

## **Adding electronic media to Publication of Public notices      Aug. 30, 2016**

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The purpose of publishing meeting agendas/minutes, land sales, legal notices, charges or assessments, RFPs, job openings, etc. is to reach the greatest amount of people so taxpayers can be informed. Electronic media should also be able to be selected by city councils, county boards and school districts as Newspaper of Record.

- Electronic media has unlimited space – more information could be shared without worrying about word count.
- Electronic media can post meeting minutes, agendas, etc. for a third of what it costs to put it in print. This would save taxpayer money in communities across the state and give local governments more flexibility in their budgets.
- My electronic media is free, there's no subscription needed and my page can go around the world. If the goal is to inform the public, everybody can have access to the information on my page.
- I can post immediately. Electronic media runs 24/7. I don't need to wait for a 10 p.m. newscast or a print run – I can post stories/information when it happens.
  - **Example:** Two weeks ago Aug. 20 Matt Roberts from 3 Doors Down was scheduled to play a charity concert in WB. He was found dead that morning in a local hotel. The band confided in me and I broke the story on Saturday and then CNN followed my lead as did Fox 6 in Milwaukee and CBS 58. The big story hit the local paper 4 days later.
  - **Example:** Sister Margaret Held was one of the nuns killed in Mississippi. That happened Thursday and by Saturday morning I found she grew up in Slinger. I posted stories and had talked with the family. By Sunday, they gave me her obituary and time of memorial Mass. The local paper would first post the story 4 days later.
- Archives: All information on my website is archived electronically via Google. The information is backed up by the host/server and it can be stored in the cloud. Archives are available 24/7 and are readily accessible.
- Current legislation shows government notices have to be posted in three places including City Hall, public library, and town hall, etc. So it IS already in print.