Dear Speaker Pelosi and Leaders McConnell, Schumer and McCarthy,

The undersigned broadcaster associations representing local, over-the-air broadcast stations in all 50 states, the District of Columbia and the Commonwealth of Puerto Rico urge your consideration and passage of provisions to provide relief for local media in any upcoming appropriations bills and legislative measures aimed at addressing the current COVID-19 pandemic.

Since the outset of the pandemic, local media outlets have been providing critical and essential services to their communities – working around the clock to ensure that their viewers, readers and listeners remain informed, connected and safe. Unlike other businesses, who have had the option of temporarily closing their doors, local broadcasters and news publishers have maintained their operations, which have become more important than ever to their communities. However, advertising is the lifeblood of these local media outlets, and news publishers, radio and television broadcasters rely on this revenue to maintain their services. Some local broadcasters have seen advertising decline more than 50 percent compared to last year, and others have seen as much as 90 percent of their advertising buys cancelled. Local broadcasters alone may see revenue losses of more than $14 billion this year, according to an industry analysis. Some local media outlets have been forced to furlough or eliminate their employees to remain open, and others have had to shutter their businesses permanently. As the pandemic marches on, many more will follow without relief.

We therefore urge Congress to consider and swiftly pass the following measures:

- **Ensure that local media can seek relief under the Paycheck Protection Program**

For many smaller broadcasters and news publishers, the Paycheck Protection Program (PPP) has provided the critical lifeline that has allowed them to continue serving their communities during the pandemic. Congress should be applauded for this program, which saved many local news outlets from closing their doors. Many of these still-struggling businesses desperately need additional relief, and we hope Congress will allow them to apply for additional funds under their
existing PPP loans. Many other local media and news organizations, however, have been unable to benefit from the program at all, simply because they exist within larger business or ownership groups. We therefore urge you to adopt the provisions contained in the Local News and Emergency Act (S.3718/H.R.6897), which were included in the House-passed HEROES Act, that would ensure that PPP eligibility is determined on a local, per station or newsroom basis.

- Fund federal support for advertising

The federal government can achieve important policy goals by providing direct and indirect support for advertising on local media, distributed across local media sectors and equitably allocated across large, medium and smaller communities. First, we urge you to include provisions in upcoming appropriations measures and COVID relief legislation that would direct U.S. government advertising campaigns to fund and prioritize local media for the promotion of important federal priorities (such as those promoting the Census, public health and public safety). Earlier this year, 240 members of the House of Representatives and 74 Senators publicly voiced their support for the prioritization of local media in federal advertising and sent letters to the Administration. Second, as local businesses around the country attempt to safely reopen and get back on their feet, any legislative efforts to provide economic stimulus to states, localities and businesses in upcoming COVID-19 relief legislation should include provisions that would prioritize and incentivize stimulus recipients to spend a portion of those funds on promotion through advertising on local media.

Local broadcasters in all 50 states remain committed to providing critical – and free – service to their local communities. We urge Congress to act swiftly to ensure that local radio and television broadcasters and local newspapers can continue to serve their vital roles in informing Americans and keeping them safe.

Respectfully,

[Signatures]

Alabama Broadcasters Association
Sharon Tinsley

Alaska Broadcasters Association
Cathy Hiebert

Arizona Broadcasters Association
Christopher Kline
Arkansas Broadcasters Association
Luke Story

California Broadcasters Association
Joe Berry

Colorado Broadcasters Association
Justin Sasso

Connecticut Broadcasters Association
Michael Patrick Ryan

Florida Association of Broadcasters
C. Patrick Roberts

Georgia Association of Broadcasters
Bob Houghton

Hawaii Association of Broadcasters
Jamie Hartnett

Idaho State Broadcasters Association
Connie Searles

Illinois Broadcasters Association
Dennis Lyle

Indiana Broadcasters Association
Dave Arland

Iowa Broadcasters Association
Lisa Reynolds

Kansas Association of Broadcasters
Allison Mazzei
New Hampshire Association of Broadcasters
Tracy Caruso

New Jersey Broadcasters Association
Paul Rotella

New Mexico Broadcasters Association
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New York State Broadcasters Association
David Donovan

North Carolina Association of Broadcasters
Lisa Reynolds

North Dakota Broadcasters Association
Beth Helfrich

Ohio Association of Broadcasters
Christine Merritt

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