



Councillor Joe Mihevc
Toronto City Hall
St. Paul's West
Ward 21

May 29, 2012

Ulli Watkiss
City Clerk
Toronto City Hall
100 Queen St. W.
Toronto, Ont. M5H 2N2

Dear Ms. Watkiss,

RE: City's purchase of ads in print media

I am submitting this Administrative Inquiry (under Municipal Code S27-61) to obtain information related to the City's purchasing of advertising space in print media. I am concerned about the fairness with which the City's various departments purchase ad space with print media.

Given the importance of these issues, I request a report looking at the policies that guide the purchasing of advertising and/or how these decisions are made during the current term of council. I request that the report be broken down by department and by media.

Sincerely,

Councillor Joe Mihevc
Ward 21, St. Paul's West