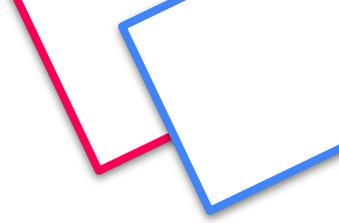


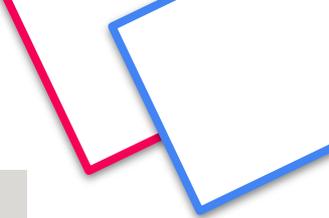
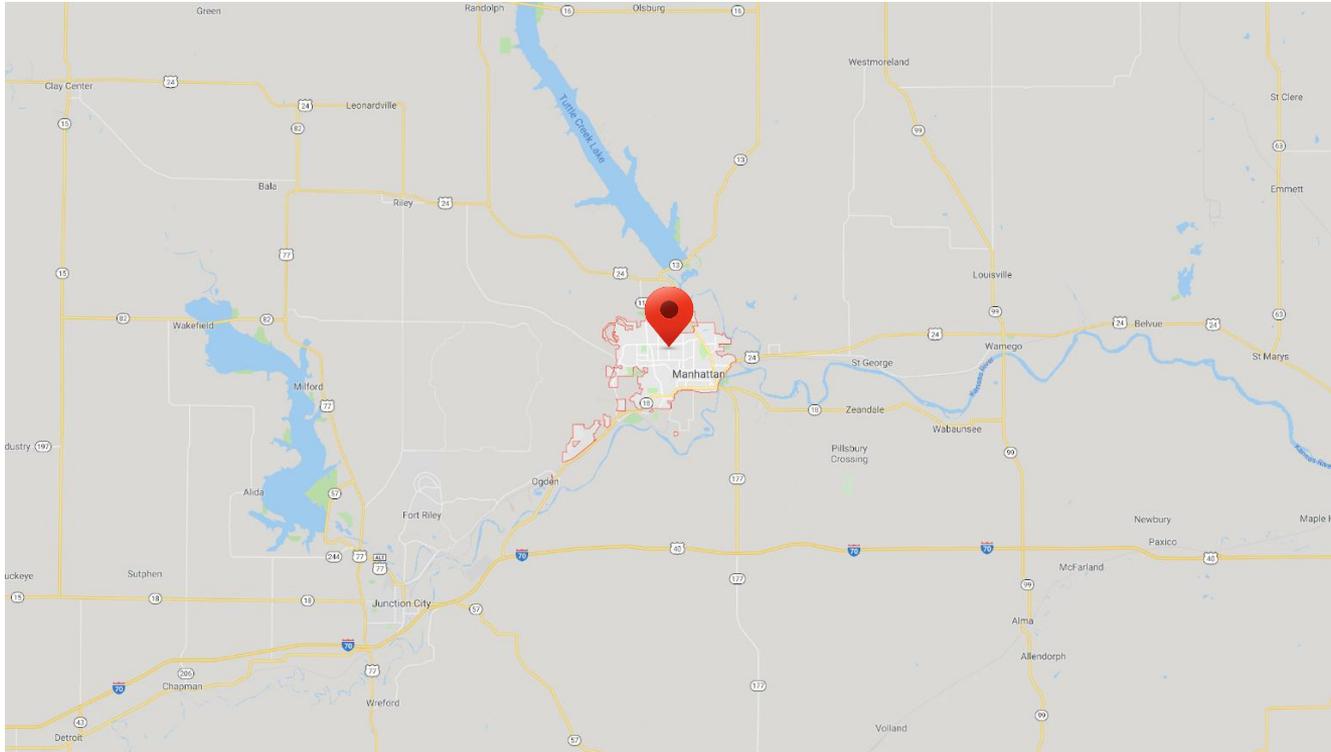
The image features decorative geometric shapes in the corners. In the top right, there are two overlapping squares, one red and one blue, both tilted. In the bottom left, there are also two overlapping squares, one red and one blue, both tilted. The main text is centered on a white background.

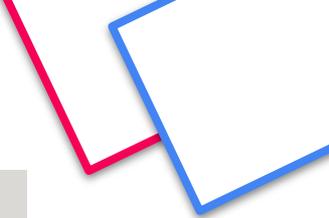
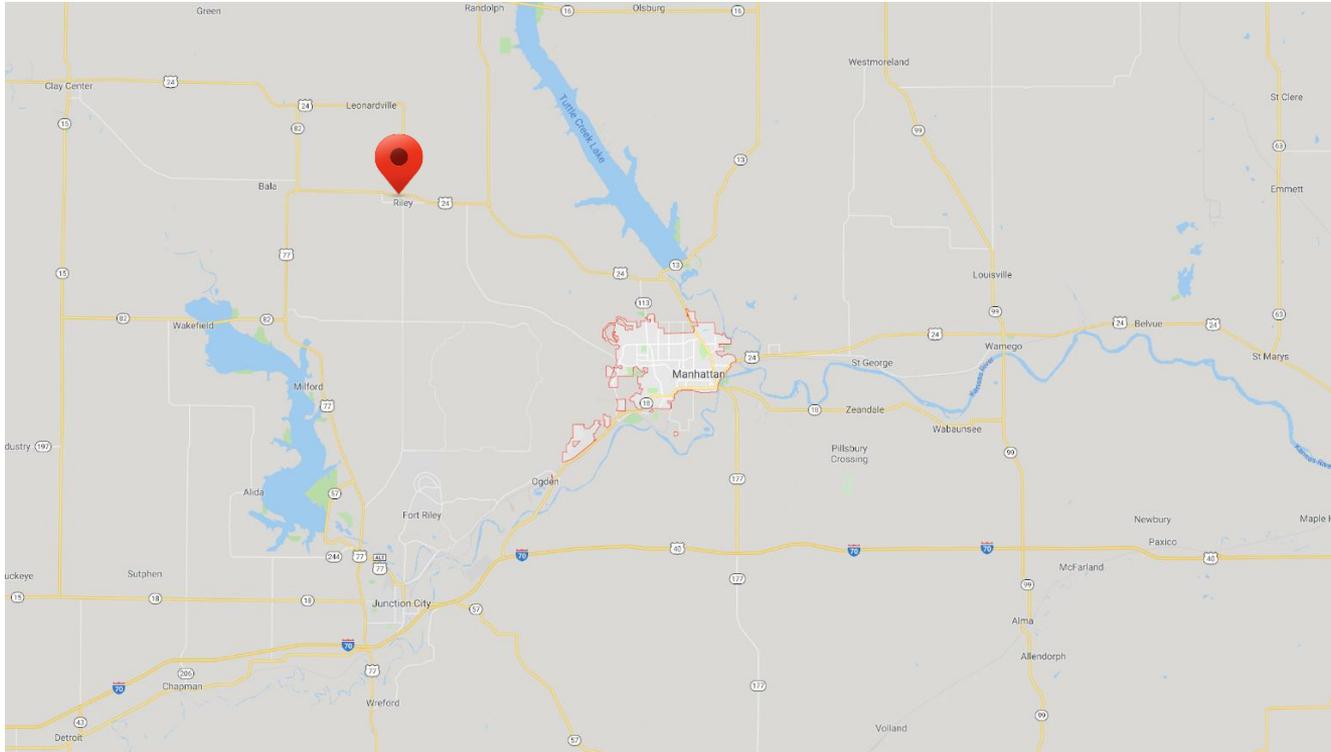
**e**notice

protecting public notice

**A story.**









# Public Notice Matters

Let's work together to try to fix it



Emily Bradbury  
Executive Director  
Kansas Press  
Association



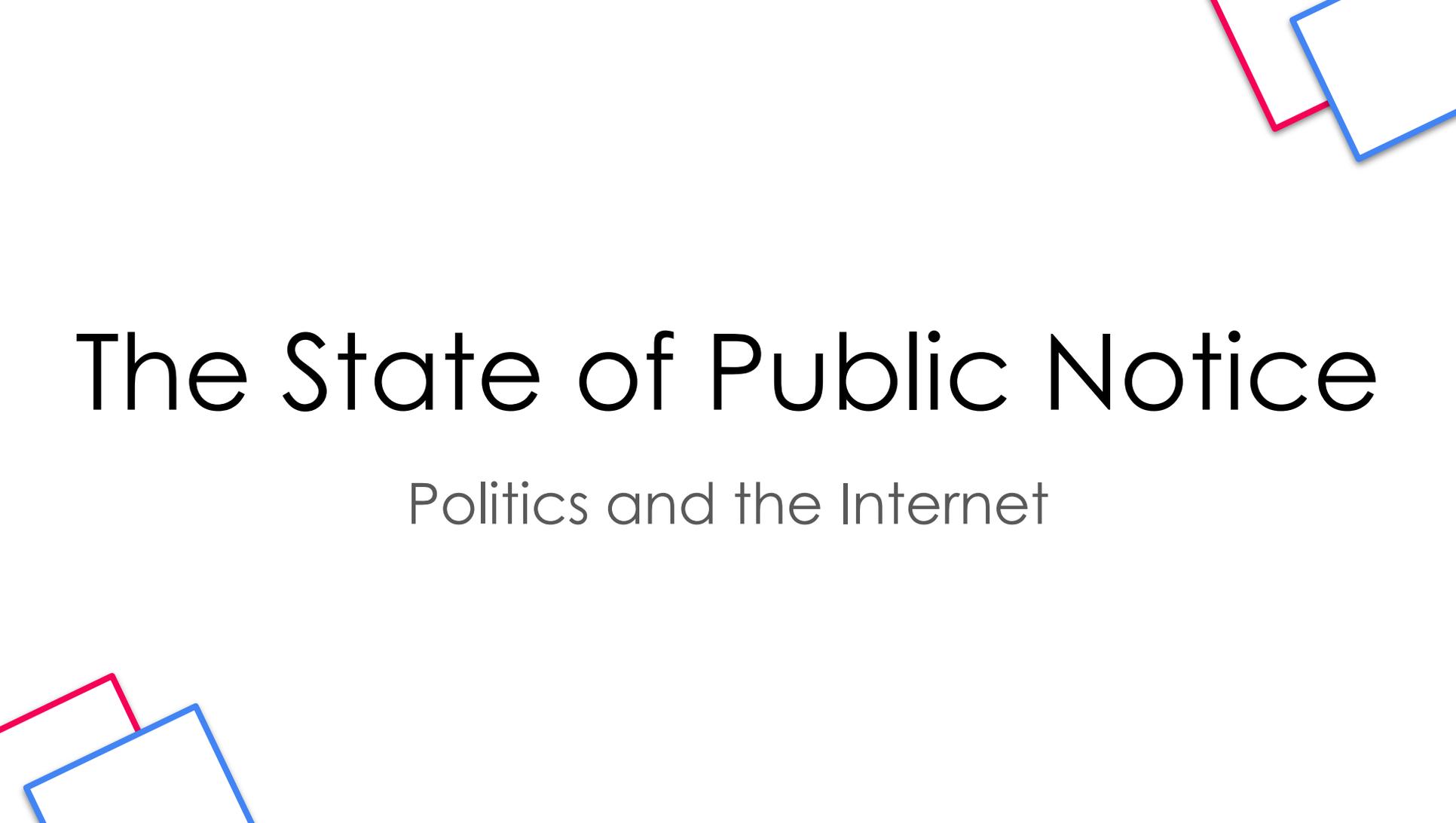
Nancy Gibbs  
Director  
Shorenstein Center



Richard Karpel  
Executive Director  
Public Notice  
Resource Center



David Chavern  
CEO  
News Media Alliance

The image features decorative geometric shapes in the corners. In the top right, there is a red line forming a partial square and a blue line forming a larger partial square. In the bottom left, there is a red line forming a partial square and a blue line forming a larger partial square. The main text is centered on a white background.

# The State of Public Notice

Politics and the Internet

## **A few takeaways:**

- 1) (Most) advertisers aren't happy
- 2) (Some) legislators want change
- 3) Publishers make it work
- 4) Press associations are fighting and winning  
and need more help
- 5) Public notices are vital to communities



***“I have been treasurer for four years and during that time have tried to publish notices via our website or at least reduce the number of weeks that we are required to publish for, but the print associations have a powerful lobby that has stopped all proposals to change these laws. Now my office spends about \$13,000 per year on print advertising”***

Shilo Heger, County Treasurer, Manhattan KS.



***“I introduced a bill to move public notices to our website because we were wasting taxpayer dollars on advertising nobody reads. It failed because the print lobby convinced people that there was no other way to actually notify people that could provide affidavits of publication.”***

KS Rep J.R. Claeys (R-KS-069)



***“I read the public notices every single day. Sometimes I wonder if I’m the only one that still does. Every once in a while, something comes up that is relevant for our real estate appraisal business that we end up acting on. It’s not very often, but enough that I always read them.”***

Bill Lansdowne, President, Simmons Company

# Public notice can be painful and inefficient.

## Advertisers

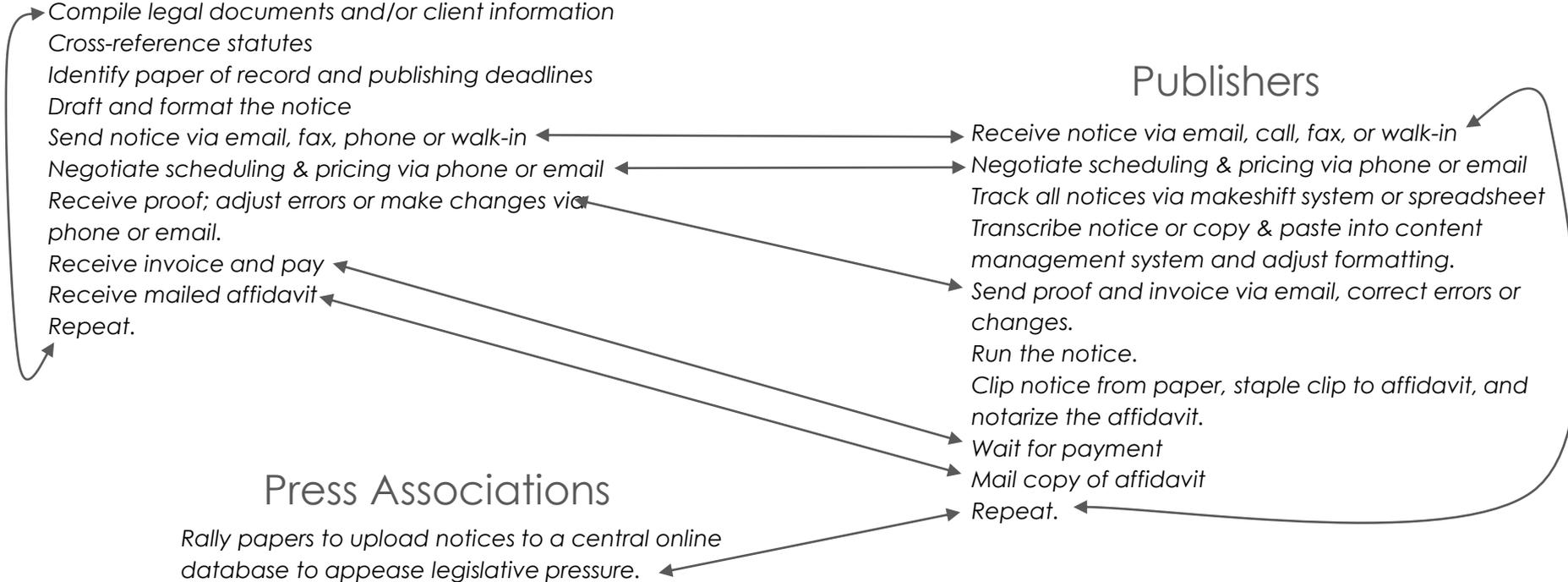
Compile legal documents and/or client information  
Cross-reference statutes  
Identify paper of record and publishing deadlines  
Draft and format the notice  
Send notice via email, fax, phone or walk-in  
Negotiate scheduling & pricing via phone or email  
Receive proof; adjust errors or make changes via phone or email.  
Receive invoice and pay  
Receive mailed affidavit  
Repeat.

## Publishers

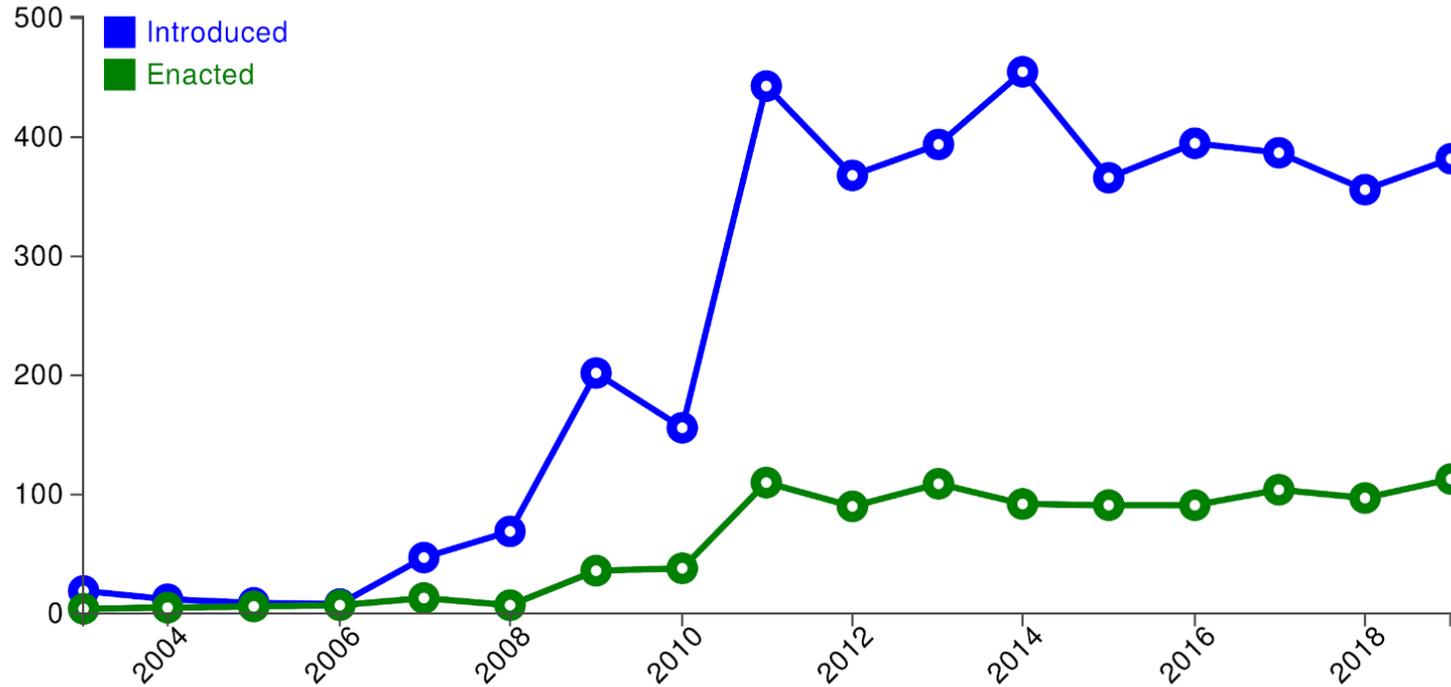
Receive notice via email, call, fax, or walk-in  
Negotiate scheduling & pricing via phone or email  
Track all notices via makeshift system or spreadsheet  
Transcribe notice or copy & paste into content management system and adjust formatting.  
Send proof and invoice via email, correct errors or changes.  
Run the notice.  
Clip notice from paper, staple clip to affidavit, and notarize the affidavit.  
Wait for payment  
Mail copy of affidavit  
Repeat.

## Press Associations

Rally papers to upload notices to a central online database to appease legislative pressure.



# Public Notice By the Numbers



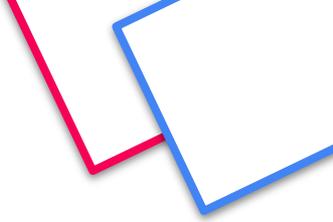
Bills containing the phrase "public notice" Source: Quorum

# The Arguments Against

“Internet is faster, more efficient.”

“Internet is more accessible, more widespread.”

“It would be free to put notices on government websites. Save taxpayer dollars.”



The image features decorative geometric shapes in the corners. In the top right, there is a red line forming a partial square and a blue line forming a larger partial square. In the bottom left, there is a red line forming a partial square and a blue line forming a larger partial square. The main text is centered on a white background.

# The Short Game

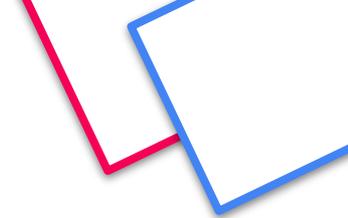
On the frontlines in 2020

# The Frontlines of Defending Public Notice

1) Education

2) Advocacy

3) Customer  
Service



# The Frontlines of Defending Public Notice

1) Education



1) Write stories.

2) Advocacy

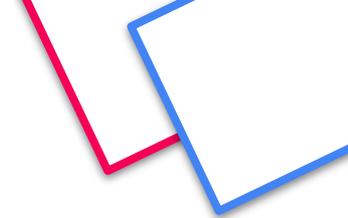


2) Support press  
association.

3) Customer  
Service



3) Re-evaluate  
process.

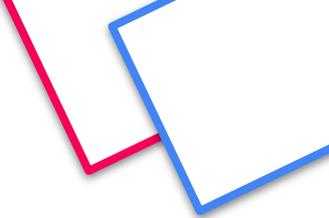


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# The Long Game

What is the future of Public Notice?

# The Core Principles of Public Notice



- 1) Independent
- 2) Accessible
- 3) Verifiable
- 4) Archivable

# Public Notice: 30 Years From Now

- |                |   |                  |
|----------------|---|------------------|
| 1) Independent | → | 1) Independent   |
| 2) Accessible  | → | 2) Comprehensive |
| 3) Verifiable  | → | 3) Sophisticated |
| 4) Archivable  | → |                  |

# Meet the team

We care about the future of local journalism.



**Jake Seaton**  
Founder & CEO



**Leo Hentschker**  
CTO



**Josh Hone**  
COO



**Kevin King**  
Director of Partnerships



**Annie Schugart**  
Director of Product



**Hayden Betts**  
Software Engineer

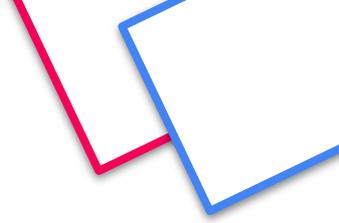
The image features decorative geometric shapes in the corners. In the top right, there are overlapping red and blue lines forming a partial square. In the bottom left, there are also overlapping red and blue lines forming a partial square.

# enotice

*Work with us to protect public notice.*

[www.enotice.io](http://www.enotice.io) // [info@enotice.io](mailto:info@enotice.io)

# APPENDIX



# What is enotice?

We're a software platform for public notice.

“That’s a damn good idea”

- Richard Karpel



## Meet Sydney Henderson

*A widow living in a small retirement community in Carmel, California forgot to pay her mortgage, and didn't see the bank's foreclosure notice in the local paper. Her neighbor did, and contacted her children and lawyer, who stepped in to prevent her from losing her home.*



## Meet Meg Norris

*Every day, struggling newspapers receive notices via fax, mail, and in-person visits. They retype them into the newspaper, cut them out of newsprint with scissors, notarize and file them away. When the local government disagreed with one of Norris' opinion pieces, they removed their notices and placed them in her competitor to drive her out of business.*



## Read The Colorado Tribune

*You can't, because the owner only prints 200 copies that never leave his garage. This qualifies as a newspaper in Colorado, and The Tribune only publishes legal advertisements. When local newspapers go out of business, scavengers incorporate to sponge up the government subsidy without producing any valuable journalistic content.*