

Submitter: Jeb Bladine
On Behalf Of: News-Register Publishing Co.
Committee: Senate Committee On Commerce and General Government
Measure, Appointment or Topic: SB1580

Feb. 12, 2026

To: Sen. Meek and Members
Oregon Senate Committee On Commerce and General Government

From: Jeb Bladine
President/Publisher, News-Register Publishing Co., McMinnville
President, Oregon Public Information Partnership

Re: Testimony in Support of Senate Bill 1580

Thank you for this opportunity to support SB 1580. I am the 3rd generation owner of a Yamhill County newspaper owned by our family since 1928.

In recent decades, Alphabet, Inc., known as Google, has stolen and massively monetized the local journalism produced by our newspaper and other news operations throughout Oregon. Google has used that content – directly and indirectly – to pull away the revenue that supported and sustained local journalism.

Google uses automated algorithms to aggregate, organize and display journalism content produced by others who paid for its creation, production and distribution. In 2025, Google had \$400+ billion in revenue and \$130+ billion in profits without employing a single reporter.

Our News-Register news/editorial staff is half its previous number, while most newspapers have fared even worse. We can't continue even that level of community journalism without the kind of fair compensation proposed by SB 1580.

Traditional newspapers are the civic glue of Oregon communities. They provide vital information about schools, local government, courts, the local economy, recreation, social services and everyday neighbors. They preserve public records, provide a public forum, and hold local powers accountable. They help build and maintain shared community identities.

Google should pay fair reimbursement for the taking of our civic and community journalism, and SB 1580 is the only politically feasible option to provide that compensation.

Opponents of SB 1580 – including many already partially financed by Google – are spinning false narratives about the impacts of this measure.

Some opponents complain about helping corporations with compensation that actually is dedicated to employment of local reporters and editors engaged in local journalism. Others are trying to protect their compensation from Google through private agreements. Some opponents who claim to embrace the importance of local journalism are not actually engaged in traditional “community newspaper” services to our citizens, towns, counties and state.

Those community newspapers provide services and strengths to Oregon communities that cannot be replaced by Google, by AI, or by someone with a laptop and an array of special interests.

Your support of SB 1580 is essential to maintain and sustain those newspapers. The alternative is silent endorsement of continued decline for local community journalism.

Respectfully,

Jeb Bladine
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