

Chair Kropf, vice chairs and members of the committee,

Thank you for this opportunity to testify on Senate Bill 862. My name is Mark Garber. I'm vice chair and president emeritus of Pamplin Media Group and am testifying on behalf of the Oregon Newspaper Publishers Association (ONPA).

Our association opposes Senate Bill 862 because we believe informing the public, in this case through a notice published in a newspaper of general circulation, is a necessary part of the process for important public events.

When property contained in storage units is auctioned off, it is in the public's interest to be informed and to participate. If notices are not placed in local newspapers and on newspaper-related websites, but are only placed on lesser-known websites favored by the storage industry, the process of disposing of these properties can become a closed loop where only those "in the know" will have access to the information.

Publishing a newspaper notice, on the other hand, makes the information available to thousands of readers each week. And it is extremely affordable. I'm attaching examples of storage unit notices that were placed in some of the Pamplin Media Group's 24 newspapers. As you can see, the cost per storage unit for the notice to be placed in two consecutive editions of the newspaper is quite low. For a notice that published in our Madras newspaper, for example, the total cost was \$132, but the notice included 32 storage units, making the cost per unit about \$4.11. This seems very reasonable, since the requirement to publish a notice only applies to individual units whose contents are estimated to be valued at more than \$300.

Other examples I attached show a lower cost per unit. In some cases, they are higher, but it depends on the newspaper and size of the notice. In none of the examples is the cost more than \$15 per unit.

For these minimal costs, these notices are placed in our print editions, on our websites and on the ONPA's statewide public notice website. The newspaper industry has worked with all public-notice clients to ensure reasonable pricing. The cost of public notices is capped under ORS at no more than a newspaper's established open rates for display advertising. The Oregon Newspaper Publishers Association regularly reminds its members of the requirements surrounding public notices. Again, our association believes the public should be aware of significant actions occurring in our communities, and we see no compelling reason to exempt the public storage industry from these reasonable requirements.

Thank you for taking the time to read and hear my testimony.