

Submitter: Bob Singer

On Behalf Of:

Committee: Senate Committee On Rules

Measure, Appointment or Topic: SB686

Senator Jama and members of the committee, thank you for allowing my testimony today. I am Bob Singer, President and Executive Director of the Oregon Association of Broadcasters and have worked in the industry for more than 45 years, most recently General Manager of NBC affiliate KTVZ in Bend. We are a non-profit trade association representing all 32 television stations and over 145 radio stations licensed in the state of Oregon. According to the latest figures compiled by the research firm Woods & Poole, there are 3660 people currently employed in the industry here in Oregon. Unfortunately, this number declines each year as we see our primary source of revenue, advertising, shift to online national digital platforms.

To give you some perspective on the impact of Big Tech's effect on broadcasters nationally, Big Tech digital ad revenue rose 17% last year, to \$57 billion dollars compared to a total of \$18 billion for local TV stations, which have seen their take of advertising revenue decline 46% since 2000. I can tell you that nearly 75% of the expenses for a broadcast station go towards their news operations. The negative impact on this loss of operating capital has forced many broadcasters, large and small, to adjust their abilities to cover local stories, often making difficult choices whether to cover a school fundraiser OR report an important road closure, but not both.

The number one goal of any local broadcaster is to "keep our communities informed and safe". And this commitment is getting much harder to achieve as we see our revenue flow towards Big Tech. And truthfully, how much more money does Big Tech need to make at this point?

Let me end with this, nowhere in our local communities will you see a news reporter from Google or Facebook covering our fires, our school closures in bad weather or our first responders rescue efforts. Only local broadcasters and news gathering operators in our state can do that. Thank you for your time today, and we stand with our friends at the Oregon Newspaper Publishers Association in urging you to pass Senate Bill 686 so we can continue the mission of serving our communities and your constituents.