



2/6/25

CHAIR SOSA AND MEMBERS OF THE COMMITTEE:

I'm Colleen Brady, Regional Manager of the Elkhorn Media Group—a local Eastern Oregon family owned and operated news and marketing media company serving 19 counties throughout rural Eastern Oregon from Burns to Hermiston and all communities in-between. Our family of employees has well over 200 years of combined service to our eastern Oregon communities. We're owned locally, we operate locally, we've raised our kids and grandkids together...and done it alongside our neighbors and community members.

Thank you for your time. The purpose of my comments today is to bring awareness of calls for the many many requests that our local company gets from local agencies, school districts, municipalities, contractors and the many other entities wanting to utilize our services for public notices that they are required to publish. These groups are asking how they can get greater exposure and, in most cases, more response to their notices. Because there are strict deadlines that must be adhered to, it's important in every instance that these notices can and must be published in a timely and effective manner.

In rural eastern Oregon the landscape has changed to where there are no longer any sources that meet the criteria in the current house bill regarding public notices, thus it is no longer an effective option for the entities I just spoke about. In our eastern Oregon counties, we have no television, very limited print options and the Elkhorn Media Group and our concentration on local and regional news content far outperforms any other digital, social or website presence. Our 2024 average monthly page views exceed 717,000, making our Elkhorn Media Group website outperform all and any existing media options when combined. Access to our public notices is easy with a simple click off our home page allowing access to eastern Oregon and the entire state of Oregon. One of the strengths of the EMG media group is that we have the option to utilize our 15 radio stations, social media accounts plus mobile app to drive the public to our website and specifically our public notice listings.

1704 Adams Ave. La Grande OR 97850 541-963-3405

Baker City/La Grande	Pendleton/Hermiston	John Day/Burns	Walla Walla/Tri-Cities
104.7 KCMB	1290 KUMA	94.5 KJDY	103.5 KWHT
102.3 KWRL	92.1 KUMA	1400 KJDY	107.7 KWVN
103.1 KVBL	1240 KTIX	102.9 KHKO	1490 KTEL
92.9 KHKF		92.7 KZHC	
		1230 KZHC	



My purpose in testifying today is to simply ask for you to approve the option of these groups and organizations to have the flexibility to be able to utilize our Elkhorn Media Group's archivable digital format on our website.

As an individual who has grown up in Eastern Oregon, has spent my entire media career serving the many communities throughout our area for nearly 30 years, my mission is to help our local entities maximize the possibility for their success. We are not mainstream media; we are not corporate media...we are a local trusted source that has been deep in our commitment to these communities for over four decades.

I appreciate your consideration of House Bill 3431 which will give our counties, our communities, our school districts and municipalities an increased opportunity for success.

Sincerely,

Colleen Brady

Regional Manager

Elkhorn Media Group

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