

Sen. Nangle, Rep. Stover, members of the Joint Standing Committee on State and Local Government, my name is Mary J. Vogel, and I am the Town Clerk for Belgrade.

I am submitting written testimony today to speak in support of LD 422, An Act to Eliminate the Requirement That Municipalities Provide Public Notice in Newspapers.

The requirement for municipalities to advertise in local newspapers is costly and burdensome to taxpayers. Local newspapers cost for both block ads and for column ads have increased significantly over the past 10 years. We are finding today that many people are using other sources of social media to get the information they need.

Local newspapers short shelf life considerably limits the town's ability to reach its audience. Daily newspapers are especially affected, as readers may toss only a cursory glance at each day's paper before running out the door to work. If the reader does not read the paper by the end of that day, ads that have been paid for will become obsolete, but other social media is available for a period. Municipalities lack funds to advertise frequently, which makes it even less likely the business will reach its potential customers.