

NAM Survey About Lobbying/ Government Relations Efforts
December 2011 - NAM Legislative Conference

Q1. How many newspapers does your association represent?			
<u>Answer Options</u>	<u>Response Count</u>		
	38		
answered question	38		
skipped question	0		
Average:			
220	837		
	813		
	813		
	480		
	347		
	323		
	302		
	288		
	250		
	250		
	240		
	235		
	235		
	200		
	200		
	198		
	175		
	174		
	170		
	131		
	130		
	130		
	130		
	128		
	125		
	125		
	125		
	125		
	115		
	101		
	90		
	88		
	65		
	52		
	52		
	45		
	42		
	17		
Q2. What is the primary structure your association is planning to use this coming year with regard to lobbying/public policy?(choose all that apply)			
<u>Answer Options</u>	<u>Response Percent</u>	<u>Response Count</u>	
We EMPLOY one or more full-time lobbyist(s)	18.4%	7	
We EMPLOY one or more part-time lobbyist(s)	7.9%	3	
We CONTRACT with a lobbyist(s) or government relations firm(s)	50.0%	19	
The executive director or association counsel takes care of most of our lobbying/government relations needs on his/her own (may be with or without contract help, but without EMPLOYING a dedicated lobbyist)	50.0%	19	

NAM Survey About Lobbying/ Government Relations Efforts
December 2011 – NAM Legislative Conference

Q3. How does your association (press service, etc.) plan to fund lobbying and/or government relations efforts this coming year? (choose all that apply)

Answer Options	Response Percent	Response Count
Member dues	71.1%	27
Member assessment (specifically for lobbying/govt relations)	5.3%	2
Press service or related organization revenue	36.8%	14
Other (please explain briefly)	31.6%	12
		Network advertising revenue
		Revenue and management fee from for-profit advertising affiliate
		Cost is allocated from our general funds... approximately half time for our executive director, and a about \$3,000 for contract lobbyist for session
		from advertising sales
		part of budget, so dues and revenue from statewide advertising programs.
		All lobbying expenses are on our not-for-profit association side. Most all of the revenues on the not-for-profit SDNA comes from member dues
		We are building a warchest from donations and other unexpected revenues to allow hiring aditional lobbying help
		Combination of member dues and ad revenue
		Lobbying duties are handled by the ED and a staff person as secondary duties. Both are covered by operating expenses.
		Created a public notice (legal) defense fund
		Mainly driven by public notice issue.
		Additional revenue generated through association profit centers, i.e. intercompany revenue/rent from press service, etc.

Q4. Approximately how many of the following types of bills did you have to actively fight in your state's 2011 legislative session?

Answer Options	Response Average	Total (all states)	Response Count
Bills that threatened public notice	3.92	141	36
Bills that threatened access (open records and meetings)	9.69	339	35
Bills that affected business side issues (e.g., ad/circ taxes, rack rest)	2.06	66	32
Other (First Amendment, libel, defamation, etc.)	3.04	76	25

Q5. Of the numbers reported in question #4, do you anticipate an increase, no change, or decrease in the number of bills you will have to actively fight in 2012?

Answer Options	Increase	No Change	Decrease	Response Count
Bills that threatened public notice	23	10	3	36
Bills that threatened access	15	17	2	34
Bills that affected business side issues	11	21	1	33
Other bills	6	21	0	27

NAM Survey About Lobbying/ Government Relations Efforts
December 2011 – NAM Legislative Conference

Q6. Who is primarily responsible for combing through newly filed legislation in your state to identify bills that could potentially threaten public notice, access, or business issues? (choose all that apply)

Answer Options	Response Percent	Response Count
EMPLOYED lobbyist	23.7%	9
CONTRACT lobbyist(s) or government relations firm(s)	36.8%	14
Executive Director	57.9%	22
Association Counsel	13.2%	5
Other (please explain)	5.3%	2
		ED is also lobbyist
		Contract lobbyist in conjunction with staff, exec.

Q7. How is public notice advertising regulated in your state?

Answer Options	Response Percent	Response Count
By statute only and/or self-regulation	94.6%	35
A government agency regulates (e.g., Government office must certify)	8.1%	3
Other (please explain)	8.1%	3
		A hodgepodge of statutes, agency rules and court rules.
		advertising rate set by a County Board of Printing for county and state advertising
		We have a very loose statute so unfortunately the government agencies have been interpreting on their own which has resulted in procedural problems.

Q8. Is there a minimum percentage of paid circulation required to carry public notice in your state?

Answer Options	Response Percent	Response Count
Yes	35.1%	13
No	64.9%	24
Comments		11
		Comments if yes: 50 percent plus one
		51
		0.5
		50
		50% + 1
		50% plus one
		2% in counties with less than 40,000 population
		150
		50 percent paid
		50% + 1
		must be paid-circ. not sure if a minimum % is req. Will check Friday.

NAM Survey About Lobbying/ Government Relations Efforts
December 2011 – NAM Legislative Conference

Q9. Please share any specific strategy that you have found to be particularly effective for protecting public notice or the public's right to know:					
Answer Options	Response Count				
	24				
Talk about how notices are "legal documents" and that web sites' unstable nature would make them of dubious "admissable value."					
Contact with legislators from our members.					
Just rounding up a lot of newspaper folks to talk about the importance of open government and the need to keep public notice in newspapers and not on a government web site.					
Direct member contact with legislators					
Senior citizens are newspaper readers and a big percentage of the population in Upstate NY.					
1) strong individual publisher relationships with legislators is most important; 2) survey results from statewide public notice survey; 3) census and other data to support digital divide argument for not putting notices on government websites; 4) we referred to this often as "government takeover" of public notice and that definitely got noticed by both sides; 5) through the agreed bill process, our negotiations won us a four year moratorium on any new public notice legislation....this will be for years 2012, 2013, 2014 and 2015.					
Just a note with respect to questions 4 and 5: We are in the middle of a two year legislative cycle that spans 2011-2012. Bills have already been filed for the full session so any further bills are unlikely. In the last session, we had a number of public notice bills, almost all filed by the governor. Our most effective tactic in fighting them was a face-to-face meeting with the governor and several publishers.					
Contrasting the number of hits on local govt websites w/the number of hits on the local newspaper website. Arguing that the Notices published in newspapers are secure b/c they are not hackable or subject to manipulation. Still the best value for public notice advertisers.					
survey of citizens					
With threats from broadcasters association - and their development of a website for sole purpose of publishing notices online - our association website publicnoticeads.com in concert with ads first appearing in print have been effective by showing that we already publish notices online and at no extra cost to govt agencies.					
Recruit allies to help fight the issues. In our case, Realtors have been helpful. Also, the Association of General Contractors.					
Public awareness ads ran in member papers, generating 500 calls. One-on-one publisher contacts with key legislators.					
We have best results working with the representatives from smaller counties... who have a good relationship with their newspapers.					
Right now, mostly our posting onto the Arizona run website as well as the research findings in our state that indicate the majority of our adults want to keep public notice in the paper.					
Getting publishers to interact with their legislators. Editorials. Many visits to the capitol. Prayer.....					
Research information on readership of public notice advertising vs. viewership on the Internet. The strong relationships our newspapers have with legislators.					
Beyond the strategies we have all discussed now so often, we have found the one tactic that really works is face to face memebr meetigns with legislators. That's what counts to lawmakers - the hometown editor.					

NAM Survey About Lobbying/ Government Relations Efforts
December 2011 – NAM Legislative Conference

Advertising campaigns reaching out to the public, forming coalitions with other government watchdog groups.

Since the rate for public notice advertising is set by statute and the same for all papers regardless of size, it has been extremely helpful to us to point out the total expenditures on advertising "for the public good" versus other lines, particularly travel. Additionally, the costs related to fund studies to examine wholesale changes to public notice laws have let many legislators to abandon the idea for the time being.

Lack of broadband coverage and with almost half the households w/o connectivity makes this argument a no-brainer. Newspapers remain safe, secure, reliable and archivable.

Develop data specific to the state and/or a state lawmaker's legislative district and present that data in arguments for or against specific bills. Computer ownership/broadband access limitations and newspaper circulation and newspaper website numbers that show readership may be shifting to newspaper websites instead of diminishing altogether.

When the office holders do something sneaky and get caught.

1. Emphasizing the uncalculated cost to governments for entering and operating the business of legally required public notification.
2. Emphasizing the digital divide
3. Emphasizing that self posting hardly qualifies as public notification.

We believe that a proactive approach to identifying new public notice opportunities (web, etc.) that are developed and managed by our industry are the only way to be a part of changing the landscape. Left to government, we'll wake up one day and public notices will be gone.

THE UNIVERSITY OF CHICAGO

Department of Chemistry
5780 South Ellis Avenue
Chicago, Illinois 60637

Dear Sirs:

I am pleased to inform you that your application for admission to the Ph.D. program in Chemistry for the fall semester of 1968 has been accepted. You will be admitted to the program on a full-time basis. Your advisor will be Professor [Name].

You should report to the Department of Chemistry on August 27, 1968. If you have any questions, please contact the Department Office at (312) 537-3100.

Sincerely,
[Name]