Most readers turn to their community newspaper for news before turning to other media.

**Newspaper:** 52%

**Radio & Internet:** 13%

**Television:** 13%

**Other Sources:** 22%

Source: National Newspaper Association and the research arm of the Reynolds Journalism Institute at the Missouri School of Journalism, 2011
80% of the public believe governments should be required to publish public notices in newspapers.

THE MESSAGE IS CLEAR. PEOPLE WANT THE NOTICES IN THEIR NEWSPAPERS.

Source: National Newspaper Association and the research arm of the Reynolds Journalism Institute at the Missouri School of Journalism, 2011
Readers are 7 times more likely to get their news from their community newspaper than from the Internet (7.4%).

Less than 6% say their primary local news source is radio.

Source: National Newspaper Association and the research arm of the Reynolds Journalism Institute at the Missouri School of Journalism, 2011