



**TOWN OF THOMASTON**  
**TOWN MANAGER**  
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March 7, 2023

Maine State Legislature  
State and Local Government Committee

***LD 422- An Act to Eliminate the Requirement that Municipalities Provide Public Notice in Newspapers.***

Dear State and Local Government Committee:

I write on behalf of the Town of Thomaston in supporting LD 422. This proposed bill gives municipalities the option of advertising public notices in print newspapers, rather than making it a requirement.

We are a small mid-coast town with a population of 2,800. We only have one local newspaper company in our area. If that one newspaper company were to ever close, then the town would be required to advertise in larger newspaper firms like Bangor Daily News or Portland Press Herald at a much higher advertising rate. This already is a cost burden for smaller municipalities that don't have local newspapers in their towns. Even at a local level, newspaper advertising rates continue to increase each year. We paid \$3,880 in fiscal year 2022 in advertising costs.

Further, it is questionable how much readership the local newspaper gets in print vs. online mediums. We do advertise with our local newspapers on their online service as well. Our small town has been much more successful in sending out public notices on our website, newsletter, and Face Book page.

LD 422 will enable municipalities to have the discretion whether to advertise in print or not.

Thank you for your consideration in supporting LD 422 on the behalf of all qualifying municipalities.

Best,

Kara George  
Town Manager