

the Bulletin

**THURSDAY,
DECEMBER 4, 2014
ISSUE 49**

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PROMOTING PRESS FREEDOM SINCE 1868

77 Bills to pull public notice gain traction...

By MLive Media Group Editorial Board

Note editorial below when talking to your legislator

Your local government has a lot of power. It has the power to foreclose homes, make new laws that could land you in jail, and locate hazardous facilities on your block.

But before it can do any of these things, it must publish public notices of its intentions in a local newspaper of record. Third-party publishing ensures a healthy check on government authority.

Your state legislature, however, could take up a bill in December that would allow governments to publish legal notices only on their own websites. The bill would phase out the requirement for publishing in independent sources like newspapers.

This is a wrongheaded move. When a public notice is printed by a third party, it serves as proof of what government did, when it did it, how it did it and where citi-

zens can learn more about the matter. Public notices inform citizens when their elected boards will meet, what they will talk about and how they plan to spend your tax dollars.

In litigation, courts require the original printed legal notice as proof, and for good reason: It can't be altered. Not so with online notices. Left unchecked, governments could quietly update notices to hide a mistake. Dates can be altered. Documents can disappear during a power outage.

It's true that many newspapers publish the notices online as well as in print, and that makes it easier for citizens to search and find. But when it comes to accuracy and proof, there is no substitute for the printed legal notice.

Supporters of the bill argue the move



CONTACT YOUR LEGISLATORS!

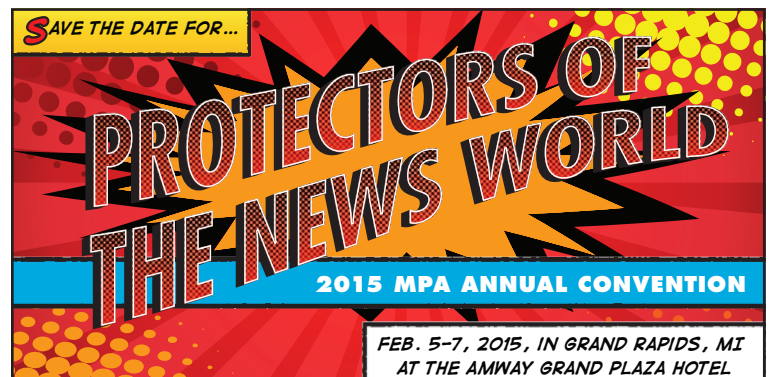
would save municipalities money, but the cost of these notices is minimal. The city of Niles, for example, spends more money each year for baseball umpires than for publishing its legal notices in the local newspaper.

Continued on Page 2

DEADLINE: FRI., DEC. 5, 2014 TO SEND US YOUR DIRECTORY UPDATE FORM

Update forms have been coming in — thank you!

In order to have an accurate snapshot of your publication for both your peers AND potential advertisers, we need those update forms. Return these forms— via mail, fax, email, messenger, homing pigeon—to MPA 827 N. Washington Ave. Lansing, MI 48906, fax to 517.372.2429 or email roselie@michiganpress.org by **Friday, December 5, 2014**. Feel free to contact the MPA World Headquarters with any questions: 517.372.2424.



Register/mark your calendars now for this annual gathering of Pulitzer Prize-winning journalists, media peers and students from across the Great Lakes State to discuss the modern role of newspapers, explore new technology and take advantage of visionary educational opportunities. Details and registration coming soon!

Public notice bill

From pg. 1

Frankly, we should value checks and balances on government power more than baseball umpires.

Adding to the potential problems, many municipalities simply do not have user-friendly websites that would make finding this information easy for citizens. And in any case, citizens don't frequently go to government websites unless they are seeking specific information, just as they don't visit City Hall unless they have business to attend.

It was for this reason that public notices were required to be printed in major local newspapers in the first place. People read newspapers and news websites to get information about local goings-on that may affect them.

On government websites, government is in control of what you know. Citizens

need an independent check and balance on the government that is supposed to serve them. Public notices in newspapers provide that.

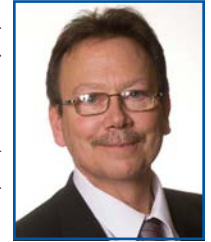
Don't let government control what you know. Contact your state representative and senator and tell them to reject House bill 5560.

This is the opinion of the editorial board of MLive Media Group, the parent company of MLive.com. The board is made up of the company's executive leadership, content directors and editors who oversee the 10 local markets that make up MLive Media Group.

If you have any questions please contact either Mike MacLaren or Lisa McGraw at 517-372-2424 or email mike@michiganpress.org or lisa@michiganpress.org.

Former *MiLW* editor dies at 56

Gary Gosselin, former editor for *Michigan Lawyers Weekly*, died Nov. 30, following a lengthy battle with lung cancer. He was 56.



Gary Gosselin

Mr. Gosselin served as editor of *MiLW* starting in March 2009 until earlier this year. He penned the column "Full Disclosure," and wrote regularly about law school, the Michigan Bar Exam, elections and law practice management.

Prior to *MiLW*, Mr. Gosselin worked as the business editor for *The Oakland Press* from 2000-06; and the business and auto editor for *The News Herald* from 1994-2000. He also wrote for the *Oakland Business Review* in 2008.

Publishers struggle with email marketing basics

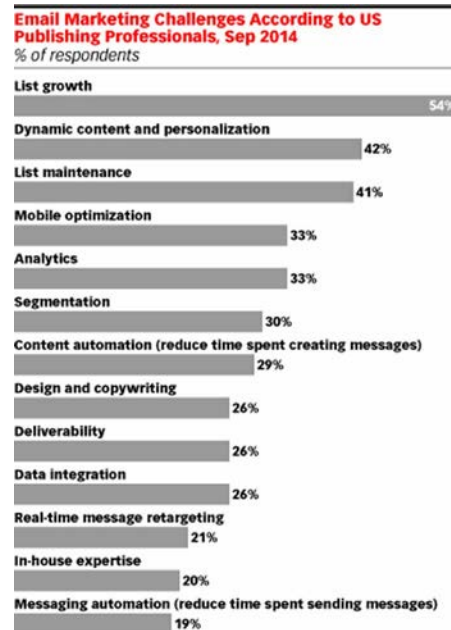
From emarketer.com

List growth, maintenance among the top email marketing challenges for publishers

Today's digital consumers have forced publishers to move some of their marketing efforts away from print and toward online and mobile. However, September 2014 research from FOLIO:, sponsored by Lyris, found that publishers were still struggling with email marketing—a more "traditional" digital channel.

US publishing professionals' responses indicated that they were facing challenges with simple email marketing tactics including list growth and list maintenance. List growth was the most common hurdle, cited by the majority of respondents, while 41 percent had problems maintaining the lists they did have. Publishers aren't ignoring their list problems though—good news considering that without the right recipients, email marketers won't see the success they desire, according to FOLIO:. When asked about their email marketing priorities for the next 12 months, list growth and improving list data and quality were the top two responses, cited by 60 percent and 58 percent of publishing professionals, respectively.

When running digital campaigns, marketers can't forget mobile, another prob-



Source: FOLIO:, "Confronting the Shift from Print to Digital: 2014 Publishers Survey Report" sponsored by Lyris, Nov 11, 2014
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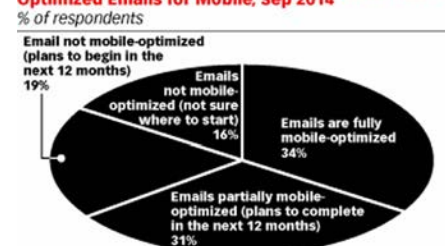
lem area for some publishers. One-third of respondents said that mobile optimization was a challenge, but once again, they planned to make an effort to fix this in the coming year. Fully 39 percent of respondents said that email optimization

across all devices was a top priority—the third most popular response.

The study found that publishing professionals were making strides toward mobile-optimized emails, albeit slowly. More than one-third of respondents said their emails were fully optimized for mobile. An additional 31 percent had started working on this and planned to complete mobile-optimized email efforts in the next 12 months. Still, the remaining 35 percent hadn't started, and nearly half of respondents in this group weren't even sure where to begin.

Experian Marketing Services found that email opens and clicks skewed heavily toward mobile devices. *Continued on Page 4*

Extent to Which US Publishing Professionals Have Optimized Emails for Mobile, Sep 2014



Source: FOLIO:, "Confronting the Shift from Print to Digital: 2014 Publishers Survey Report" sponsored by Lyris, Nov 11, 2014
182126 www.emarketer.com