



Kansas Press Association, Inc.

Dedicated to serving and advancing the interests of Kansas newspapers

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Feb. 3, 2016

To: Sen. Les Donovan

From: Doug Anstaett, executive director, Kansas Press Association

Re: SB 359

Mr. Chairman and members of the Committee:

I am Doug Anstaett, executive director of the Kansas Press Association. Thank you for the opportunity to discuss our association's opposition to SB 359, which would make publication of a market study analysis optional in a newspaper publication or online.

Such an option would actually defeat the purpose of public notice. While we can all agree that the internet has become pervasive in American society, there is no doubt that newspapers — printed, permanent, verifiable and not subject to hacking or manipulation — still provide the best avenue for getting public information into the hands of the most people.

If counties want to put this notice on their websites, why don't they just do it now. Nothing is stopping them. But to argue that placing such information on a website only will be as effective as putting it in print is a spurious argument.

The pervasiveness of the internet is part of its problem. No one goes there searching for public notices, and if they do, how many are going to be able to find them in the morass of tens of thousands, if not millions, of websites? And what about those, like my mother and in-laws, who don't trust computers, don't want to own one, but still want to keep up on this kind of information? How will they learn of such information?

Newspapers are still the best avenue for getting this information to the public. Besides, for the past 10 years the Kansas Press Association has hosted a site where notices can be read by anyone, even those who are not newspaper readers. It's called kansaspublishing.com, and it's available for free right now. During those 10 years, we've invested more than \$100,000 in this site as a supplement to our printed products. Yet it gets few hits. Why? Because, as I said above, people don't use the internet to search for such information.

We oppose placing this information on a government-run website and believe you should as well. States that have tried it have come back screaming to have the decision reversed when they found it was much more work than they had anticipated. Thank you.