



California Oregon Broadcasting, Inc.

Established 1933



April 21, 2025

Senator Jama and Members of the Committee,

Thank you for the opportunity to provide testimony. My name is Bob Wise, and I serve as the Vice President and General Manager of KOB-TV in Medford, as well as the Board Chair of the Oregon Association of Broadcasters. I've spent my career of now 43 years in broadcasting and am proud to share my support of SB 686.

Unfortunately, the industry of local broadcasting faces growing financial pressure. Our primary source of revenue—advertising—has been steadily siphoned away by large, national digital platforms. Last year alone, Big Tech saw digital ad revenue rise by 17%, reaching a staggering \$57 billion. By contrast, local television stations nationwide brought in just \$18 billion—and that number has dropped by 46% since the year 2000.

The mission of local broadcasters is simple but essential: to keep our communities informed and safe. That commitment becomes harder to fulfill with each passing year as resources shrink and Big Tech's share of advertising grows.

Let me close with this: when there's a wildfire, a winter storm, or a critical public safety announcement, you won't find a reporter from Google or Facebook on the scene. It's Oregon's local broadcasters who show up—day in and day out—to tell the stories that matter most in every corner of our state.

We proudly stand with our colleagues at the Oregon Newspaper Publishers Association in urging your support for Senate Bill 686. This legislation is critical to preserving the future of local journalism in Oregon and ensuring that broadcasters can continue to serve your constituents with the depth, accuracy, and care they deserve.

Thank you for your time and consideration and I would be happy to discuss our support of SB 686 further if needed.

Sincerely,

Bob Wise
Vice President/General Manager, KOB-TV
Board Chair, Oregon Association of Broadcasters



KOB-TV

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