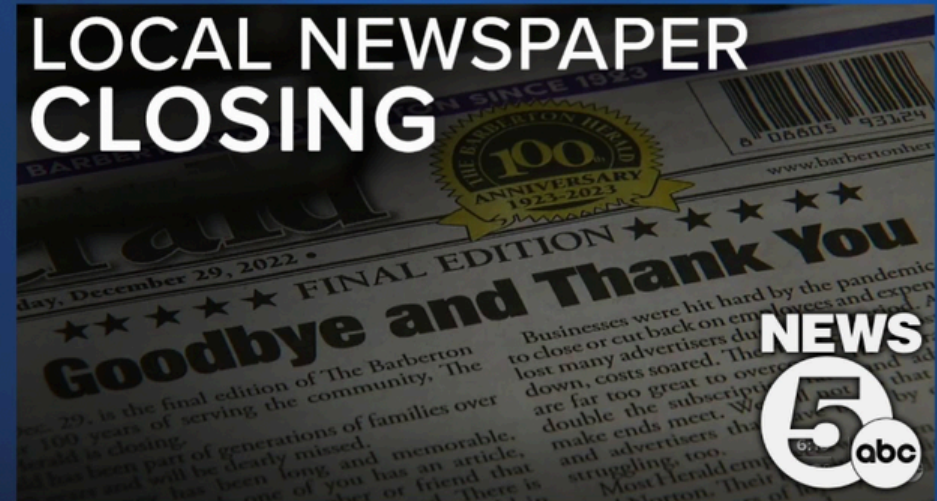




# SB 686: Oregon Journalism Protection Act

Ensuring Mega-Platforms Pay a Fair Share of Profits to Oregon Newsmakers

## LOCAL NEWSPAPER CLOSING



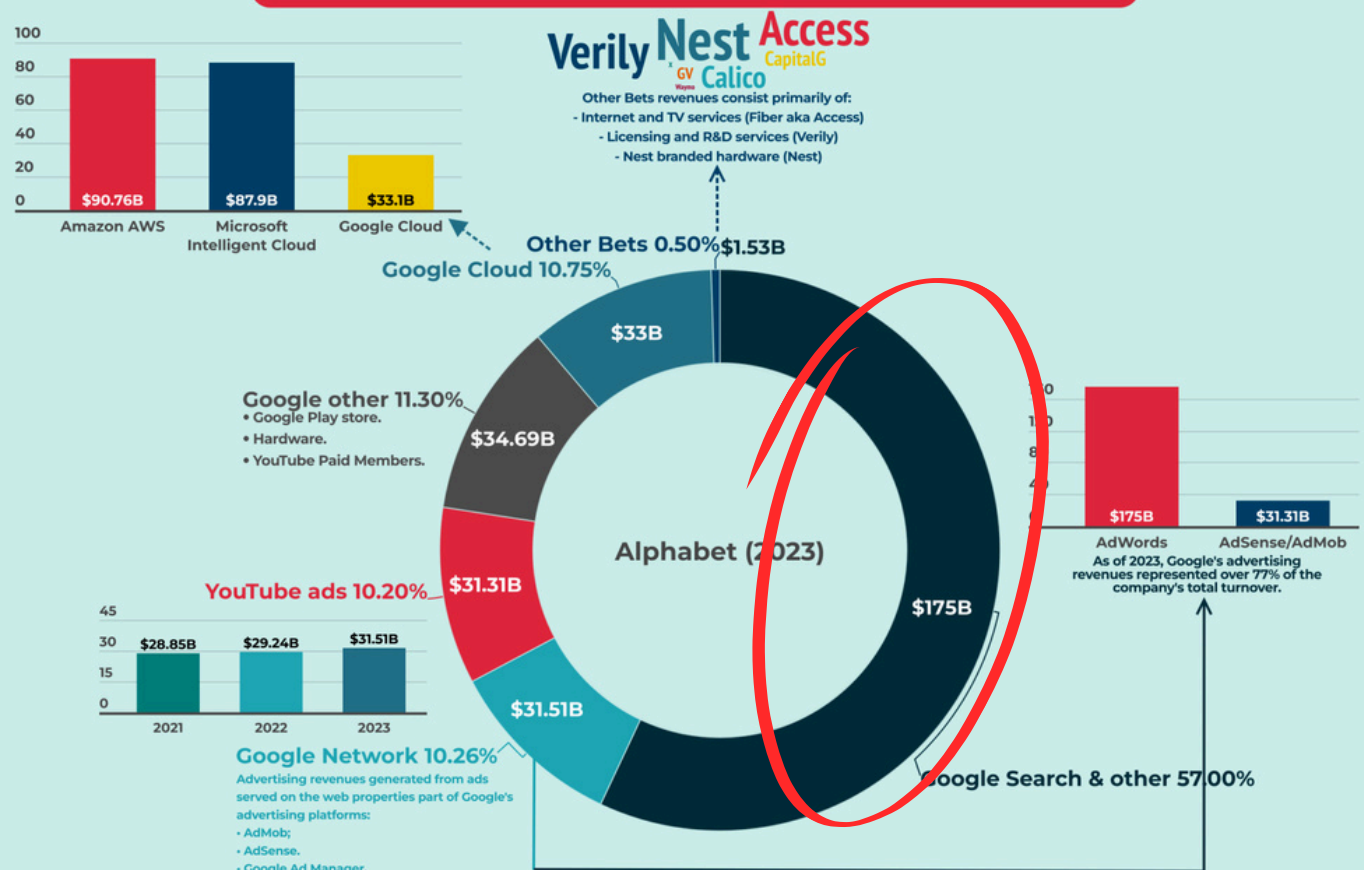
Newspaper shuts down after 100 years of serving community

Watch >



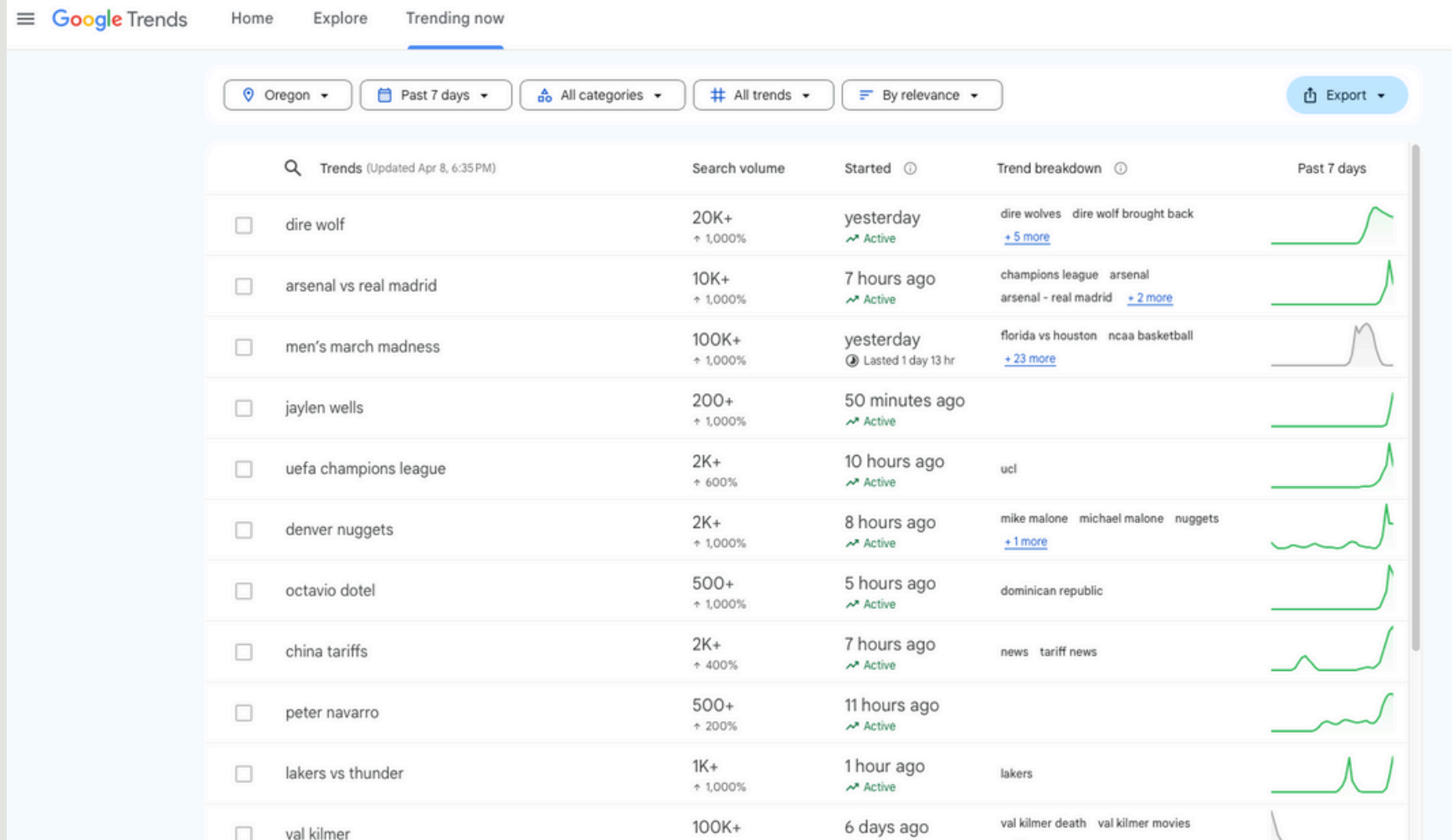
# Platforms monetize audience attention to sell direct advertising & ad targeting.

## Alphabet's Google Business Model





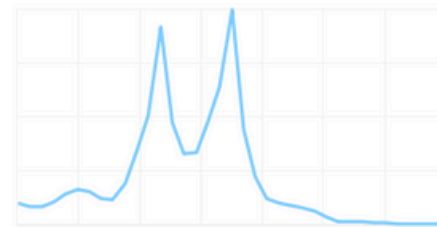
# Oregonians Turn To Google Search for Local News & Get Local News Results.





# Oregonians Turn To Google Search for Local News & Get Local News Results.

portland night market



7 days ago

now

Explore

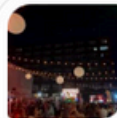
Search it

## In the news



Portlanders enjoy warm day with return of Night Market

3 days ago • KPTV



Did you miss this weekend's Portland Night Market? Here's how to catch the...

3 hours ago • Portland Tribune



The Portland Night Market kicked off on Friday, April 4th, 2025 in Southeast...

3 days ago • OregonLive.com





# AI search engines send 96% less referral traffic to news sites than traditional Google search

Google

portland night market 2025 grand opening

All News Images Videos Shopping Short videos Maps More Tools

AI Overview

The Portland Night Market kicked off its 2025 season with its first open nights on April 4 and 5, 2025, at 100 SE Alder Street, featuring over 100 vendors, local food, drinks, music, and art.

Here's a more detailed breakdown:

- Location: 100 SE Alder Street, Portland, OR
- Dates: April 4 and 5, 2025
- Time: 4-11pm

Show more

Portland Night Market (@portlandnightmarket) - Instagram  
Portland Night Market April 4+5 4-11pm 100 SE Alder Street FREE to all ages! Y'all read...

Portland Night Market opens its 2025 season showcasing local ...  
3 days ago — Portland Night Market opens its 2025 season showcasing local ...

The Portland Night Market kicked off its 2025 season over the weekend, with its first open nights on April 4 and 5. Only so many nights a year can folks anticipate hundreds of people lined up around the block of Southeast Alder Street in Portland.

Portland Tribune  
https://www.portlandtribune.com/news/catch-the-ne...  
Catch the next Portland Night Market – here's how | News

About featured snippets Feedback

OregonLive.com  
https://www.oregonlive.com/eastportland/2025/04...  
Portland Night Market opens its 2025 season showcasing ...  
3 days ago — Portland Night Market opens its 2025 season showcasing local businesses ... While it is free and open to all ages, \$10 Fast Passes are offered ...

See photos See outside

Portland Night Market  
4.3 ★★★★★  
1,060 Google reviews  
Market in Portland, Oregon

Website Directions Reviews Save



# How Does Oregon Journalism Protection Act Work?

Option 1: Platform Pays Sum Specified by Statute

Option 2: Platforms and Publishers Go To Arbitration

Statutory compliance

OR

"Baseball" Arbitration

Platforms name fair market value

Publishers name fair market value



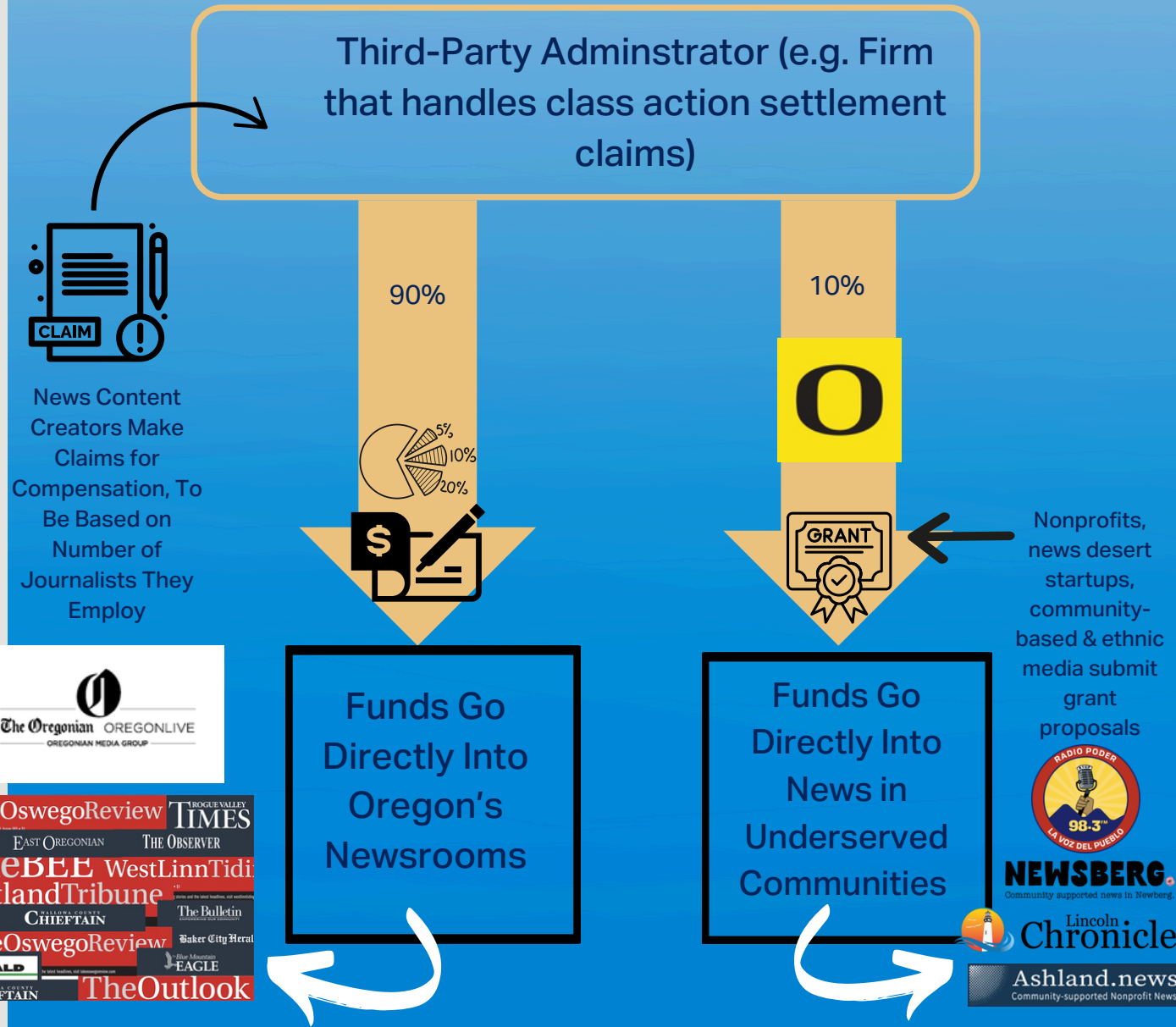
Third-Party Administrator (e.g. Firm that handles class action settlement claims)



## SB 686 Supports News Creators Large & Small, Established and Emerging



# How Does Oregon Journalism Protection Act Work?





# Questions?



UNIVERSITY OF  
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School of Journalism  
and Communication



INDIVISIBLE  
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Oregon Newspaper Publishers Association



America's  
Newspapers



Oregon  
Association of  
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SOCIETY OF  
PROFESSIONAL  
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REBUILD  
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