



TO: House Committee on Rules
FR: Ira Cuello-Martinez, PCUN
RE: Support for HB 2605

February 10, 2023

Chair Fahey, Vice Chairs Breese-Iverson and Kropf, and Members of the Committee

My name is Ira Cuello-Martinez and I am the policy and advocacy director at PCUN, Oregon's Farmworker Union. We strongly support HB 2605, the Protect Local Journalism Act.

In 2006, PCUN launched a local, community radio station initially known as Radio Movimiento which is now its own entity known as Radio Poder "La Voz del Pueblo." Radio Poder focuses on building consciousness around important local and national movements that affect the Latinx community. The station connects families to opportunities that transform their community, environment, and future. Programming is done in Spanish and Mesoamerican Indigenous languages and covers a wide range of topics including workers' rights, access to education and health, Latinx news, immigration, and more. Broadcasting in 8 counties in the Willamette Valley, the station believes that reliable, vital, and timely information ensures the well-being of all working families, especially in the Latinx community. Radio Poder is the Oregon Latinx platform of communication that transforms communities - the station of the People and for the People.

We believe that other parts of the state would benefit from the essential information that Radio Poder provides to farmworker and Spanish-speaking Oregonians. The tax credit being proposed under the Protect Local Journalism Act will significantly support Radio Poder in expanding its reach to other parts of the state and building more capacity within the station to develop this essential content. The specific programming that Radio Poder provides is rarely available through other news sources, especially information in Indigenous languages.

For these reasons, I urge you to support HB 2605.

Ira Cuello-Martinez
PCUN