

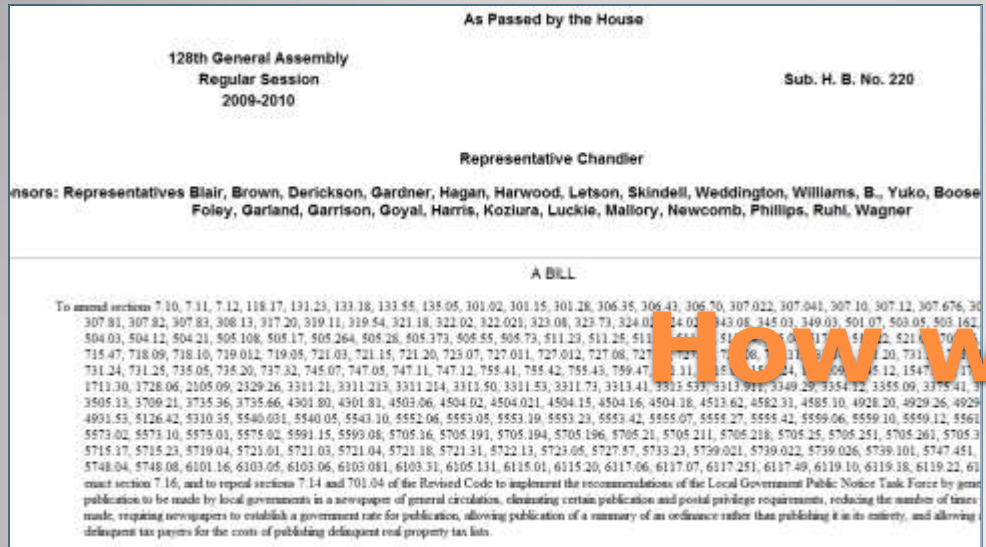
Ohio's new public notice laws
Strengthening
our relationships



Dennis Hetzel | Executive Director
Ohio Newspaper Association
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"In case of a loss of cabin pressure, oxygen masks will drop down in front of you for two dollars."



How we got here

- Interested parties started talking about six years ago
- Legislative Study Commission made recommendations
 - Rep. Chandler introduced HB 220 in 2010
 - Bill passed House 97-1; Senate didn't consider
 - Kasich budget had public notice changes
- Rep. Gardner introduced ONA-supported language
- New language passed in June, 2011, state budget



It really matters! And print isn't dead.

- Public notice a key role of government back to 1700s
 - Engaged citizens help government succeed
- Research: Ohio citizens think newspapers still best
- Research: Over half have read newspaper notices
- Research: Most say it's wise use of taxpayer dollars
- Obviously, Internet options make sense today, too
 - ONA has been proactive: PublicNoticesOhio.com
 - Ohio still in bottom third for broadband access



We value our relationships with you and understand your needs

You deserve great customer service

- Ensure that you meet statutory requirements
 - Offer best-possible deadlines
 - Understand that accuracy is paramount
 - Can notarize and verify for affidavits, etc.
 - Provide safe, secure Web posting
 - Charge affordable, clear rates
- Provide trusted, effective way to reach constituents

Key elements of new law RATES (orc 7.10)

- Newspapers should offer a government rate
- Rate can't exceed 'lowest classified rate' others pay
 - Includes both in-paper advertising and inserts
 - One twist to insert advertising
- Rate includes free posting to newspaper website

Key elements of new law QUALIFYING PAPERS (orc 7.12)

- Mail-permit, paid circulation requirement eliminated
 - Requirement: In business at least 3 years
 - Requirement: Publish at least weekly
- Requirement: At least 25% news; 8-page minimum
 - Must be able to add subscribers to circulation list
 - Must circulate by mail or carrier in your county
- Can prove through USPS statement or recent audit
 - 'Law journal' exception remains for court notices

Key elements of new law 'INTERNET' OPTION (orc 7.16)

The Core Requirements

1. One complete newspaper notice remains in all cases
2. Internet option available when more than 1 required
 3. Use of procedure is local gov't decision
4. To use procedure, must post to new state website
 5. Optional for you to post to your own website

Key elements of new law 'INTERNET' OPTION (orc 7.16)

Exercising the option

- Second notice can be truncated and summarized
 - No further print notices required
 - Must post to state public notice website

Key elements of new law 'INTERNET' OPTION (orc 7.16)

Requirements of the 'summarized' print notice

- Title (Headline)
 - Summary paragraph that describes purpose
 - State that notice is on state site in entirety
- Web URLs for state site, newspaper site and your site
 - County name, address, phone, e-mail address

Key elements of new law

WHAT NOTICES QUALIFY?

- Many local notices can consider Web option
 - Check to be sure
- Notice statute must refer to ORC 7.16 or admin rule
 - Many state government notices not covered yet

Key elements of new law

SOME EXCEPTIONS

- Ballot initiatives and Constitutional amendments
 - Foreclosure proceeding notices
 - Sheriff's sale notices
- Delinquent tax notices, but law has new cost savings:
 - *Inserts can now be used for delinquent tax lists*
- *Cost of 2nd publication of delinquent tax list regulated*
- *Auditor can recover notice costs from property owner*
(see ORC 5721)

Contact info:
Dennis Hetzel
dhetzel@ohionews.org
614-486-6677



Thank you!
Questions?