

WISCONSIN NEWSPAPER ASSOCIATION

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... the world's oldest Press Association. Established in 1853.



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March 9, 2000

→ SB-441

Re: LRB 4568 Our Town Newspaper Bill

From: Sandra George, Executive Director

A handwritten signature in cursive script, appearing to read 'Sandra George', is written over the printed name.

The Wisconsin Newspaper Association supports LRB 4568. This bill's purpose is to make it easier for newspapers in towns that have lost their newspaper to have a new newspaper fill the void and be eligible for public notices. Typically there is a dearth of retail advertising support for a newspaper in towns which lose their newspaper, so the idea behind this bill is to provide an opportunity for the local entities to support a local newspaper as soon as possible with legal advertising and to assure the communities of as much local readership as possible of the public notice.

The bill reduces the length of time a newspaper must publish before it is eligible for publishing public notices from two years to 16 weeks if it's in a town that has seen its newspaper close.

The companion bill to this, AB788, passed out of committee unanimously.

