

REVENUE: No revenue impact

FISCAL: No fiscal impact

Action:

Vote:

Yeas:

Nays:

Exc.:

Prepared By: Erin Seiler, Administrator

Meeting Dates: 5/5

WHAT THE MEASURE DOES: Designates third week in April of each year as Independent Media Week.

ISSUES DISCUSSED:

EFFECT OF COMMITTEE AMENDMENT: No amendment.

BACKGROUND: The term “independent media” refers to any form of media, such as radio, television, newspaper or the Internet that is free of influence by government or corporate interests. However, there has been an increasing trend toward consolidation of media ownership, as progressively fewer individuals or organizations are controlling increasing shares of the mass media. The concern regarding media consolidation and decrease in independent media is that it may limit public awareness by excluding or marginalizing minority and dissenting viewpoint, result in a more commercially driven, mass market media that is primarily responsible to advertisers and government rather than to the public interest and lack of market-based competition.

House Bill 3521 would designate the third week of April of each year as Independent Week to encourage all Oregonians to seek out and explore the rich diversity of independent media available to and within their communities