



Written Testimony in Support of HB 3329

Submitted by: Flossin Media

Date: March 26, 2025

Position on Measure: SUPPORT

To the Honorable Members of the Committee,

My name is John Washington, and I am the CEO of Flossin Media, a Black-owned multimedia production company based in Portland, Oregon. For over two decades, Flossin Media has been dedicated to telling culturally authentic stories, producing digital content, and elevating the voices of historically underrepresented communities throughout the state. We produce two local podcast shows, publish a lifestyle magazine, create video profiles of small businesses, and provide media coverage for a wide range of community and civic initiatives.

I'm writing today in strong support of HB 3329, which would increase the Oregon Production Investment Fund (OPIF) from \$20 million to \$28 million annually. This bill is a vital step toward ensuring Oregon's media and entertainment sector remains vibrant, competitive, and inclusive.

The positive financial impact of the film and production industry cannot be overstated. Every production we participate in—whether for a documentary, public service campaign, or podcast—brings with it a wave of economic activity. We hire freelance videographers, photographers, sound engineers, set designers, editors, stylists, and caterers, many of whom are from BIPOC communities. We rent local venues, contract with small businesses, and engage youth and young adults in workforce development experiences that connect them to meaningful creative careers.

The passage of HB 3329 would mean greater stability and scalability for our business. With increased film incentives, we can take on larger projects, invest in better technology, employ more professionals, and expand opportunities to train and mentor future storytellers—particularly from communities that have historically been excluded from the media landscape.

Oregon has a unique opportunity to grow its economy while honoring the diversity of its creative talent. The passage of this bill is not just an investment in film—it's an investment in equity, innovation, and local entrepreneurship.

Thank you for your time and for considering our support of HB 3329. We urge you to pass this legislation and help ensure that Oregon continues to be a home for vibrant, inclusive, and sustainable media production.

Sincerely,  
John Washington  
CEO, Flossin Media

A handwritten signature in black ink, appearing to read "JW" followed by a stylized flourish.