

## 6.2 Council support of Mudgee Guardian

NOTICE OF MOTION LISTED BY CR PERCY THOMPSON  
TO 15 MARCH 2023 ORDINARY MEETING  
GOV400103, GOV400022, A0310019

### MOTION

**That Council consider doing further advertising in the Mudgee Guardian instead of producing the printed *Community News* circular.**

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### Background

The local newspaper is at risk of closure. Many members of the community rely on the Mudgee Guardian for access to important information, so losing it would have a huge impact and Council should be helping to support it or at least compare the production costs of *Community News* versus advertising costs.

### Officer's comments

Council currently distributes *Community News* within the boundaries of the LGA allowing all local residents and ratepayers to be targeted with content. By delivering direct to mailboxes and PO Boxes free of charge, *Community News* is inclusive of all demographics and sectors of the community and is not limited by resident's ability to pay or access to the hard copy newspaper or digital access to the online version of the Mudgee Guardian. *Community News* is produced in audio format (for the visually impaired), in e-edition and video format. Council uses other communication channels to keep the community informed including social media, website and press releases to all media outlets.

Council currently advertises weekly in the Mudgee Guardian regarding a range of issues including DAs, events, road closures and job advertisements.

Council provides a range of press releases to the Mudgee Guardian for publication and distribution of local content.