



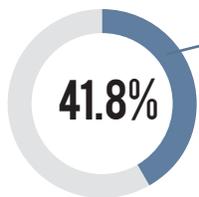
WHY PUBLIC NOTICES SHOULD BE IN PRINT AND ONLINE

1 THE PUBLIC WOULD RATHER GET THEIR NOTICE IN THE NEWSPAPER

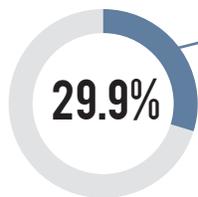
A survey conducted by Nielsen in 2011 shows that most Floridians (64.4%) would not read public notices as often if they were moved from newspapers to government run websites. Government web sites typically have “Unique Visitors” counted in the hundreds, while newspapers have reach in the tens of thousands and provide a significantly greater reach to their communities via the printed version, their web sites and at www.floridapublicnotices.com.

2 PUBLIC NOTICES MUST BE PUBLICLY ACCESSIBLE

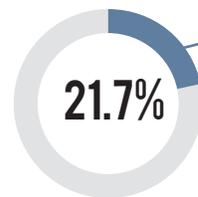
Large segments of Florida’s population, including elderly and minority populations cannot afford computers and monthly access fees.



of FLORIDIAN'S OVER 65 do not have access to the internet*



of FLORIDIAN'S OVER 50 do not have access to the internet*



of HISPANICS IN FLORIDA do not have access to the internet*

The public’s right to know shouldn’t be abandoned in favor of presumed cost savings. In addition to printed newspapers, Florida’s newspapers (provided by FPA) operate a supplemental public notice web site, www.floridapublicnotices.com, allowing free and unlimited searchable access to public notices aggregated from Florida newspapers, as well as by a free app for the iPhone.

3 GOVERNMENT POSTING OF GOVERNMENT NOTICES ON GOVERNMENT WEBSITES REMOVES THIRD-PARTY NEUTRALITY

Making government officials responsible for notifying the public on their own websites carries with it a potential for abuse. For example, it may create the temptation to change or manipulate the timing of public notices. If a scheduled public notice is not published or contains false information, the newspaper is more likely to catch the mistake.

4 GOVERNMENT-RUN WEBSITES DON'T PROVIDE LEGAL AFFIDAVITS, WRITTEN PROOF OF PUBLICATION, OR A SECURE AND VERIFIABLE PAPER TRAIL

State and local governments, attorneys and private citizens rely on this documentation to ensure that notices are published in a timely and lawful manner, as newspapers are required by law to do.

5 PUBLIC NOTICES MUST BE ARCHIVED IN A SECURE AND ACCESSIBLE FORMAT

The internet alone doesn’t provide as reliable an archival history of public notices as newspapers, due to vulnerability from hackers, viruses, and downed servers. Newspapers archives are available at most libraries and at many newspaper offices, with digital archives also available at www.floridapublicnotices.com.