

Introduction

Study Committee Members:

Newspapers in Arizona felt it was important to survey their readership as to how their readers viewed and used of the Public Notice ads in their local newspapers. Many newspapers ran advertisements which noted the survey questions and asked readers to respond. An example is found on the following page. The responses received were beyond our expectations. No return envelopes were sent. No stamps included. Each response from a newspaper advertisement came back to the newspaper because the reader was moved to action. We collected nearly 1,100 responses.

Several of the newspapers also conducted an online survey of their readers in addition to the newspaper advertisement. Responses from both print and online are included in this binder. We also collected an assortment of letters from Arizona citizens that are addressed specifically to this Legislative Public Notice Study Committee, these are located in the first tab. These letters are in no particular order.

The overwhelming response from readers was to continue making public notices available to them in print, in their local newspaper. From the online survey conducted by the Arizona Republic (646 total respondents) **93.5%** (604) felt that these notices should continue to be published in Newspapers. From the mail in responses to the Arizona Republic, 98% (186 of 189) of respondents felt public notices should continue to be published in newspapers. (The compilation of these two Arizona Republic surveys can be found under tab 9)

Feel free to contact me if you have questions regarding the information contained herein.

Respectfully submitted by,

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Arizona Newspapers Association
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PUBLIC NOTICE

WE NEED YOUR INPUT!

Public notices are issued by a government agency or legislative body in certain rulemaking or lawmaking proceedings, providing transparency in government.

The Arizona State Legislature will be appointing a study committee to review public notices and want to know how you use public notices. Recent interest has increased in allowing public notices to be found online with NO requirements to publish in printed publications.

Please take a moment to answer the following questions. Your answers could impact your right to know.

1. Public Notices inform local citizens of pending decisions and/or actions in their community that may affect them. On a scale of 1 to 5, where 1 is Not at all valuable and 5 is Very Valuable, how valuable do you find this service?
1 NOT VALUABLE 2 3 4 5 VERY VALUABLE
2. By which method have you viewed public notices? (choose all that apply)
 - a. A local newspaper (in print)
 - b. A printed business publication
 - c. A non-government website (ie local newspaper website)
 - d. A government website (ie a city website)
 - e. Other (please specify)
3. By which method are you MOST LIKELY to view public notices? (choose one)
 - a. A local newspaper (in print)
 - b. A printed business publication
 - c. A non-government website (ie local newspaper website)
 - d. A government website (ie a city website)
 - e. Other (please specify)
4. Some local governments put their Public Notices on government web sites, making it the responsibility of their citizens to seek out the notices in order to be informed, rather than government reaching out to its citizen population via newspaper. Which method do you feel is the MOST EFFECTIVE way for governments to inform you of its actions?
 - a. Newspaper / Newspaper website
 - b. Government websites
 - c. Both
5. Have you read Public Notices on a local government web site in the past six months?
 Yes No
6. Have you read Public Notices in a local newspaper or business publication in the past six months?
 Yes No
7. In which of the following ways do you think publishing public notices in newspapers benefits local citizens? (check all that apply)
 - a. Helps keep public officials more honest
 - b. Provides third party verification that notices are valid, timely and of record
 - c. Reaches those who do not have access to the internet
 - d. Makes public notices more accessible to those who do not have the knowledge of where they are online
 - e. Provides a written, verifiable, hard copy of record
 - f. None of the above
8. Do you believe public notices should continue to be published in newspapers?
 - a. Yes
 - b. No (skip to end)
9. If Yes: Please share with us why you value public notices in your newspaper and how you use them:
10. If you will allow us to contact you regarding your answers to this survey, for use in testimonial purposes to save public notices in newspapers please provide your contact information below.

Your Name: _____
Phone #: _____
e-mail: _____

Please mail this survey to:
Phoenix Newspapers, Inc.
ATTN: Joe Liston, Adv. Manager
200 E. Van Buren St.
Phoenix, AZ 85004

Thank you for your time!