

August 17, 2021

The Honorable Nancy Pelosi
Speaker of the House
United States House of Representatives
H-232, The Capitol
Washington, DC 20515

The Honorable Chuck Schumer
Majority Leader
United States Senate
S-221, The Capitol
Washington, DC 20510

The Honorable Kevin McCarthy
Minority Leader
United States House of Representatives
H-204, The Capitol
Washington, DC 20515

The Honorable Mitch
McConnell
Minority Leader
United States Senate
S-230, The Capitol
Washington, DC 20510

Dear Speaker Pelosi, and Leaders Schumer, McConnell and McCarthy:

On behalf of the undersigned journalism organizations, we write to ask that you support and consider swift passage of the Local Journalism Sustainability Act (S. 2434). This legislation would help to financially support local news organizations through tax credits to incentivize hiring more journalists, subscriptions, and local advertising from local small businesses.

Throughout the coronavirus pandemic America's broadcasters and journalists have done what they always do during a crisis –work to keep their audiences safe, informed and comforted. Local television and radio stations did this by expanding their newscasts to cover the latest developments and hosting virtual town halls with public safety officials and local leaders to discuss coronavirus's impact on their local communities. Broadcasters and journalists also helped Main Street and local communities by hosting food drives, airing concerts to raise funds in the fight against the coronavirus, promoted businesses open for takeout or delivery and fundraised to help laid-off or furloughed workers. Local television stations partnered with public school districts to air lessons from teachers, a vitally important resource for students who lacked broadband connection or even a computer. Radio stations have aired previously recorded musical performances and broadcast virtual field trips to help parents with kids at home.

While broadcasters and journalists have been providing invaluable services to their local communities, local radio and TV stations have been struggling to stay on air. Local broadcasters rely on advertising revenue to fund their operations and provide critical local news and emergency updates. As local businesses came to a halt across the country due to the Coronavirus pandemic, this ad revenue from local restaurants, car dealers and retail stores, took a significant hit. As a result of this unprecedented and sudden loss in revenue, local broadcasters and journalists were devastated, forcing many to reduce their workforce and others to shut down completely.

The Local Journalism Sustainability Act would support local journalists and broadcasters by providing tax incentives for hiring and retaining journalists to improve their local newsroom

coverage. For local and underserved communities, local news is a lifeline, and hiring local journalists that are as diverse as communities they serve is essential. This legislation would also provide small businesses with financial flexibility to spend on advertising on local television and radio stations as well as newspapers. Not only would this legislation save the livelihoods of local broadcasters and journalists, it would also save local journalism and put measures in place to help it thrive.

We respectfully ask for your support of S. 2434 and urge quick passage. Thank you for your consideration of this request and for your leadership in saving local journalism.

Sincerely,



Native American Journalists Association



The Association of
LGBTQ Journalists



NABOB

National Association of
Black Owned Broadcasters

NATIONAL ASSOCIATION OF HISPANIC JOURNALISTS

NAHJ

ASOCIACIÓN NACIONAL DE PERIODISTAS HISPANOS

