



March 19, 2025

Chair Jama, vice chair Bonham and members of the committee, I'm excited for this opportunity to ask you to support Senate Bill 437:

I'm Colleen Brady, Regional Manager of the Elkhorn Media Group—an Eastern Oregon family owned and operated news and marketing media company serving most of the 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.

The purpose of my testimony today is to bring awareness to the calls for the many many requests that our company gets from local agencies, school districts, municipalities, contractors and more wanting to utilize our services for public notices that they are required to publish. They are wanting greater exposure, more response to their notices and they deserve the right platform. 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—our archivable digital format website allows for instant posting. No missed print deadlines.

In rural eastern Oregon and other rural areas in Oregon, the landscape has changed--there are no longer any sources that meet the criteria in the current verbiage 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, limited to no 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 free and easy with a simple click on our home page allowing access to eastern Oregon and the entire state of Oregon. One of the strengths of Elkhorn 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 to our public notice listings. We easily educate them where to find this information.

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

<b>Baker City/La Grande</b>	<b>Pendleton/Hermiston</b>	<b>John Day/Burns</b>	<b>Walla Walla/Tri-Cities</b>
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 a local archivable digital format news website—and in our area...our Elkhorn Media Group's page. This will also allow these groups throughout the State of Oregon to be able to choose *their* local archivable digital format source of preference.

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 with boots on the ground with a deep commitment to these communities for over four decades. Let's honor these local entities who work hard and get their information out to the communities...and let's honor our community members by providing them the information they deserve to know about—free of charge---in a free non-subscriber based archivable digital format.

I appreciate your consideration of Senate Bill 437 which will give our counties, our communities, our school districts and municipalities an increased opportunity for success by letting them decide what is most successful.

Please support Senate Bill 437. Thank you, Chair Jama, Vice Chair Bonham and members of the committee, for your time today.

Sincerely,

Colleen Brady

Regional Manager

Elkhorn Media Group

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