

SB 394 Committee Letter

Hon. Senator Chuck Riley,

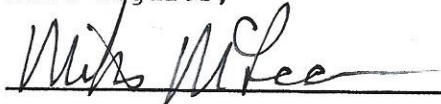
The City of Imbler supports the introduced provisions of Senate Bill 394. Blue Mountain Translator District has served Imbler residents since 1978, and we believe that SB 394 will allow this district to offer better services in our community.

Blue Mountain Translator District has broadcast unmodified over-the-air TV signals in Union County for over forty years. The market-driven revenue system unique to BMTD requires competition in order to increase revenue, and upgrades authorized in SB 394 will allow BMTD to offer more competitive services.

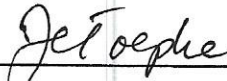
Key among the provisions of SB 394 are authorization for BMTD to transmit local emergency alerts on its signals and operate its own channel. Imbler experiences dangers from fires, extreme weather, and other hazards, and BMTD can become a valuable asset in the mission to ensure that emergency alerts reach our residents on all available media. A local channel will provide additional advertising opportunities for Imbler businesses and allow BMTD to inform its viewers of important local news and information, including the need to pay a service charge for use of its signals.

The City of Imbler thanks the Committee on Business and General Government for holding the first hearing on translator district statutes since 1997. We hope that the Committee will move Senate Bill 394 to the Senate floor for a vote.

Best regards,



Mike McLean
Mayor



Jennifer Toepke
City Recorder

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