

Submitter: Laura Gunderson  
On Behalf Of: The Oregonian  
Committee: Senate Committee On Commerce and General Government  
Measure, Appointment or SB1580  
Topic:

Written Testimony in Support of Senate Bill 1580

Oregon State Legislature

8am 2/11/2026

Chair Meek, Vice-Chair Drazen and Members of the Committee:

My name is Laura Gunderson and I am editor and vice president of content at The Oregonian/OregonLive and I am testifying today in strong support of Senate Bill 1580 with the -2 amendment.

I've dedicated my entire career to local journalism in Oregon as it is a public service essential to our democracy.

News organizations in Oregon have informed their communities, held institutions accountable, and connected neighbors for generations. At The Oregonian, we've been doing that for 175 years.

But the economic foundation that supports this vital work is being eroded by global technology platforms that extract value from journalism without fair compensation.

Covered platforms routinely crawl, index and monetize our journalism while diverting both advertising revenue and audience engagement away from Oregon's newsrooms.

You see it all the time when you ask a platform a question -- increasingly they provide AI-generated "answers" that disconnect audiences from our trusted brands and substitutes their summaries for our original reporting.

In years past, we would see our readership start to fall after the big platforms regular algorithm changes – maybe once a month. Our humans could call or email their humans and we could talk about the change's effect on us and see how we could address it. Last year, now AI-assisted algorithm changes began coming in at a much faster clip and the humans we'd contact weren't always sure how to help. We continued to write the same number of stories off the beats and yet we saw a massive drop in our readership.

That deeply undermines revenue streams that support reporting jobs in your

communities.

I liken it to our journalists building beautiful roads with their stories – roads to important places like the State Capitol here, or to iconic places like Crater Lake, places people might want to read about and go. But big tech is building off-ramps before readers can ever find their ways to our important work.

SB 1580 creates a clear, market-based framework that requires platforms to enter into agreements with news organizations before accessing our news content for monetization.

Let me be clear: SB 1580 does not interfere with editorial judgment, platform ranking, or free expression. It ensures that those who profit from journalism contribute to its sustainability.

This legislation isn't an attempt to punish technology or slow innovation. Frankly, without sustainable and fact-based journalism, the quality and desirability of AI models will also suffer.

I respectfully urge your support for Senate Bill 1580.