

It seems as if the question never goes away...

DO PEOPLE REALLY READ PUBLIC NOTICES?

The newspapers of Iowa wanted to know, too.

That's why the Iowa Newspaper Association commissioned a study by the respected Newton Marketing and Research firm in December 2009.

The results of the study are almost overwhelming. Iowans read public notices in newspapers and that's where they want them to stay.

Public notices are better read in Iowa than national sports news.

Why are public notices important?

An important premise upon which the principle of democracy is based is that information about government activities must be accessible in order for people to make informed decisions.

71.2% of Iowans believe state and local government ***should be required to publish public notices in newspapers.***

Why should public notices be printed in newspapers?

That's where they've been available to the public for 200 years. Newspapers are a respected third party - not like a government agency posting public notices on the agency's own website.

Newspapers have the responsibility to print public notices in a timely, complete and accurate basis. Nobody has ever "hacked" a newspaper - unlike Internet sites where public notices have mysteriously disappeared.

How long do public notices last?

Unlike the Internet, newspapers provide a timeless repository of important documents and information.

Public notices in newspapers don't evaporate into cyberspace days after they are posted.

Notices in newspapers are a permanent record.

91% of Iowans find their local newspaper trustworthy when publishing public notices, compared with **only 61%** who find a government-sponsored website trustworthy.

And...

**IOWANS
WANT TO READ
PUBLIC NOTICES
IN THEIR NEWSPAPER**

87.4%

**of Iowans read their
local newspaper**

Public notices printed in Iowa newspapers
are also posted at www.iowanotices.org
at no charge to government agencies.

***Putting public notices on
hundreds of government websites
is the best way to make sure they will
NOT be noticed by the public.***



**IOWA
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**DOES
ANYONE READ
PUBLIC NOTICES?**

**Iowans have spoken
and the answer
is clear--**

yes!

