot.com	
2	\$240	Jonathan Chandler's Cell: (562) 400-5550.	
2	\$240	Art Department at <u>no cost</u> (if needed).	
8	\$250	*See Community News Ad Rates Sheet	09-12-13 for 8 r once a we email
2	\$843	Can place a FREE 1x1 ad ONCE in the Community Calendar	

“Brian also owns the Downey Beat, Cerritos and La Mirada websites. FLEXIBLE ON DEADLINES IF NEED TO PUBLISH..”

Email sent out Nov. 6 asking for information which included advertising spreadsheet for next meeting and presentation to the Trustees

From: El Fattal, David
Sent: Wednesday, November 06, 2013 12:14 PM
To: Logan, Mark B.; Hector Melara; Barlow, Stephanie
Cc: Steve Worley; Moore, David C.
Subject: RE: BCOP data needed

I am presenting. I will need the information no later than this Friday the 8th by the close of business.

David

Email sent out Apr 14, 2014 with information to Mark Logan, this is two weeks after HMG-CN published Dr. Lacy's salary article.

From: Barlow, Stephanie
Sent: Monday, April 14, 2014 1:03 PM
To: Logan, Mark B.
Subject: list of publications for BCOP advertising
Importance: High

Mark,

I have attached a listing of the publications we advertised with for the initial bond construction outreach. Please advise if there are any additions/deletions that need to be made. Tilden-Coil has set up outreach workshops on May 30th and June 6th, so we will need to advertise soon for a successful outreach.

Logan forwards to College CFO David El Fattal

From: Logan, Mark B.
Sent: Monday, April 14, 2014 1:42 PM
To: El Fattal, David
Cc: Lacy, Linda; Logan, Mark B.
Subject: FW: List of publications for BCOP advertising

Hello Dave,

I will wait until I hear back from you until Purchasing begins coordinating the ads.

Thank you,

Mark B. Logan, C.P.M., CPPO | Cerritos College | Director of Purchasing
11110 Alondra Blvd., Norwalk CA 90650
Bus: 562-860-2451, ext. 2245 Fax: 562-467-5020
mlogan@cerritos.edu | www.cerritos.edu/purchasing

Fattal says to Logan, "call me to discuss"

From: El Fattal, David
Sent: Tuesday, April 15, 2014 12:59 PM
To: Logan, Mark B.
Subject: RE: List of publications for BCOP advertising

Please call me to discuss further.
 David

Four hours later, Logan sends revised list deleting only HMG-CN

From: Logan, Mark B.
Sent: Tuesday, April 15, 2014 4:45 PM
To: Barlow, Stephanie
Subject: RE: list of publications for BCOP advertising

Attached is the revised list of publications deleting those not to use for future advertising.

Mark B. Logan, C.P.M., CPPO | Cerritos College | Director of Purchasing
 11110 Alondra Blvd., Norwalk CA 90650
 Bus: 562-860-2451, ext. 2245 Fax: 562-467-5020
mlogan@cerritos.edu | www.cerritos.edu/purchasing

NEWSPAPER PUBLICATIONS	CITY	PHONE #	NAME	EMAIL
Downey Community News (owned by Cerritos Community News)	Downey	(562) 407-3873	Brian News	sales@cerritosnews.net
Downey Patriot	Downey	(562) 904-3668	Cristina Gonzales	cristina@thedowneypatriot.com
Downtown Gazette	Downtown Long Beach	(562) 433-2000 x110	Jonathan Chandler	jchandler@gazettes.com
Grunion Gazette	Long Beach	(562) 433-2000 x110	Jonathan Chandler	jchandler@gazettes.com
La Mirada Lamplighter (owned by Cerritos Community News)	La Mirada	(562) 407-3873	Brian News	sales@cerritosnews.net
La Opinion	Los Angeles County	(213) 896-2253	Sylvia Hurtado	sylvia.hurtado@laopinion.com
Long Beach Beachcomber	East Long Beach	(562) 597-8000	Gwen Parker	gwen@longbeachcomber.com
Long Beach Register	Long Beach, Orange County	(562) 552-7752	Angel Hernandez	ahernandez@lbrregister.com
Los Cerritos Community News	Artesia, Cerritos, East Lakewood, Hawaiian Gardens, & La Palma	(562) 407-3873	Brian News	sales@cerritosnews.net
Norwalk/Pico-Rivera Community News (owned by Cerritos Community News)			Brian News	
Paramount Journal	Bellflower, Downey, Long Beach, North Norwalk & Paramount	(562) 556-5434	Daniel Ramirez / Angelina BlackHawk	dramirez@localnewspapers.org
Philippine Tribune		562-413-5173	Val Abeigas	phtribune@aol.com
Press Telegram	Los Angeles County	(562) 499-1236	Tammy Butikofer	lega@s@presstelegram.com

June 9 email, Trustee Salazar requests listing of advertisers after HMG-CN protest.

From: Sandra Salazar (Home)
Sent: Monday, June 09, 2014 12:23 PM
To: Lacy, Linda; CarmenAvalos(Home)
Cc: rsmith@alvaradosmith.com
Subject: f/u from board meeting

Hi Dr Lacy,

what is the estimated date that we will get the f/u information that we requested at last board meeting?
i.e. listing of newspapers we advertise, location of firms of engineering/architect bench, etc?

Thanks, Sandra

--- On Wed, 6/4/14, Sandra Salazar <sandra_salazar99@yahoo.com> wrote:

> From: Sandra Salazar <sandra_salazar99@yahoo.com>
> Subject: Advertising in local papers

June 11 email, Logan explanation for removing HMG-CN for "potential billing problems." Cerritos College used HMG-CN in 2013 with no problems.

From: Logan, Mark B.
Sent: Wednesday, June 11, 2014 2:31 PM
To: Lacy, Linda; El Fattal, David
Cc: Wittig, Andrea; Barlow, Stephanie; Logan, Mark B.
Subject: Board Follow-up: BCOP Outreach List & Costs
Importance: High

Good afternoon,

Please find attached the BCOP Outreach Lists and associated costs to be forwarded to the Board of Trustees (4 attachments total – newspapers, online, chambers, and cost summary).

Cost for 2013 was \$11,963.01 and cost to date for 2014 is currently \$7,156.04.

You will note that some outreach venues were not included in the 2014 outreach efforts due to timing (e.g., Cerritos-Artesia Patch) or we were unable to get in touch with the rep (e.g., Downey Chamber, La Mirada Chamber, etc.). Additionally, some outreach venues were not included in the 2014 outreach efforts because they were newly added to the list and time did not allow (e.g., Sing Tao Newspapers, Chinese Daily News). Los Cerritos Community News, Downey Community News, La Mirada Lamplighter, and Downey Beat were not included in the 2014 outreach efforts due to potential billing issues. It is my understanding that this has now been resolved.