

Best Practices for Public Notice



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Who We Are

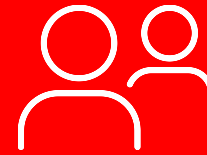
- 501(c)(3) charitable organization
- Founded 2003 by American Court and Commercial Newspapers
- State press associations also contribute
- Not a lobbying group
- Provide research and education about public notices



Key Elements of Public Notice



Accessible



Independent



Verifiable



Archivable



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We have work to do

- We're on the defensive; multiple bills every year
- Newspapers not the only game in town anymore
- Print circulation down
- Need to find new ways to ensure accessibility
- Opponents more motivated and sophisticated



Opponents' arguments

- Internet faster, more efficient
- Web posting lasts for duration of notice period
- Internet offers widespread and broad availability
- Complete documents can be posted on the web
- “Free” to put notices on government websites

Chris Christie



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Chris Christie's Thoughts on Public Notice

New Jersey's public notice laws are “corporate welfare” and a “shameful ... antiquated, self-serving, money making statutory scheme.”

— Chris Christie, December 2016



Paul LePage



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Paul LePage on Public Notice

“(R)equiring legal notices to be printed in newspapers at a fee does nothing but prop up a dying, antiquated industry. The requirement is a taxpayer subsidy of the worst sort.”

— Paul LePage, June 2017



Is this our best argument?

“(Christie’s bill) would result in the closure of some small weeklies, hurt the bottom line of all newspapers and ultimately cost 200 to 300 people their jobs.”

— NorthJersey.com, Dec. 20, 2016



Readership



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Impact: Moore County, N.C.



FEATURED

Delinquent Taxes Roll In — After Debtors Names' Are Published

David Sinclair/Managing Editor Apr 10, 2017 (0)



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Web readership alone ...

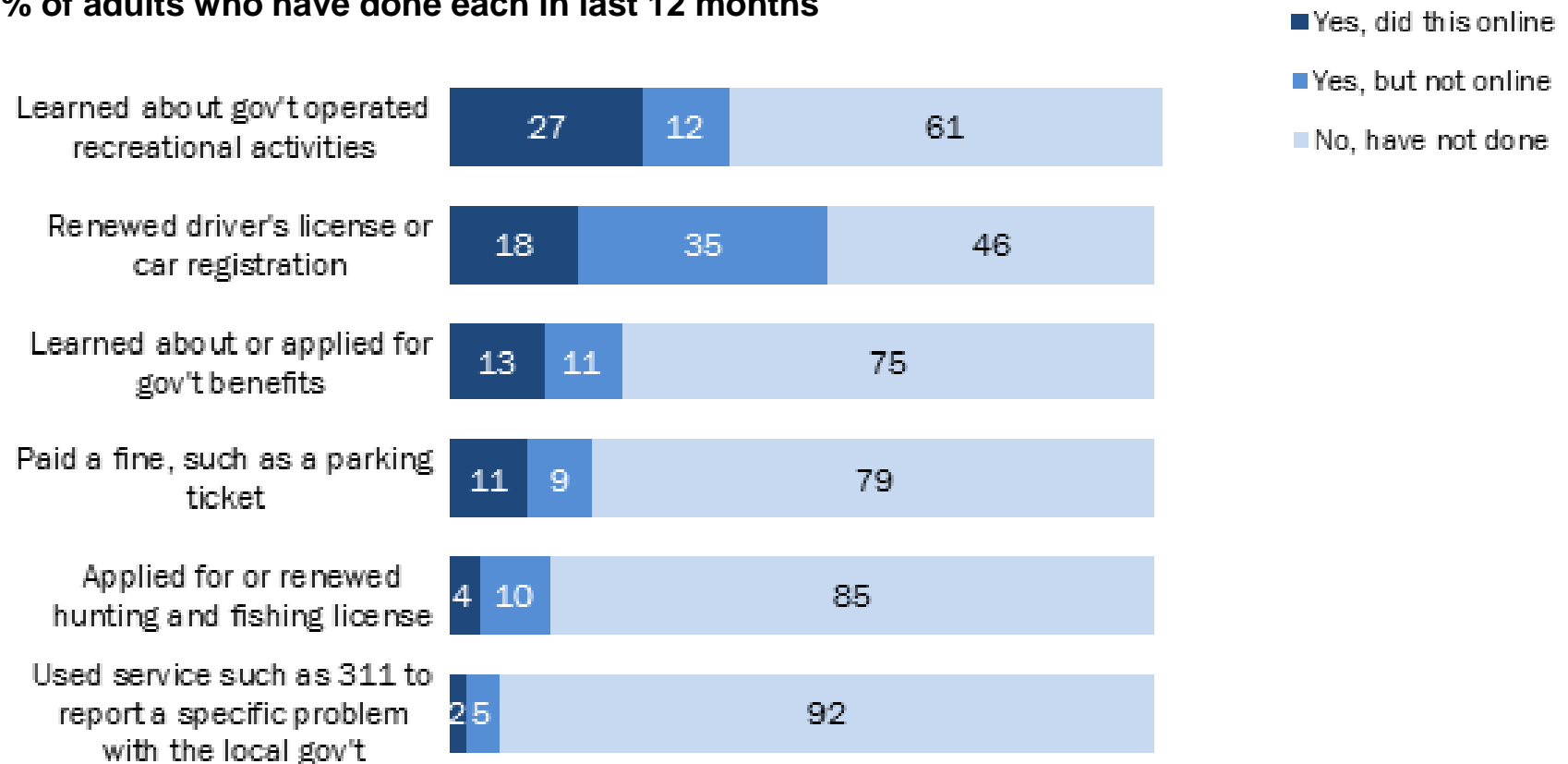
www.similarweb.com

Site	Visits	U.S. Rank
Star-Ledger (nj.com)	3.27 million	895
Essex County	59,170	205,263
The Trentonian	412,940	8,890
Mercer County	61,160	109,683



Government Websites Primarily for Transactions

% of adults who have done each in last 12 months



Source: Online survey of 3,212 adults in Pew Research's American Trends Panel, Nov. 17-Dec. 15, 2014



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Buffalo River Hog Farm



Admission by Agency Head

“I understand the way people feel.

They feel like this happened and nobody knew anything about it.”

— Teresa Marks, Arkansas DEQ



Ice Mountain Water Plant



Admission by Agency Head #2

“Was this advertised and noticed in a way it should have been?”

Probably not, it appears to me.”

— Heidi Grether, Michigan DEQ



It's the serendipity, stupid



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More facts in our favor ...

- Print is still the most reliable
- Newspaper readers civically engaged
- Digital divide not closed yet
- Users abandoning PCs for mobile
- Can't hide it in the paper!
- Print is self-authenticating



Our Game Could Use Some Work



In general

- Taking public notices for granted
- Treating them like an entitlement
- Not treating government agencies like CUSTOMERS



Best Practices

A person in a light-colored uniform is pushing open a large, dark green industrial door. The door is divided into two panels, with the number '10' on the left and '9' on the right. The interior of the door is dark, while the exterior is brightly lit, creating a strong silhouette effect. The person is positioned in the center, leaning against the right panel of the door. The floor is a dark, polished surface.

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Notices must be readable



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What some people believe ...

“It’s basically money for the print media that is really a waste of money for the taxpayers. Post it online. No one’s finding it in like 2-point print in the back of the newspaper other than maybe the cat and the dog.”

— Jon Bramnick (R-Union), Dec. 13, 2016



Notices should be easy to find



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Design ideas

- Visual section headers (e.g., courthouse photo)
- Contact info of public notice personnel
- Headlines to break up groups of notices
- Columns and/or subheads
- Publish a map to identify event locations
- Index of public notice ads
- Web address for notices published in paper
- Old-timey photos in the public notice section
- Glossary of public notice terms



Georgetown (Kentucky) News-Graphic

Public Notice

www.news-graphic.com

Saturday, December 3, 2016

Georgetown News-Graphic 11A

Self Storage auction set for December 9



THE CONTENTS of the following storage units at Self Storage Center, Inc., 1998 Oxford Dr., Georgetown, KY 40324 will be sold on Friday, December 9, 2016

from 9:00 am to 4:00 pm as provided for under State Law KRS.359.

Unit #288
Michael Bramlett
507 Cherry Blossom Way
Georgetown, KY 40324

Unit #535
Myeisha West
103 Turning Leaf Path #10
Georgetown, KY 40324

City of Georgetown creates position of victim's advocate

CITY OF GEORGETOWN
ORDINANCE NO. 16-014
AN ORDINANCE AMENDING
SECTION 2-111(c) OF THE

2. Provides for repeal of inconsistent ordinances, severability of provisions and an effective date upon passage and publica-

Scott County Circuit Court announces executors of estates

DANIEL LEE Shorr of 223 Castle Drive Georgetown, KY 40324 was appointed Executor of the estate of Sharon Ann Shorr on Oct. 25, 2016. Attorney is Neil E. Duncle of 107 N. Hamilton St. Georgetown, KY 40324. All claims to be filed by April 25, 2017.

Charles Littrell of 4999 Owenton Road St. Ground, KY 40379 was appointed Executor of the estate of Kaye B. Littrell on Oct. 25, 2016. All claims to be filed by April 25, 2017.

Bryan Zachary Land of 566 Crumbaugh Pike Georgetown, KY 40324 was appointed Executor of the estate of Dorothy C. Land on Oct. 25, 2016. Attorney is Glenn Williams of 198 E. Washington St. Georgetown, KY 40324. All claims to be filed by April 25, 2017.

Gary Hensley of 5204 Stinking Creek Road Pioneer, TN 37847 was appointed Executor of the estate of Isabella M. Hensley on November 1, 2016. All claims to be filed by May 1, 2017.

Rd. Lexington, KY 40505 was appointed Executor of the estate of Robert Earl Smith, Sr. on November 1, 2016. All claims to be filed by May 1, 2017.

Melani Sinkhorn of 2323 Woodlake Road Georgetown, KY 40324 was appointed Executrix of the estate of Killis Weatherford Sinkhorn, Jr. on November 3, 2016. Attorney is D. Lyle McQuinn of 300 East Main Street Suite 150 Lexington, KY 40507. All claims to be filed by May 3, 2017.

Cynthia L. Wallace of 151 Ransome Trace Georgetown, KY 40324 was appointed Administrator of the estate of Johnny May, Jr. on November 3, 2016. Attorney is Carolyn Carroway of 1221 Lexington Road Georgetown, KY 40324. All claims to be filed by May 3, 2017.

Carol Jane Hall of 745 West Calle Las Tunas Sahuarita, Arizona 85629 was approved as Administrator of the estate of Wid D. Hall, Jr. on November 7,

claims to be filed by May 10, 2017.

James R. Jones of 102 Lankford Drive Georgetown, KY 40324 was appointed Executor of the estate of Emma Francis Jones on November 10, 2016. All claims to be filed by May 10, 2017.

Melissa A. Sainz of 935 Woodmoor Drive Monument, CO 80132 was appointed as Personal Representative of the estate of Alice Sue Davis on November 15, 2016. Attorney is Carolyn Kenton of 120 N. Mill Street, Suite 201 Lexington, KY 40507. All claims to be filed by May 15, 2017.

Ann M. Persley of 5995 Paris Road Georgetown, KY 40324 was appointed Executrix of the estate of Thomas Persley on November 17, 2016. Attorney is Glenn Williams of 198 East Washington St. Georgetown, KY 40324. All claims to be filed by May 17, 2017.

Notice is hereby given to parties that the following settle-

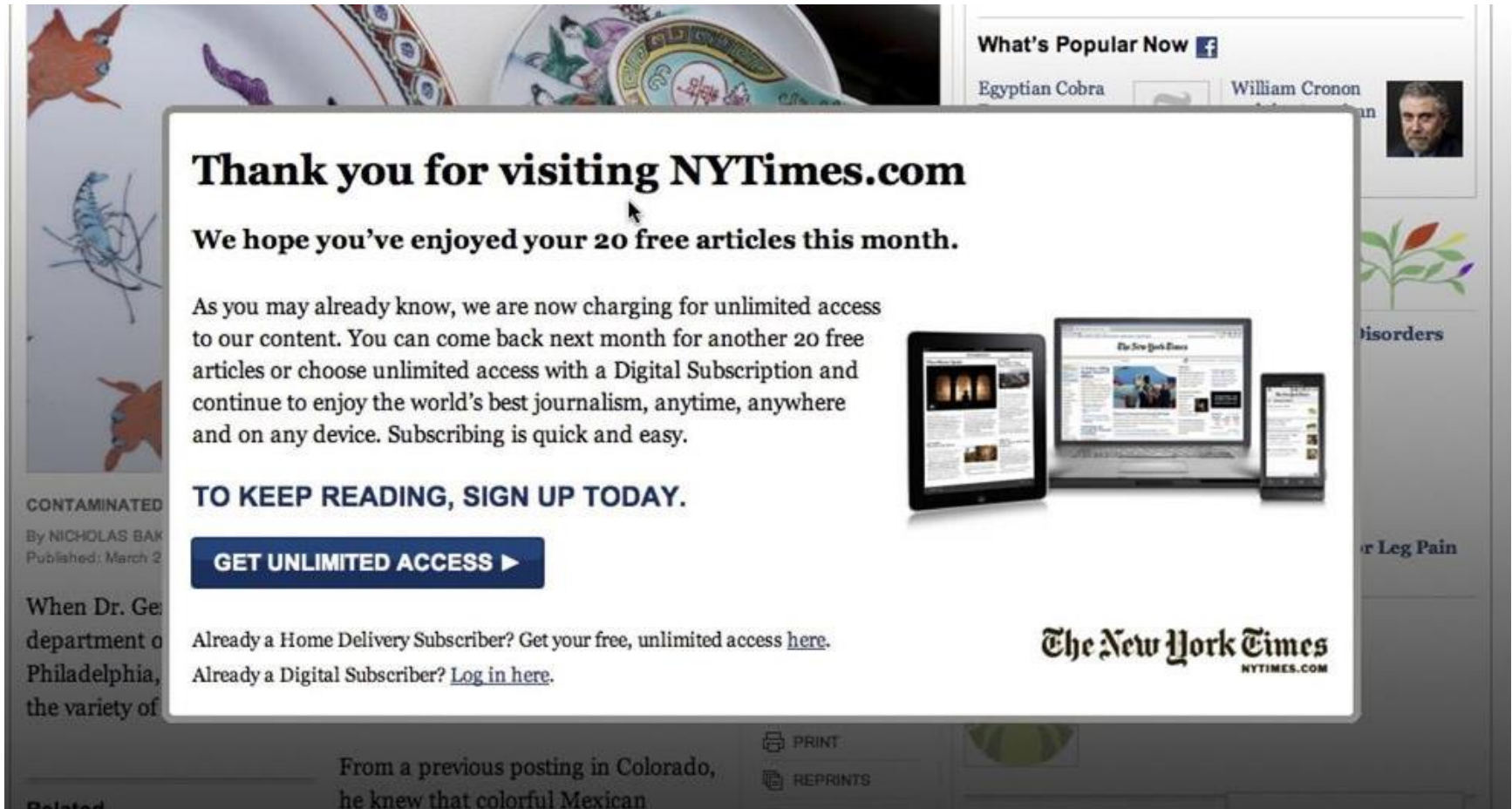


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Print and Digital



But not behind a paywall!



The image is a screenshot of a web browser displaying a paywall message from The New York Times. The background shows a colorful Mexican plate and a sidebar with various article teasers. The central white box contains the following text:

Thank you for visiting NYTimes.com

We hope you've enjoyed your 20 free articles this month.

As you may already know, we are now charging for unlimited access to our content. You can come back next month for another 20 free articles or choose unlimited access with a Digital Subscription and continue to enjoy the world's best journalism, anytime, anywhere and on any device. Subscribing is quick and easy.

TO KEEP READING, SIGN UP TODAY.

GET UNLIMITED ACCESS ►

Already a Home Delivery Subscriber? Get your free, unlimited access [here](#).
Already a Digital Subscriber? [Log in here](#).

At the bottom right of the white box is the **The New York Times** logo and **NYTIMES.COM**. Below the white box, there are links for **PRINT** and **REPRINTS**.

What's Popular Now f

Egyptian Cobra William Cronon

disorders

er Leg Pain

CONTAMINATED
By NICHOLAS BAK
Published: March 2

When Dr. Ge
department o
Philadelphia,
the variety of

From a previous posting in Colorado,
he knew that colorful Mexican

Related

Report on the notices in your paper

- Reporter & Farmer (Webster, SD): City financial officer may have embezzled as much as \$72,000
- Greeneville (TN) Sun: HHS closes a nursing home
- Mitchell (SD) Daily Republic: School district secretly pays a “going-away” bonus to unsatisfactory superintendent
- Farmington (NM) Daily News: New sewage permit planned for RV park
- Scranton (PA) Times-Tribune: 12-story cell tower coming to local park
- Monroe County (GA) Reporter: Schools seizing private landowner’s property for an arts center



Train your employees



Archived and preserved



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Be prepared to authenticate



A low-angle, upward-looking photograph of a classical building's facade, featuring large columns and ornate architectural details. A solid red rectangular box is overlaid on the upper left portion of the image, containing white text. The sky is a deep blue with some light clouds.

The purpose of public notice
is to prevent official actions
from occurring in secret



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pnrc.net



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