



**Eugene | Medford | Klamath Falls**  
2975 Chad Drive, Eugene, OR 97408 541-485-5611  
1090 Knutson Avenue, Medford, OR 97504 541-773-1212

April 24, 2025

Senator Jama and Members of the Committee:

My name is Mike Boring, and I'm Regional Vice President and General Manager of the Allen Media Broadcasting Stations **KEZI (ABC-Eugene)**, **KDRV (ABC-Medford)** and **KDKF (ABC-Klamath Falls)**, serving viewers in the Oregon Counties of **Benton, Lane, Douglas, Coos, Josephine, Jackson, Curry, Klamath, Lake** and **Siskiyou County** in Northern California. I have spent the last 36 years working at these Oregon stations and am offering written testimony in support of SB 686.

Local broadcasting provides critical news, weather and other information to our viewers to keep them informed and safe. We have seen great change over the last several years that is threatening the longevity of viability of local broadcasting. Big Tech's revenue last year alone reached \$57 billion compared to just \$18 billion for local television stations nationwide. Yet, local broadcasters – reporters, producers, anchors, photographers, engineers, control room operators – actually live here and work tirelessly every day to gather and produce content that matters to local families, especially in times of emergency situations. The recent fires that devastated mass areas of western and southern Oregon in the last few years provide one simple example of how our content provided life-saving evacuation notices and location of basic needs (food, water, shelter) for thousands of residents. Our viewers connect with us because we are trusted, local neighbors and are personally vested in stories that are important to Oregonians. Oregon needs a strong local broadcasting industry.

That's why we stand with the Oregon Newspaper Publishers Association in urging your support of Senate Bill 686. Local journalism is vital for the Oregon's residents, businesses, and charitable non-profit organizations. This bill will help ensure that our necessary and critical service to our communities will continue for years to come.

Thank you for your consideration.

Sincerely,

Michael L. Boring  
Regional Vice President & General Manager  
Oregon Native and Lifelong Resident