

NEWSPAPERS WORK FOR PUBLIC NOTICES

Open and transparent communication from government to Canadians is vital and the proper dissemination of public notices assures that the public is informed about important changes that will impact their lives.

There are two components to public notices:

1. Informing the public of the notice, and
2. Providing access to the information pertaining to that notice.

Online public notices at cost of public awareness

In some areas within Canada, there is a push to move public notices into an *online only* format and to discontinue the requirement to publish notices in newspapers that represent the relevant audience for the notice. Often cost reduction is touted as the main driver for this push. This is a false savings as it comes at the cost of public awareness, which is the entire reason behind public notices.

Online public notices can only be effective if the public knows where to look and is willing to take time out of their day to go searching for them. Whereas, since three quarters of Canadians read their local newspaper, when a public notice is published in printed newspapers the likelihood is far greater that it will get noticed by its target audience.

Did you know that **59%** of Canadians believe that **printed newspapers** are the most appropriate advertising medium for information about regional and municipal government programs and services.²

Social media doesn't reach everyone

The government trend of reaching constituents using their own websites and social media is a concern for many reasons:

1. More than a quarter of Canadian adults don't use social media.¹
2. Governments have an obligation to provide access to important and relevant information to all Canadians.
3. Few communities are adequately served by online-only sources of local news and information. However, the ability of printed newspapers to deliver news and government information is proven and an essential tool for continued democratic and economic vitality.
4. Website information can be changed while newspaper public notices are printed, archived and remain as a permanent public record.

Newspapers score highest on engagement*

When Canadians were surveyed on eleven metrics* for media engagement, printed newspapers scored highest.³ When reading a newspaper, Canadians give it their full attention, compared to other media where attention is fractured.

Sources:

1 Totum Research on behalf of Newspapers Canada, Fall 2014

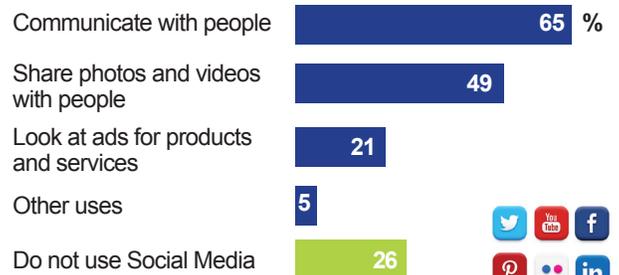
2 Totum Research on behalf of Newspapers Canada, October 2012

3 Totum Research on behalf of Newspapers Canada, "Newspapers are Engaging", April 2014

*Eleven characteristics tested for engagement: media is trustworthy; feel a personal connection with medium; it inspires; makes life better; enhances interaction with others; operates in an ethical manner & has public's best interest in mind; go to medium when have time to oneself.

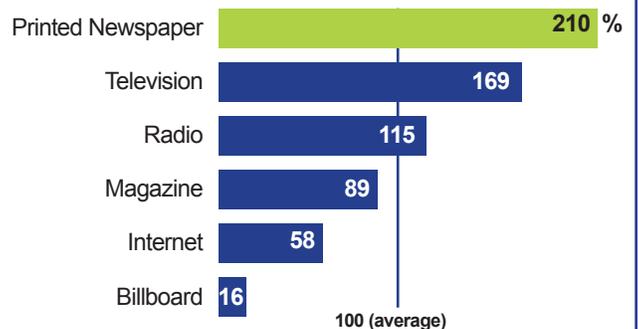
For further industry information, go to www.newspaperscanada.ca

Social Media Usage



Totum Research: Canadian Adults 18+ (November 2014)

Media Engagement Index



Totum Research: Canadian Adults 18+ "Newspapers are Engaging" (April 2014)



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