

BRAND

IDEA

DON'T LET CONNECTICUT OFFICIALS REMOVE YOUR RIGHT TO KNOW FROM THE NEWSPAPER.

KEEP PUBLIC NOTICES IN YOUR NEWSPAPER!

Pending legislation may remove your right to read public notices in newspapers, moving them from the public domain to the internet. We're concerned. And you should be, too.

Public notices are an important tool in assuring an informed citizenry. They have helped develop America into a participatory democracy for hundreds of years and where it counts the most: how your tax dollars are spent, how policy is made and how our futures are charted.

They are located in easy-to-find sections of your newspaper. And they are fully

accessible to everyone - unlike the internet, which is not accessible to everyone.

Less than 10% of the U.S. population views a local, state or federal government website daily, according to the May 2009 release of U.S. Census Bureau, Annual Estimates of Resident Population.

This means more than nine out of ten people may never see a given notice.

This compares dramatically to the fact that 83% of adults read a community newspaper every week, according to the National Newspaper Association.

Furthermore, a public notice printed in the newspaper produces a permanent record. The internet does not, nor does it assure timeliness. And a newspaper is archived for

years; not subject to computer crashes and hackers.

Newspapers are easily verifiable, fully transparent and represent a secure third party who has nothing to gain from any notice. Connecticut's recent ethical lapses shed a glaring light on the full meaning of this problem. It's like putting the fox in charge of the hen house.

Every public notice, which runs in a Connecticut daily newspaper, is automatically uploaded to that newspaper's web site and CT.PublicNotices.com.

Newspapers are your watchdogs. Don't let that role be changed now. Contact your local representative today and voice your opinion.

Visit www.ctdailynews.com to contact your legislator today