



Pennsylvania Municipal League
President – Matthew Pacifico, Mayor, City of Altoona



Pennsylvania State Association of Township Commissioners
President – Dave Zarnick, Commissioner, Butler Township

May 14, 2020

Dear Members of the Pennsylvania House of Representatives:

On behalf of the members of the PA Municipal League and the PA State Association of Township Commissioners, I am writing to request your co-sponsorship of Representative Jason Ortity's flexible local advertising proposal – HCO3540.

Currently, local governments are required to advertise meetings, bidding, contracts, purchases and other legal notices in newspapers of general circulation within the municipality's respective jurisdiction. However, in these modern times, newspaper readership is continually declining and they are struggling to operate, with some newspapers turning to the internet for survival while others are shutting down entirely. This has strained local governments over the last several years, as it has become harder and costlier to fulfill this archaic advertising requirement.

Representative Ortity's proposal would allow local governments greater flexibility to reach and inform their constituents by providing a large menu of outlets to publish advertisements, including electronically or in a printed format.

Our members, like all local governments, are committed to serving their communities in a transparent and open manner. This legislative reform would significantly increase the number of constituents local governments are able to reach, especially those who do not purchase newspapers. As a result, more community members can be included in their government's decision making process. Additionally, local governments have the opportunity to save money by posting advertisements electronically, such as on their municipal website. Overall, providing local governments with the ability to choose their format of advertisement allows them to decide which method works best for their municipality.

Again, we ask that you sign on as co-sponsorship of this important measure. Please feel free to contact me at asturges@pml.org with any questions regarding this request.

Sincerely,

Amy Sturges
Director of Governmental Affairs
PA Municipal League and PA State Association of Township Commissioners