



April 24, 2025

Chair Jama, vice chair Bonham and members of the committee, I'm excited for this opportunity to ask you to support Senate Bill 686:

I'm Colleen Brady, Regional Manager of the Elkhorn Media Group—an Eastern Oregon family owned and operated news and marketing media company serving the counties throughout rural Eastern Oregon from Burns to Hermiston and all communities in-between. For 29 years, I've worked hard to build careers for our local Oregon employees and want that to continue.

We are the local reporters on the scene when an emergency happens, like the flooding that hit Burns, Oregon in the recent weeks. Our town was devastated when this occurred and the only way for them to get emergency alerts, evacuation notices and safety guidelines in a moment's notice was our 92.7/99.1 KZHC radio stations. We are the ones helping on air, filling sandbags, teaming up with the Red Cross and other agencies. *Nowhere in sight were any reporters or helpers from Google, Facebook or other big tech.*

My purpose in providing this written testimony is to ask you to help local broadcasters throughout Oregon keep our fair share of revenue dollars, ensuring that we can continue to provide local staff to relay true information, timely information and “boots on the ground” in physical help and response. If large, national digital platforms and Big Tech continue to take a piece of the advertising pie that is ours...it'll be a struggle to broadcasters (TV and Radio) to keep our operations running at our highest level—for the good of our local people.

Chair Jama, Vice Chair Bonham and members of the committee- I appreciate your consideration of Senate Bill 686. Help us continue to service our communities from here in Oregon—where we live and breathe and raise our families.

Sincerely,

Colleen Brady

Regional Manager of Elkhorn Media Group

1704 Adams Ave. La Grande OR 97850 541-963-3405

Baker City/La Grande	Pendleton/Hermiston	John Day/Burns	Walla Walla/Tri-Cities
104.7 KCMB	1290 KUMA	94.5 KJDY	103.5 KWHT
102.3 KWRL	92.1 KUMA	1400 KJDY	107.7 KWVN
103.1 KVBL	1240 KTIX	102.9 KHKO	1490 KTEL
92.9 KHKF		92.7 KZHC	
		1230 KZHC	