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1 Sharon Kennedy
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2 Fullerton, California 92832
Telephone: (714) 525-6402
3 Facsimile: (714) 525-6402
In Pro Per for Petitioner
4 Fullerton Observer

FILED
SUPERIOR COURT OF CALIFORNIA
COUNTY OF ORANGE
LAMOREAUX JUSTICE CENTER

MAR 26 2010

ALAN CARLSON, Clerk of the Court
BY L. Cruz DEPUTY

SUPERIOR COURT OF CALIFORNIA

COUNTY OF ORANGE

30-2010-00357417-
PR-OP-LJC

10 In the Matter of the Petition of Fullerton
Observer to Have the Standing of Fullerton
11 Observer as a Newspaper of General
Circulation Ascertained and Established.

) Case No.
)
) **DECLARATION OF SHARON**
) **KENNEDY IN SUPPORT OF PETITION**
) **TO ASCERTAIN AND ESTABLISH**
) **STANDING AS A NEWSPAPER OF**
) **GENERAL CIRCULATION**
) **[Gov. Code §§ 6000, 6020]**

18 I, Sharon Kennedy, declare as follows:

19 1. I am the editor of the Fullerton Observer (the "Observer"), a bi-monthly newspaper
20 founded in 1978 by my parents, the late Ralph Kennedy, and Natalie Kennedy, and a group of
21 concerned citizens. These citizens sought to fill the gap in local reporting left in the wake of the
22 Orange County Register's (the "Register") purchase of Fullerton's previous local newspaper, the
23 Daily News Tribune. At that time the Register converted the Daily News Tribune into a weekly
24 advertising paper devoid of local news and interests.

25 2. The Observer is an independent, non-partisan, non-sectarian community paper,
26 which faithfully serves local residents by offering space, at no charge, for the exchange of ideas
27 and dissemination of news relevant to the community.

28 ///

1 3. The paper is staffed by volunteers. We feature regular city council and school
2 district board meeting reports as well as reports on other meetings around town on a variety of
3 issues. In addition, we cover a broad range of local events (from civic concerns to the arts) and
4 include a four-page community calendar. Also, our letters to the editor page is a popular forum
5 reflecting the views of the community.

6 4. Subscription and advertising dollars are funneled back into the newspaper to cover
7 expenses. The Observer's mission, as stated on page two, is to inform and empower residents to
8 participate in the community and local government in constructive ways and ensure that the
9 institutions that serve Fullerton residents do so in a lawful, open, just, and socially responsible way.

10 5. **The Observer's Benefits to the Community**

11 A. **Thirty-Two Years of Service to the Community:** The Observer is the only
12 locally published newspaper in Fullerton; it has been a Fullerton staple for 32 years. It is created
13 by residents to reflect the town's interests and concerns.

14 B. **Readership:** According to the 2008 Cal State Fullerton media study, the
15 Observer commands over four times the local readership of the Tribune. The Observer publishes
16 and distributes 10,000 hard copies of the paper every two weeks except only once in the months of
17 January, July and August.. **Exhibit A:** Attached hereto is a true and correct copy of our deliveries
18 in March of 2009 and March 2010 which shows the monthly print, and is representative of each
19 month of each year (except Jan., July, and August where we only print one issue per month).

20 C. **Subscribers:** The Observer is free and distributed in Fullerton exclusively. The
21 paper can be either picked up from local outlets or read online. In addition, though the Observer is
22 free some readers choose to subscribe and have the paper sent to their homes through the mail.
23 Some former subscribers have stopped paying for home delivery because they can now read the
24 paper online at www.fullertonobserver.com.

25 D. **Online Readers:** Though the Observer does not advertise its website, the
26 online version has over 7,000 viewed hits per month and 1,381 readers have bookmarked the site.

27 **Exhibit B:** Attached hereto is a true and correct copy of Web Stats 2010 which
28 shows the number of unique visitors, bookmarked visitors, and hits per month on our website.

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E. **Value to the Business Community:** The Observer's print ads are considerably more affordable than those of any other publications and allow small local businesses with tight budgets an effective and affordable place to advertise services and goods.


F. **Legal Notices:** The Observer could provide a valuable new alternative for posting legal notices in that it is more affordable than its competitors and geared for Fullerton residents: its legal ad line price accommodates a 40-character line while the Tribune's line price is set up for only 20 characters. This makes the Observer's regular price less than half the cost of the Tribune's discounted price.


6. For the above reasons, I respectfully request the Court consider granting general circulation status to the Fullerton Observer. This broader status will allow the Observer to better serve its community for years to come.


I declare under penalty of perjury under the laws of the State of California that the foregoing is true and correct. Executed this 25th day of March, 2010 in Fullerton, California.




Sharon Kennedy

DELIVERY RECEIPT			S Fullerton Observer H 118 West Brookdale Place P Sharon Kennedy T (714) 625-6402 O Fullerton CA 92534		DATE 3/2/2008 ORDER <i>Tommy</i> SERV VIA DEL COD 130	
 Rodgers & McDonald <small>Printing & Graphics</small> 1020 E. 230th St. Carson, CA 90745 P.O. Box 8270 Carson, CA 90748 (310) 816-0333 Fax: (310) 816-0344						
JOB # 29106	TIME 1000	CONTACT Sharon Kennedy	PHONE (714) 625-6402	COMPLETE <input type="checkbox"/>		
JOB NAME Fullerton Observ		CUSTOMER NAME	CLERK FOR	PARTIAL <input type="checkbox"/>		
QUOS	CTNS	QTY PER	DESCRIPTION	QUANTITY ORDERED	QUANTITY SHIPPED	WT
1			10000 - Net copies Return all art to customer	10,000	10214	JL
SPECIAL INSTRUCTIONS: Ink pads, hand unpad			OVER			
			TOTAL QUANTITY	10214	JL	
			TOTAL WEIGHT	1342	JL	
RECEIVED BY <i>[Signature]</i>		PRINT <i>KEVIN O'NEILL</i>		NO. AND		
ABOVE MERCHANDISE RECEIVED IN GOOD CONDITION UNLESS NOTED OTHERWISE						

DELIVERY RECEIPT			S Fullerton Observer H 118 West Brookdale Place P Sharon Kennedy T (714) 625-6402 O Fullerton CA 92534		DATE 3/18/2008 ORDER <i>Tommy</i> SERV VIA DEL COD 130	
 Rodgers & McDonald <small>Printing & Graphics</small> 1020 E. 230th St. Carson, CA 90745 P.O. Box 8270 Carson, CA 90748 (310) 816-0333 Fax: (310) 816-0344						
JOB # 29107	TIME 1000	CONTACT Sharon Kennedy	PHONE (714) 625-6402	COMPLETE <input type="checkbox"/>		
JOB NAME Fullerton Observ		CUSTOMER NAME	CLERK FOR	PARTIAL <input type="checkbox"/>		
QUOS	CTNS	QTY PER	DESCRIPTION	QUANTITY ORDERED	QUANTITY SHIPPED	WT
1			10000 - Net copies Return all art to customer	10,000	10240	JL
SPECIAL INSTRUCTIONS: Ink pads, hand unpad			OVER			
			TOTAL QUANTITY	10240	JL	
			TOTAL WEIGHT	1361	JL	
RECEIVED BY <i>[Signature]</i>		PRINT <i>KEVIN O'NEILL</i>		NO. AND		
ABOVE MERCHANDISE RECEIVED IN GOOD CONDITION UNLESS NOTED OTHERWISE						

DELIVERY RECEIPT		S Fullerton Observer H 118 West Brookdale Place I P Sharon Kennedy T (714) 525-8402 D Fullerton CA 92634		DATE: 3/1/81	
 Rodgers & McDonald 1020 E. 230th St. Carson, CA 90745 P.O. Box 6270 Carson, CA 90745 (310) 816-0335 Fax: (310) 816-0334				DRIVER: <i>Ashton</i> (3)	
CO #	TIME	CONTACT	PHONE	CODE	
54021	1000	Sharon Kennedy	(714) 525-8402	130	
JOB NAME: Fullerton Observer		CUSTOMER NAME:		COMPLETE	
				PAYABLE	
QTY	QTY	QTY	DESCRIPTION	QUANTITY RECEIVED	QUANTITY SHIPPED
1			10000 - Net copies Return all art to customer	10,000	10,000
SPECIAL INSTRUCTIONS: Originals send unless				QTY	
				TOTAL QUANTITY	10,000
				TOTAL WEIGHT	13,500 lbs
RECEIVED BY: <i>Sharon</i>		PRINTED NAME: SHARON KENNEDY		DATE	3/1/81
*All items must be signed by driver in box to count as delivered on manifest.					

DELIVERY RECEIPT		S Fullerton Observer H 118 West Brookdale Place I P Sharon Kennedy T (714) 525-8402 D Fullerton CA 92634		DATE: 3/1/81	
 Rodgers & McDonald 1020 E. 230th St. Carson, CA 90745 P.O. Box 6270 Carson, CA 90745 (310) 816-0335 Fax: (310) 816-0334				DRIVER: <i>Ashton</i> (3)	
CO #	TIME	CONTACT	PHONE	CODE	
54021	1000	Sharon Kennedy	(714) 525-8402	130	
JOB NAME: Fullerton Observer		CUSTOMER NAME:		COMPLETE	
				PAYABLE	
QTY	QTY	QTY	DESCRIPTION	QUANTITY RECEIVED	QUANTITY SHIPPED
1			10000 - Net copies Return all art to customer	10,000	10,000
SPECIAL INSTRUCTIONS: Originals send unless				QTY	
				TOTAL QUANTITY	10,000
				TOTAL WEIGHT	13,500 lbs
RECEIVED BY: <i>Sharon</i>		PRINTED NAME: SHARON KENNEDY		DATE	3/1/81
*All items must be signed by driver in box to count as delivered on manifest.					

Last updated: 25 Mar 2010 - 03:04
 Reported period: Mar 2010 OK



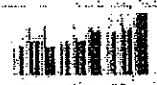
Summary

Reported period: Month: Mar 2010
 First visit: 01 Mar 2010 - 00:09
 Last visit: 24 Mar 2010 - 23:54

	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Viewed traffic	2455	3492 (1.42 visits/visitor)	6857 (1.96 pages/visit)	9345 (2.67 hits/visit)	3.35 GB (1008.04 KB/visit)
Not viewed traffic *			23742	28482	7.10 GB

* Not viewed traffic includes traffic generated by robots, worms, or replies with special HTTP status codes.

Monthly history



Month	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Jan 2010	1704	2837	5039	7530	1.51 GB
Feb 2010	1863	2939	5216	7137	2.40 GB
Mar 2010	2455	3492	6857	9345	3.35 GB
Apr 2010	0	0	0	0	0
May 2010	0	0	0	0	0
Jun 2010	0	0	0	0	0
Jul 2010	0	0	0	0	0
Aug 2010	0	0	0	0	0
Sep 2010	0	0	0	0	0
Oct 2010	0	0	0	0	0
Nov 2010	0	0	0	0	0
Dec 2010	0	0	0	0	0
Total	6022	9268	17112	24012	7.26 GB

Miscellaneous

Miscellaneous: Add to favorites (estimated): 1381 / 2455 Visitors (56.2%)

Search Keyphrases (Top 10)

Search Keywords (Top 10)

Search Keyphrases (Top 10)			Search Keywords (Top 10)		
Full list	Search	Percent	Full list	Search	Percent
778 different keyphrases			3060 different keywords		
fullerton.observer	440	16.7%	fullerton	844	15.6%
fullerton.observer.newspaper	39	1.7%	observer	559	10.3%
fullerton.newspaper	22	1.5%	newspaper	89	1.8%

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