

Yamhill County's **NewsRegister**

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Jeb Bladine, Owner/Publisher
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State Sen. Jama, and Members
Oregon State Senate Committee on Rules
Salem, OR

Chair Jama and Members:

My support for SB 686 represents multiple interests: Our 96-year family newspaper; the many talented journalists whose newspaper careers have been threatened by the content repurposing and revenue-stream takeover of major digital companies; and local communities that depend on our newspaper for community connectivity, independent public sector news, and citizen commentary.

There is no doubt that SB 686 would help maintain and expand the number of local news media jobs in Oregon; there is no doubt that those positions will continue to dwindle without some kind of financial infusion; there is no doubt that continued down-sizing, chain-acquisition and closure of independent community newspapers would have negative impacts on Oregon communities.

Google, Facebook (Meta), other digital platforms, and a growing array of predatory AI media outlets have taken a huge financial toll on traditional community newspapers that have served Oregon communities for more than 150 years. Many Oregonians already understand the impact of losing community newspapers ... without SB 686, or some alternative, many more communities will experience the same sense of loss.

SB 686 is an elegant solution: Let those whose exploitative takeover of local media revenue streams provide – from monopolistic profit levels – the resources that local news outlets now need to survive.

The News-Register's 10-plus reporters, editors, photographers and editorial support staff join me in urging your support for SB 686.

Regards,

Jeb Bladine
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