



KENAI PENINSULA BOROUGH

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DAVID R. CAREY
BOROUGH MAYOR

MEMORANDUM

TO: Gary Knopp, Assembly President
Kenai Peninsula Borough Assembly Members

THRU: David R. Carey, Borough Mayor *McLary*

FROM: Mark Dixon, General Services Director *MDixon*

DATE: September 29, 2011

SUBJECT: Ordinance 2011-40, amending KPB 3.04.115(C) to provide for advertising for Administrative Service positions by any appropriate medium

KPB 3.04.115(C) currently requires advertising to fill administrative service positions for two weeks in “newspapers of general circulation published in the Kenai Peninsula Borough.” Statistics show that the majority of job applicants are reached through other medium, mostly connected to the internet, many of which are free or at little cost. Newspaper readership has declined, but it still remains the most expensive medium to advertise job vacancies. The attached amendment allows human resources the flexibility to utilize the most effective medium to reach local and non-local potential applicants.