

My name is Heidi Wright. I'm the COO of EO Media Group and the publisher of The Bulletin in Bend, Oregon.

Thank you for the opportunity to speak today in support of HB 3167.

As I mentioned in my previous testimony on HB 2605, our industry is in a transition. Our old business model is under significant pressure primarily because of the successful monetization of our locally produced content by big tech companies and some bad actors that care a lot more about Wall Street than the main streets in Oregon.

Despite all the challenges, newspapers - be it in a digital replica format or traditional print, are figuring out how to grow audience and have rekindled an interest in the journalism we produce, because people are seeing what happens when their community loses their newspaper and along with it a trusted, independent source of credible news.

Across Oregon - from Portland to Halfway, from Cave Junction to Ontario and all of the other communities with a newspaper around the state, people care and trust us to be "the newspaper of record" about all that is happening their community, which is why we continue to be the best place to publish legal notices.

Moving to a digital format allows exposure to a larger audience, in the recognizable format of the printed newspaper. We provide effective notice in an independent, trusted publication that is archived for today and tomorrow's readers.

Keeping public notices in the public eye is important to our citizens for the sake of transparency and to the member newspapers of the Oregon Newspaper Publishers Association for the revenue stream those notices produce. That revenue stream helps fund the important work of journalism in our state. To take notices away would add a significant challenge to an industry in transition and not serve the citizens of this state.

Thank you for your time today and for the opportunity to testify in favor of HB 3167.