



California Oregon Broadcasting, Inc.

Established 1933



February 6, 2025

Chair Sosa and members of the committee, I'm Bob Wise and I'm the Vice President and General Manager at KOB-TV in Medford. Thank you for the opportunity to speak with you today about HB 3431, We truly appreciate your consideration.

For more than 72 years, KOB-TV has been proudly Oregon-owned—first by William B. Smullin and now by Patsy Smullin. Since our very first broadcast, we have been committed to serving Oregonians with integrity, ensuring that local journalism remains a pillar of our democracy. We are more than just a news station—we are a vital thread in the fabric of every community we reach, from the Oregon coast to east of Klamath Falls and north of Roseburg.

We appreciate Representative Gomberg's willingness to amend the bill to include broadcasters who fit the other requirements outlined in the bill. Many of the rural communities we serve have lost their daily printed newspapers, leaving a growing information gap that threatens civic engagement. HB 3431 is an opportunity to bridge that gap. By allowing public notices to be posted on our digital platforms, we can ensure that more Oregonians—especially those in underserved areas—have access to crucial information that affects their lives. And we won't just post these notices; we will actively direct our viewers to them, reinforcing the importance of transparency and public awareness every single day.

This bill has no downside—only the potential to strengthen public access and uphold the intent of the original legislation. We stand ready to do everything in our power to support its passage because an informed Oregon is a stronger Oregon.

Thank You.



KOB-TV

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