



WAUPACA COUNTY CLERK

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October 10, 2019

TO: Executive Committee

RE: County Official Paper Rotation

At the October 9, 2019 Finance Committee meeting, I presented a letter to the committee, which was included in the packet that you received for the October 15 Executive Committee meeting. In it, I based my recommendation based on a rotation option that the board had indicated in 2013 they preferred.

During discussion at Finance, the option of going to the county paper that had the highest circulation to get information out to as many people as possible vs each paper within the county having the opportunity at the revenue, was debated.

That is why Finance Committee asked that the County Official Paper be discussed with this committee. Finance Committee will then have additional information to decide if they would like to recommend a change and if so, what that change would be.

Below are the circulation numbers for each paper:

- Clintonville Chronicle: Circulation 1,100
- Marion Advertiser: Circulation 1,877
- New London Press Star/Clintonville Tribune Gazette* (They do not separate these): Circulation 2,300.
- Waupaca County Post*: Circulation 3,800 with an additional 500 once a month when the Iola/Scandinavia school has insert.

*Because same content in all MMC products, total circulation of 6,100 to 6,600

If I can provide you with any additional information, please let me know.

Sincerely,

Jill Lodewegen
Waupaca County Clerk