

December 7, 2025

Dear Mayor Micciche and Assembly Members,

Thank you for your time and consideration regarding [Ordinance 2025-27](#). It's clear the intent is to safeguard responsible, legitimate journalism for our borough, but I believe some of the requirements need to be rethought. The newspaper world is dramatically changing; this ordinance, as written, doesn't reflect that.

If the borough's true goal is to inform residents, then the format, whether it's print or digital, takes a back seat to reach, engagement, transparency, and accountability.

As to the ordinance, here are some direct suggestions, in bold:

- A newspaper of general circulation is defined as a publication that:
 - It is published in newspaper format. (**Note: too vague and restrictive**)
 - It is distributed in print at least twice a week for at least 50 weeks each year.
(Comment: This is unrealistic—currently, no newspaper meets this standard; Clarion and Homer publishes once a week. This model does not work in smaller towns.)
 - Has a total circulation or paid distribution of at least 500 copies or 10% of the total population. (**Comment: Industry standard is 3-6 percent.**)
 - Holds a second-class postal permit. (**Limits it to printed only**)

Some other suggested additions to this ordinance:

- **Has local, professional writers.** (**Note: This has to be a broad requirement. There are very few professional journalists on the peninsula.**)
- **Has proven to be non-biased and inclusive within the community.**
- **Reports regularly on public meetings and issues to keep the public informed.**

The [Seward Folly](#) offers all of these in a way the old models couldn't and, at this point, simply can't anymore. The traditional newspaper model isn't functioning well in smaller towns. The cost of printing is prohibitive, and advertising opportunities as a revenue source are very limited.

I understand the need to set standards—especially amid a glut of unreliable “news” sites—but would ask you to consider that alternative models for a newspaper can work. We reach 1000 unique visitors per edition. We have formed strong, conscious ties across the community, from the Seward Ministerial Association to the Prevention Coalition, the SeaLife Center, vets' groups, and dozens of local businesses. We pay an independent reporter to cover the city council and work closely with the chamber, even helping write their business spotlights.

Social media is not the answer. It tends to amplify confusion and inflame divisions. The Folly is meant to counter this trend by providing trustworthy, deeply rooted local reporting, with a visible face and a real stake in the community.

We're open to discussion and we're committed to Seward. All we're asking is that our effort and our results be recognized for what they are: proof that local, independent, online news, done right, can be a solid alternative to the traditional model.

Thank you for your attention and for considering what truly serves our town.

Sincerely,

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**KENAI PENINSULA BOROUGH
ORDINANCE 2025-27**

**AN ORDINANCE AMENDING BOROUGH CODE, KPB 1.08.180,
REGARDING THE DEFINITION OF A NEWSPAPER OF GENERAL
CIRCULATION**

WHEREAS, this ordinance will amend KPB 1.08.180 to ensure that public funds are being used in a manner which maximizes public notice and awareness;

WHEREAS, requiring minimum thresholds for print distribution and distribution within all the incorporated cities within the Borough is necessary to make sure that the methods of public notice are providing sufficient public awareness; and

WHEREAS, it is important to provide public notice in places where members of the public get their information;

NOW, THEREFORE, BE IT ORDAINED BY THE ASSEMBLY OF THE KENAI PENINSULA BOROUGH:

SECTION 1. That this ordinance amends KPB Code and will be codified.

SECTION 2. That KPB 1.08.180 is hereby amended to read as follows:

1.08.180. Public notice publication requirements.

- A. All legal notices, public notices, and other advertising published on behalf of the Kenai Peninsula Borough must be by purchase order authorized in accordance with the borough purchasing procedures.
- B. Unless a borough code provision or state law provides otherwise, the following forms of public notice satisfy a publication requirement under borough code:
 1. Publication prominently placed on the borough's webpage in a consolidated location; or
 2. Publication in a newspaper of general circulation; and
 3. Posting the notice at the borough administration building located at 144 N. Binkley Street, Soldotna, Alaska, at a service area's principal administration building if the notice is specific to a service area, or other public facilities or private facilities that allow for public