

**YES** *on*

**AB886**

April 18, 2024

The Honorable Buffy Wicks  
State Capitol  
Sacramento, CA 95814

Assemblymember Wicks:

The California News Publishers Association has been serving California since 1888 and represents hundreds of publications across California, including print, digital, ethnic, for-profit, and nonprofits. We regularly work with our ethnic media partners, such as Ethnic Media Services, with several hundred ethnic media publications throughout California. We have worked with trusted media outlets for decades and partner regularly on projects to ensure our members stay informed and provide services to help them continue to improve their trusted work in their respective communities.

Publishers and news outlets of all sizes stand united in our efforts to preserve journalism in California. Publishers and labor are united on this issue. Time is running out and the Legislature must act before more damage is done.

California's news publications are enduring an immediate and ongoing crisis. In just the last year, 26 California newspapers have disappeared. California has lost 68% of its journalists. California now has the 5th-fewest news outlets per capita of all the states. The recent layoffs at the Los Angeles Times drive this home—newspapers large and small are struggling.

The cause of this is no mystery—the dominant online platforms, especially those of Google and Meta, are using news content and diverting advertising revenue from news publications. Two-thirds of Google searches end at the results page, where users find the answers they're looking for in Google's search results that snip from our articles, without ever clicking through to the websites of news publications that bear the expense of gathering and vetting the information readers need. Around 40 percent of Google Search results contain news articles. Even when readers do click through and can see the ads on our sites, Google takes another 70% of each advertising dollar, as it controls digital advertising technology, the topic of an anti-trust suit that California has joined.

At the same time that Google's advertising revenue has skyrocketed – amounting to \$54 billion in the most recently-reported quarter -- newspaper revenue has plummeted.

In 2005, newspapers earned more than \$45 billion in advertising revenue, while Google had \$6 billion in advertising revenue. By 2020, this had more than completely flipped, with the entire U.S. newspaper industry earning just \$9.6 billion from advertising, while Google's ad revenue had grown to \$147 billion. No industry can survive when one company controls 80 percent of the revenue.

This is an unsustainable marketplace dynamic, which is devastating the news industry.

Fortunately, there is a solution to this problem that is in the California Legislature's hands. AB 886, the California Journalism Preservation Act, would require the dominant tech platforms to compensate news publishers for the platforms' use of their content, squarely addressing the unjust enrichment of the dominant tech platforms from the work of news organizations. It is modeled after successful laws enacted by other countries to address this crisis, in Australia, Canada, and just a few weeks ago, Indonesia. The tide is turning worldwide, and it is time for California to lead the country once again.

The Fourth Estate plays an essential role in our democracy as a watchdog on government. Importantly, by mandating compensation directly from the source of the problem, it does not require government involvement. The government isn't picking winners and losers or publications whose coverage they like.

We continue to support your critical efforts to get this bill passed. CNPA and several thousands of publications across the country greatly appreciate your willingness to step up to save California's news industry from its ongoing devastation at the hands of the tech giants.

#### California News Publications in Support

48hills	American River Messenger	Arroyo Monthly
A News Café	Anaheim Bulletin	Atascadero News
Acton-Agua Dulce News	Anaheim Press	Atwater Signal
After Five: The North State Magazine	Antelope Valley Press	Atwater-Winton Times
Alameda Journal	Antioch News	Auburn Journal
Alenteshar Newspaper	Antioch Press	Azusa Beacon
Alianza Metropolitan News	Appeal-Democrat	Baldwin Park Press
Almaden Resident	Arcadia Weekly	Bay Area Reporter
	Arden Carmichael News	Belmont Beacon
		Beverly Hills Courier

Beverly Hills Weekly	Coachella Valley Independent LLC	East Bay Times
Beverly Press/Park LaBrea News	Coastal Current — North	East Sacramento News
Big Bear Grizzly	Coastal Current — South	EdSource
Bohemian	Colusa County Sun-Herald	El Monte Examiner
Brentwood News	Comstock's Magazine	EL POPULAR
Burbank Independent	Concord Transcript	El Sol
Burbank Leader	Corning Observer	Elk Grove Citizen
Calaveras Enterprise	Coronado Eagle & Journal	Encinitas Advocate
California Health Report	Courthouse News Service	Escondido Times-Advocate
Calistoga Tribune	Cupertino Courier	Excelsior Los Angeles
Camarillo Acorn	Daily Breeze	Excelsior Orange County
Cambrian Resident	Daily News	Firebaugh-Mendota Journal
Cameron Park Life	Daily Pilot	Fontana Herald News
Capital & Main	Daily Press	Fort Bragg Advocate-News
Carmel Valley News	Daily Republic	Free Lance
Carmichael Times	Dana Point Times	Galt Herald
Castro Valley Forum	Del Mar Times	Georgetown Gazette
Chico Enterprise-Record	Desert Dispatch	Gilroy Dispatch
ChicoSol	Desert Star Weekly	Glendale Independent
Chino Champion	Discovery Bay Press	Glendale News-Press
Chowchilla News	Dixon's Independent Voice	Glenn County Transcript
Citrus Heights Messenger	Duarte Dispatch	Gold River Messenger
Claremont Courier	Dunsmuir News	Good Times
Cloverdale Reveille		Granite Bay View
Clovis Roundup		Grapevine Independent

Grunion Gazette	La Nueva Voz	Manteca Bulletin
Gustine Press-Standard	La Prensa	Marin Independent Journal
GV Wire	Laguna Beach Independent	Mariposa Gazette
Half Moon Bay Review	Laguna Woods Globe	Merced Sun-Star
Hesperia Star	Lake County Record-Bee	Metro Silicon Valley
Hi-Desert Star	Lamorinda Sun	Metropolitan News-Enterprise
Highland Community News	Lamorinda Weekly	Mid Valley Times
Hilmar Times	Land Park News	Mill Valley Herald
Hughson Chronicle & Denair Dispatch	Larchmont Chronicle	Milpitas Post
Huntington Beach Wave	Lincoln News Messenger	Mojave Desert News
Imperial Beach Eagle & Times	Livingston Chronicle	Monrovia Weekly
Imperial Valley Press	Lodi News-Sentinel	Monterey County Weekly
IMPULSO	Lompoc Record	Monterey Herald
Independent Coast Observer	Long Beach Post	Monterey Park Press
India Currents	Los Altos Town Crier	Moorpark Acorn
India Currents	Los Angeles Blade	Mount Shasta Herald
Inland Valley Daily Bulletin	Los Angeles Bulletin	Mountain Democrat
InterChurch News	Los Angeles Daily Journal	Mountain Messenger
Irvine World News	Los Angeles Daily News	Mountain News
Kaiser Health News	Los Angeles Downtown News	Mountain View Voice
King City Rustler	Los Angeles Sentinel	Napa Valley Register
L.A. Watts Times	Los Angeles Times	Needles Desert Star
La Cañada Outlook Valley Sun	Los Gatan	New Times
La Jolla Light	Los Gatos Weekly-Times	News for Chinese
		North Coast Journal

Novato Advance	Playa Vista Magazine	San Bernardino Press
Oakdale Leader	Pleasant Hill-Martinez Record	San Clemente Times
Oakland Tribune	Pleasanton Weekly	San Diego Voice & Viewpoint Newspaper
Oakley News	Pocket News	San Fernando Valley Sun
Oakley Press	Point Reyes Light	San Francisco Business Times
Oroville Mercury-Register	Poway News Chieftain	San Francisco Chronicle
Outword Magazine	Press Banner	San Francisco Daily Journal
Oxnard News Press	Press-Telegram	San Francisco Examiner
Pace News	Ramona Sentinel	San Gabriel Valley Tribune
Pacific Sun	Rancho Bernardo News Journal	San José Spotlight
Pacifica Tribune	Rancho Santa Fe Review	San Leandro Times
Palo Alto Weekly	Record Gazette	San Marino Outlook
Palos Verdes Peninsula News	Record Searchlight	San Marino Tribune
Paradise Post	Red Bluff Daily News	San Mateo Daily Journal
Pasadena Independent	Redlands Daily Facts	San Rafael News Pointer
Pasadena Outlook	Riverside Independent	Santa Barbara Independent
Pasadena Press	Rosamond News	Santa Barbara News-Press
Pasadena Star-News	Rose Garden Resident	Santa Clara Weekly
Pasadena Weekly	Rosemead Reader	Santa Cruz Sentinel
Paso Robles Daily News	Ross Valley Reporter	Santa Maria Sun
Paso Robles Press	Sacramento Business Journal	Santa Maria Times
Patterson Irrigator	Saddleback Valley News	Santa Monica Daily Press
Peninsula 360 Press	Salinas Valley Tribune	
Petaluma Argus-Courier	San Bernardino Bulletin	
Pittsburg News		
Placer Herald		

Santa Paula Times	The Ark	The Intermountain News
Santa Ynez Valley News	The Bakersfield Californian	The Journal
Santa Ynez Valley Star	The Beach Reporter	The Kerman News
Saratoga News	The Berkeley Voice	The Kingsburg Recorder
Shasta Lake Bulletin	The Business Journal	The Loomis News
Sierra Lodestar	The Cambrian	The Malibu Times
Sierra Star	The Campbell Reporter	The Mendocino Beacon
Signal Tribune	The Capistrano Dispatch	The Mercury News
Silicon Valley Business Journal	The Ceres Courier	The Modesto Bee
Simi Valley Acorn	The Community Voice	The Modoc County Record
Simi Valley News Press	The Daily Democrat	The Montclarion
Siskiyou Daily News	The Daily Independent	The Morgan Hill Times
Slavic Sacramento	The Daily Review	The Orange County Register
Solana Beach Sun	The Davis Enterprise	The Pajaronian
Sonoma County Gazette	The Desert Review	The Porterville Recorder
South Pasadena Review	The Desert Sun	The Press Democrat
St. Helena Star	The Desert Trail	The Press-Enterprise
Stocktonia News Service	The Downey Patriot	The Record
Taft Midway Driller	The Escalon Times	The Recorder
Tahoe Daily Tribune	The Ferndale Enterprise	The Reporter
Tehachapi News	The Folsom Telegraph	The Sacramento Bee
Temple City Tribune	The Fresno Bee	The San Bernardino Sun
The Acorn	The Gridley Herald	The San Diego Union-Tribune
The Almanac	The Hanford Sentinel	The Sun-Gazette
The Argonaut	The Healdsburg Tribune	The Tribune
The Argus	The Independent	

The Ukiah Daily Journal	Valley News Group	WEHOville
The Union	Valley Roadrunner	West Sacramento News-Ledger
The Union Democrat	Ventana Monthly	Westside Story Newspaper
The Vallejo Sun	Ventura County Reporter	Whittier Daily News
The Westside Express	Ventura County Star	Yountville Sun
Times-Standard	Ventura News Press	Yucaipa/Calimesa News Mirror
TimesOC	Village News	
Tulare Advance-Register	Visalia Times-Delta	
Valley News	Voice of OC	

State and National Associations in Support

Alabama Press Association	Illinois Press Association	Mississippi Press Association
Allied Daily Newspapers of Washington	Iowa Newspaper Association	Missouri Press Association
America's Newspapers	Kansas Press Association	Montana Newspaper Association
Arizona Newspapers Association	Kentucky Press Association	National Newspaper Association
Arkansas Press Association	Louisiana Press Association	Nebraska Press Association
Colorado Press Association	Maine Press Association	Nevada Press Association
Connecticut Daily Newspaper Association	Massachusetts Newspaper Publishers Association	New England Newspaper & Press Association
Florida Press Association	MDDC Press Association	New Jersey Press Association
Georgia Press Association	Michigan Press Association	New Mexico Press Association
Hawaii Publishers Association	Minnesota Newspaper Association	New York News Publishers Association
Hoosier State Press Association		

New York Press  
Association

News Media Alliance

Newspaper Association  
of Idaho

North Carolina Press  
Association

North Dakota  
Newspaper Association

Ohio News Media  
Association

Oklahoma Press  
Association

Oregon Newspaper  
Publishers Association

Pennsylvania News  
Media Association

Rhode Island Press  
Association

South Carolina Press  
Association

South Dakota  
Newspaper Association

Tennessee Press  
Association

Texas Press Association

Utah Press Association

Vermont Press  
Association

Washington Newspaper  
Publishers Association

West Virginia Press  
Association

Wisconsin Newspaper  
Association

Wyoming Press  
Association