

notices more valuable. They now are available to anyone with a computer anywhere in Arizona. To use this single, searchable and free internet database, go to **www.PublicNoticeAds.com**.

The internet database of newspaper-published public notices gives you the publication date and newspaper of record. You then can acquire a copy of that newspaper for a permanent archive.

### ARE PUBLIC NOTICES NEEDED?

---

Arizonans think so. “More than four out of five people – 85% — feel that public agencies should be required to publish these notices in local newspapers; 10% do not; and 5% indicate that they don’t know.”

Through research done by A&A Research of Kalispell MT, the public told us 82% read legal notices in newspapers. That is a combination of 27% who say they read them regularly, and 55% who read them just sometimes.

**NEWSPAPERS  
DELIVER  
INFORMATION  
THE PUBLIC  
NEEDS**



Arizona Newspapers Association  
1001 N. Central Ave., Suite 670  
Phoenix AZ 85004

Phone (602) 261-7655  
Fax (602) 261-7525  
[office@annews.com](mailto:office@annews.com)

Hosts and creators of:  
**www.PublicNoticeAds.com**



---

## WHY DO PUBLIC NOTICES EXIST?

---

- PEOPLE CREATE GOVERNMENTS
- PUBLIC NOTICES ALERT PEOPLE TO ACTIONS OF THEIR GOVERNMENT

# LIKE MANY THINGS, IT DEPENDS ON YOUR VIEW!

In Arizona, those who have represented you in the Legislature all these years have understood the value of an informed citizenry.

Why else would they have mandated Public Notices be printed in the newspapers across Arizona?

Their point of view has been from the perspective of protection for each and every person.

*They knew then, and they know now, the public must have the opportunity to become aware of actions that might affect them, whether it is the activity of all government, or the actions of corporations.*

They call that “**The Public’s Right to Know.**”

## GOVERNMENT PERSPECTIVE

Many government Public Notices seek bids or proposals or other matters requiring a response.

“We rarely find a company to bid for our business when we print these notices,” is a typical response from someone in government.

Generally, many governments keep a list of bidders. When there is a need for a Public Notice seeking a bid, government prints the notice in a newspaper and then also mails the same information to a list of prospective bidders (such as contractors).

In their daily work life then, it is only natural for a government official or employee to question why taxpayer money should be spent printing Public Notices if they really get the business from their mailing.

Being too close makes reality difficult to see sometimes.

**The first and primary role** of a Public Notice is to provide the public with information about government and corporate activity that may affect them in their home, neighborhood, city or state.

## ROLE OF THE NEWSPAPER

In the very early days (no not the year your children refer to when you were in high school), Public Notices were tacked to a tree or to a door of the government office. As people walked past, they had the opportunity to see what might be about to happen that could affect them.

For a long time now, newspapers have been in the business of providing the public with information about their community.

In that role then, and as a third party independent publisher of local government

information, Public Notices moved into newspapers and have remained there.

Newspapers are read for their information. Some information comes from news stories, and some from large advertising purchased by stores. Public Notices are published with other small ads, usually in the Classified Advertising section, giving the reader scanning each newspaper page the opportunity to read them.

And, in newspapers, Public Notices are a permanent archive that won’t go away if the electricity is turned off. You can research yesterday’s Public Notices or a notice published a decade ago.

When legal notices are printed in ink, it is impossible for a “hacker” to change them.

## NEWSPAPERS ADD VALUE

Several years ago, the newspapers of Arizona created a single location for all printed Public Notices, at no cost to the advertiser or taxpayer. This free, internet-accessible single repository for the notices makes them even more valuable to businesses, and interested members of the public. You can quickly search for notices published in any newspaper in the state — important information that may affect you or be of interest to you or to your company.

**A government law did not require this.** Those who manage newspapers as the main information source for their communities quickly saw that a single place for all newspapers to publish their notices makes the

*(Continued on back)*