



Maryland | Delaware | DC Press Association

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To: Government Operations Committee

From: Rebecca Snyder, Executive Director, MDDC Press Association

Date: March 6, 2025

Re: MDDC FAVORABLE HB 1119

The Maryland-Delaware-District of Columbia Press Association represents a diverse membership of newspaper publications, from large metro dailies such as the Washington Post and the Baltimore Sun, to hometown newspapers such as the Star Democrat and Dorchester Banner, to publications such as The Daily Record, Baltimore Jewish Times, and online-only publications such as the Baltimore Banner, Maryland Matters and Baltimore Brew.

We are proud to support HB 1119, which would prioritize local news organizations for advertising from Maryland state agencies. This bill keeps Maryland's dollars in the state and has the benefit of supporting local news organizations, which include print, digital and broadcast companies. This bill is modeled on laws in New York City, Chicago, Connecticut and San Francisco. This is a revenue neutral bill that focuses on supporting Maryland focused companies.

Maryland's local news organizations reach broad audiences across Maryland, the region and the country. Our members regularly place advertising that focuses on the needs of the client in print, insert, digital, programmatic, email, billboard, tv, radio, and direct mail marketing as well as events and sponsorships and other channels. Any product or service that Maryland's agencies are able to procure from out of state agencies and advertisers can be replicated by local news organizations.

Local news organizations understand local markets and have access to audiences through the region and country. The money spent on advertising buys in local media stay in the community, supporting reporters and local news coverage, local employees, manufacturing jobs and the communities in which they are embedded. This bill will create opportunities for local media to become state vendors in a clear, straightforward way. By requiring 50% of an ad spend prioritize local media, state agencies will most likely get more targeted, better performing advertising. Several of our members, including MDDC itself, have full-service agency services to serve the needs of clients. MDDC regularly works with our smaller members to facilitate ad buys of all types.

The results from other jurisdictions clearly support local media. The news organizations are receiving ad spends that they would not have received otherwise. For example, CUNY did a study in 2022 about the results. "New York City approved a total of 282 print and digital community outlets to receive city government advertising in fiscal year 2021. Of those that received city ad money, the amounts ranged from about \$500 for smaller publications to over \$1 million. Eighty-four organizations received \$5,000 or less, 72 received between \$5,000 and \$50,000 and 56 received between \$50,000 and \$150,000. Twenty organizations received more than \$200,000."

We urge a favorable report.



**We believe a strong news media is
central to a strong and open society.**

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