To: Honorable Mayor and Members of the City Council  
From: Councilmember Kriss Worthington  
Subject: Proclamation to celebrate the fifth anniversary of Berkeley Times

RECOMMENDATION
Adopt a proclamation to celebrate the fifth anniversary of Berkeley Times

BACKGROUND
Berkeley Times is an independent newspaper, authored and edited here in this city, and as it masthead attests, it’s truly “a paper for the people of Berkeley.” Rather than printing argument and opinion, it’s a publication that bucks convention by emphasizing true narrative while reflecting on the people and events of the community.

Printed in full-color on bright white paper, it’s beautiful to behold and presented in a fashion that is appealing to young and old readers alike. Written from an intimate perspective and in the vernacular of the day, Berkeley Times not only presents news from every nook and cranny of this town, it celebrates the diversity of this community and reminds us why we all love living here.

On Sunday, November 15, Berkeley Times is celebrating its fifth anniversary, from 2 to 5 p.m. at Ed Roberts Campus (3075 Adeline Street). Berkeley Times has invited its readers, subscribers, and contributors – all who add to its voice – to join in a celebration of the paper’s five years of serving “one of the most extraordinary communities in the world”.

FINANCIAL IMPLICATIONS: Minimal.

ENVIRONMENTAL SUSTAINABILITY: Consistent with Berkeley’s Environmental Sustainability Goals and no negative impact.

CONTACT PERSON
Councilmember Kriss Worthington  510-981-7170

Attachment:
Proclamation to celebrate the fifth anniversary of the Berkeley Times
The fifth anniversary of Berkeley Times

WHEREAS, Berkeley Times was launched by R. Todd Kerr in October 2010; and

WHEREAS, Rather than printing argument and opinion, Berkeley Times continues to buck conventional journalism by emphasizing true narrative while reflecting on the people and events of this community; and

WHEREAS, Printed in full-color on bright white paper, Berkeley Times is beautiful to behold and presented in a fashion that is appealing to young and old readers alike; and

WHEREAS, Berkeley Times nurtures emerging voices within the community by publishing submissions of articles, opinions, features, illustrations, cartoons, and photographs; and also by writing stories in the vernacular on the day; and

WHEREAS, The publication embodies its values – truth & essence, growth & learning – and does not flinch when writing the word: “love”; and

WHEREAS, The unique tone of Berkeley Times has brought so much positivity to the City of Berkeley and to its residents, it has kept its promise by “writing about the issues that touch the hearts of Berkeley denizens” (R. T. Kerr, June 8, 2010); and

THEREFORE BE IT RESOLVED, that the City of Berkeley does hereby express the appreciation of the people of the City of Berkeley to editor R. Todd Kerr and the scores of people who contribute to every edition of Berkeley Times; and also

BE IT RESOLVED that the City of Berkeley does hereby proclaim:

November 15, 2015 as Berkeley Times Day in Berkeley

Mayor Tom Bates

Councilmember Max Anderson

Councilmember Jesse Arreguin

Councilmember Laurie Capitelli

Councilmember Lori Droste

Councilmember Linda Maio

Councilmember Darryl Moore

Councilmember Susan Wengraf

Councilmember Kriss Worthington