



January 31, 2022

The Honorable Amy Klobuchar
Chairwoman, Subcommittee on
Competition Policy, Antitrust, and
Consumer Rights United States Senate
425 Dirksen Senate Building
Washington, DC 20510

The Honorable Mike Lee
Ranking Member, Subcommittee on
Competition Policy, Antitrust, and
Consumer Rights United States Senate
361A Russell Senate Office Building
Washington, D.C. 20510

The Honorable David Cicilline
Chairman, Subcommittee on Antitrust,
Commercial, and Administrative Law United
States House of Representatives
2233 Rayburn HOB
Washington, DC 20515

The Honorable Ken Buck
Ranking Member, Subcommittee on
Antitrust, Commercial, and Administrative
Law United States House of Representatives
2455 Rayburn House Office Building
Washington, DC 20515

Dear Chairwoman Klobuchar, Ranking Member Lee, Chairman Cicilline, and Ranking Member Buck:

We write as publishers, editors and journalists at the nation's community newspapers to urge your support of H.R. 1735 / S.673, the Journalism Competition and Preservation Act.

The impact upon the local news economies and audiences from social media companies has been dramatic and damaging. While news aggregators sell advertising on their websites and media feeds, the content they gather to draw people to the ads comes from others. Local newspapers that support journalists and news-gathering operations are compelled to participate in this new economy, but they are not always compensated for the news they publish when social media platforms like Facebook and Google link to the local news.

News publishers provide must-have content for platforms to capture viewers. Between 16% and 40% of Google search results are news content. Publishers deserve fair compensation for the value they offer.

Communities suffer when their local newspapers cannot carry out their journalistic missions. The trust that readers have in local newspapers—a value that has been demonstrated by many surveys, including NNA's Community Newspaper Readership Survey—is violated when the economic support for local journalism dries up. Sometimes the damage is so severe that a local community becomes a news desert, with no trusted local newspaper at all.

People trust their local news publishers – 73% of U.S. adults have confidence in their local newspaper.

Because the social media platforms are large, vertically integrated and influential, local news organizations acting alone do not have the market power to protect their content. Allowing group negotiations, similar to those already recognized under antitrust laws for professional baseball, is a good way to remedy the imbalance. Congress can help to solve the problem of unfair use of local journalism by simply giving news organizations the tools they need to negotiate.

The National Newspaper Association has been protecting, promoting and enhancing community newspapers since 1885. Please help our mission by showing your support and sponsoring the Journalism Competition and Preservation Act.

Sincerely,

Brett Wesner
President, Wesner Publications in Oklahoma, Texas and New Mexico
And Chair, National Newspaper Association
www.nna.org

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