

SB 686: Oregon Journalism Protection Act

**Protect Oregon Journalism. Empower Local Communities.
Demand Fair Compensation from Big Tech.**

The Problem: Mega-Platforms profit from local news while damaging Oregon's public service journalism.

Mega-Platforms Profit From Local News: Mega digital platforms like Google and Meta are acting like a "plagiarism machine" that profits from news content without fairly compensating newsrooms. Other jurisdictions have developed anti-trust legislation to address this problem. Smaller platforms like Apple News and Perplexity have already made fair deals with news content providers - showing that profitability under a shared revenue model is possible - even for smaller platforms. Mega platforms should do the same and do right by Oregon's news organizations.

When Newsrooms Close, Oregonians Lose.

Over the past 18 years, 27% of the state's newspapers have closed, leaving many communities with limited or no access to reliable local news. Closures and layoffs in newsrooms harm Oregonians, cost journalism jobs, and harm civic life.

Solution: SB 686

The Oregon Journalism Protection Act



SB 686 requires large platforms to fairly compensate Oregon news publishers for content that supports platform traffic, audience, and profits. Inspired by successful models in Canada, Australia, New Jersey, and California, and similar efforts underway in 16 states and cities like New York and Chicago, this bill rebalances the market and reinvests in Oregon's local journalism.

Questions? Contact Sen.KhanhPham@oregonlegislature.gov

Key Provisions of SB 686

✓ Returns Fair Share of Revenue Directly to Oregon Newsrooms

Covered platforms must pay a fair share of news content revenue, to be set by statute or determined through arbitration:

- Payments are distributed based on the number of journalists employed – not impressions or clicks – incentivizing news providers to keep their newsrooms fully staffed, or even grow.
- At least 70% of funds received must go directly to newsroom staff and operations.
- Annual reporting is required to track spending and ensure transparency.
- News organizations can choose to make a claim for direct payments or apply for a grant.

✓ Establishes the Nonprofit Oregon Civic Information Consortium to Make Grants for Local Publications and Media Makers

A new nonprofit housed at the University of Oregon will make grants to support local journalism —especially for micro and startup publications and media projects in underserved communities, rural areas, and ethnic media outlets.

Oregon Journalism Protection Act Supporters



School of Journalism and Communication



REBUILD LOCAL NEWS



America's Newspapers

SB 686 Sponsors

Senators

Pham,
Anderson,
Gelser-Blouin,
Manning,
Golden,
Campos

Reps

Walters,
Bowman,
Gomberg,
Chaichi,
Gamba

Questions? Contact Sen.KhanhPham@oregonlegislature.gov