

Submitter: John Giacoppe

On Behalf Of:

Committee: Senate Committee On Rules

Measure, Appointment or Topic: SB686

My name is John Giacoppe, and I work in the Fred Meyer's deli in Portland, OR.

I urge your support SB 686, The Oregon Journalism Protection Act. It's worthy of your support for three key reasons:

1. It addresses a worsening problem in many of Oregon's communities, particularly its rural communities: the death of local newspapers and other media outlets. Without accurate local reporting, citizens cannot make fully informed decisions, involve themselves in local government, or connect with other members of their community as effectively. Supporting local media outlets directly ensures their long-term survival and ensures that Oregonians know what is happening next door.
2. It keeps journalism dollars in Oregon. Local reporting costs money, and without a clear revenue stream for local journalism, any attempt to "protect" the industry is doomed to failure. This bill establishes funding levels for newsrooms based on staffing levels - not on engagement - and clearly itemizes the money for maintaining staffing, ensuring that local journalists and Oregonians are the primary beneficiaries of this bill, not out-of-town owners of local news outlets.
3. This model of revenue recoup has already been tried in Australia, and was successful in securing long-term funding for many local news outlets. The 2021 News Media Bargaining Code Act and 2025 News Media Incentive have secured hundreds of millions for local news coverage across Australia. It might upset some tech moguls, but I think their industry will survive just fine.

We need to address this problem now. We have already lost almost a quarter of all local media outlets in the last 20 years here in Oregon, and that rate is accelerating. This bill will secure the future of Oregon's local journalism with robust financial support, providing innumerable benefits to Oregon residents and good paying jobs that serve communities. Please don't wait until the problem is too big to solve - pass this bill.