



California Oregon Broadcasting, Inc.

Established 1933



March 19, 2025

Chair Jama and members of the committee, I am Bob Wise, Vice President and General Manager, with KOB-TV in Medford. Thank you for the opportunity to share this letter in support of SB 437. I truly appreciate your consideration.

For more than 72 years, KOB-TV has been proudly Oregon-owned. First by William B. Smullin and now by his daughter Patsy Smullin. Since our first broadcast, we have been committed to serving Oregonians with integrity, ensuring that local journalism remains a pillar of our democracy. We are much 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.

Many rural communities we serve have lost their daily printed newspapers, leaving a growing information gap that threatens civic engagement. SB 437 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. 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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