

Dear Chair Jama, Vice-Chair Bonham, and Members of the Committee,

This testimony highlights the challenges facing local journalism in Oregon and the proposed solutions through the *Oregon Journalism Protection Act* (SB 686). Here's a breakdown:

Key Issues

1. **Impact of Mega-Platforms:** Large digital platforms like Google and Meta are accused of profiting from local news content without adequately compensating the creators. This behavior is likened to a "plagiarism machine," emphasizing the perceived exploitation of journalistic work.
2. **Decline of Local News:** Over the past 18 years, 27% of Oregon's newspapers have shut down, leaving many communities without reliable local news. This decline has led to job losses in journalism and weakened civic engagement.
3. **Economic Imbalance:** Smaller platforms like Apple News and Perplexity have demonstrated that fair revenue-sharing models are feasible, suggesting that mega-platforms could adopt similar practices.

Proposed Solution: SB 686

- **Fair Compensation:** The bill mandates that large platforms compensate Oregon news publishers for content that drives traffic and profits.
- **Market Rebalancing:** Inspired by successful models in other regions, the legislation aims to reinvest in local journalism and address the economic disparities caused by mega-platforms.
- **Anti-Trust Measures:** The bill aligns with broader efforts to regulate digital platforms and ensure fair competition in the media landscape.

Broader Context

- **Global and National Trends:** Similar legislation has been implemented in Canada, Australia, and parts of the U.S., reflecting a growing recognition of the need to protect local journalism.
- **Civic Impact:** The decline of local news is not just an economic issue but also a democratic one, as it affects the public's access to information and the accountability of local institutions.

This legislation represents a significant step toward addressing the challenges faced by local journalism in Oregon. It seeks to create a more equitable relationship between content creators and distributors while preserving the vital role of local news in society.

I urge your support for SB 686: *The Oregon Journalism Protection Act*. Thank you.

Respectfully,
Danny Garcia
Portland, Oregon