Honestly, a website notice only? They will have it buried so deep on their site nobody could find it, number one. Number two, seriously, not everybody has a computer. I know it's the Internet age. Who knew there are still people without computers. So to me, burying I noticed that a radio station is accepting money, does not let the small business owner - i.e. the DIY/Indie - have real-time information concerning the competitions entry into the market.