



**Cate Barron**  
President

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February 1, 2022

The Honorable Amy Klobuchar  
Chairwoman, Subcommittee on Competition Policy, Antitrust, and Consumer Rights  
United States Senate  
425 Dirksen Senate Office 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

Re: S.673, the Journalism Competition and Preservation Act

Dear Chairperson Klobuchar and Ranking Member Lee:

I write on behalf of PA Media Group, a news organization in Pennsylvania publishing The Patriot-News newspaper and PennLive.com website, to support positive and expeditious action on the bipartisan bill S.673/ H.R. 1735, the Journalism Competition and Preservation Act ("JCPA"), that the Subcommittee is considering this week.

You have undoubtedly seen the statistics. The public's interest in news has never been greater, yet Google and Facebook receive a wildly disproportionate amount of the financial benefit. It's not just a question of fairness – unless news companies like ours get paid for our effort, we can't afford to pay the people who report the news. The net result is a shrinking industry.

This distorted economic outcome – with the Big Tech platforms reaping immense advertising revenue made possible by our news content – is a direct result of their near-monopoly market. No lone publisher can effectively negotiate with the platforms or use its legal right to withhold content from them to obtain a fair share of the advertising revenue this content creates.



In supporting the JCPA, we are not asking for a government handout. We are only asking for the ability to join together with other similarly situated news organizations to negotiate with these powerful platforms. The JCPA would help counter the grossly unfair result of smaller, less-powerful entities being prohibited from effectively negotiating with larger, more powerful entities. We believe strongly that antitrust law does not exist to protect monopolists, and that legislation is necessary to level the playing field and achieve an economically efficient outcome.

The JCPA and the process it would create would not favor any particular types of news publishers. It would apply regardless of any political leaning. It would be particularly helpful to smaller, local publishers who are the least able to negotiate with the platforms.

Local newspapers don't just report news of interest to voters, they also report high school sports, local restaurant openings, cultural events, and other matters that help a community remain vibrant and cohesive.

The JCPA would support these important functions by helping restore this marketplace to its proper function and balance.

We are encouraged by the success of similar efforts in Australia and Europe, which have led the way, showing that similar paths can work. We urge you to adopt the JCPA to help prevent the continued weakening and eventual loss of this key element of our society.

Sincerely,

A handwritten signature in black ink that reads 'Cate Barron'.

Cate Barron  
President  
PA Media Group

Cc: The Honorable Robert P. Casey, Jr.  
United States Senate  
393 Russell Senate Office Building  
Washington, DC. 20510

The Honorable Patrick J. Toomey  
United States Senate  
455 Dirksen Senate Office Building  
Washington, D.C. 20510