



OREGONLIVE

The Oregonian

OREGONIAN MEDIA GROUP

April 10, 2025

Senator Jama/Members
Oregon State Senate Committee on Rules
Salem, Oregon

Chair Jama and Members:

The Oregonian is a proud local institution that has served Oregonians for 175 years and has been under the same ownership since 1950. We are deeply invested in Oregon, and have weathered many changes over nearly two centuries, adapting and evolving to continue providing high-quality, dependable journalism for Oregonians.

For all news organizations, the ability to drive revenue from the content we create is crucial. In the case of The Oregonian, while we have a strong base of subscribers, we also depend heavily on revenue for advertising served to our readers. In the digital world, audience scale is an imperative. The larger and more engaged the audience is, the more journalists we can afford.

The cold reality is that global tech companies have been steadily diverting our audiences from engaging with our content and advertising, using seemingly random algorithmic changes that reduce our revenue potential. With the rise of AI, their incredible power over our revenues in service their own bottom line is getting worse, and a reset is badly needed.

Big Tech uses our content to train their commercial Artificial Intelligence models and then create summaries of our articles for audiences as a direct substitute for our reporting. All without compensation to us. These companies have built their empires monetizing services built around our content, with ever less compensation flowing back to organizations invested in providing original works of journalism.

As the longest serving news organization in the state, we take our public service role very seriously and our commitment to Oregonians is unwavering. This legislation is about every news organization big and small in Oregon that hires, trains, and supports journalists to keep our citizens informed. Consistent and predictable revenue streams are important for all news organizations and are essential for making the necessary investments to maintain, improve and deepen service across our state for the benefit of all Oregonians.

SB686 is critical for the survival and growth of local journalism, ensuring global online platforms contribute fairly to the content they've profited from for years and would allow us to reinvest in our newsrooms and our continuing of informing the public. This bill is a lifeline for every news organization in the state, enabling us to uphold the standards of journalism that our democracy relies on.

I urge you to support SB686 and help us secure a future in Oregon where quality journalism can thrive.

Sincerely,

John Maher
President