

The Honorable Amy Klobuchar  
Chairwoman  
Subcommittee on Competition Policy,  
Antitrust, and Consumer Rights United States Senate  
425 Dirksen Senate Building  
Washington, DC 20510

The Honorable Mike Lee  
Ranking Member  
Subcommittee on Competition Policy,  
Antitrust, and Consumer Rights United States Senate  
361A Russell Senate Office Building  
Washington, D.C. 20510

Dear Chairwoman Klobuchar and Ranking Member Lee:

My name is Hilda Gurdian and I am the publisher of La Noticia in Charlotte, North Carolina I am reaching out to request your support for H.R. 1735 / S.673, the Journalism Competition and Preservation Act (JCPA). This bipartisan bill is critically important to protecting the future of high-quality, local journalism in North Carolina and across the country.

A free and diverse press is the backbone of a healthy and vibrant democracy. Yet the control of access to trustworthy news online has become concentrated in the hands of two dominant tech platforms, Facebook and Google. Despite news being the reason for which a significant portion of users turn to Facebook and Google, these companies leverage their dominance over the digital marketplace to set the rules for news publishers and determine how journalism is displayed, prioritized, and monetized.

The JCPA would help address these problems by allowing publishers to come together to negotiate with the platforms for the compensation they deserve, and an enforcement mechanism will ensure equitable compensation for small and local news outlets as the main beneficiaries of the JCPA.

Recent experiences in Australia and Europe demonstrate that other countries recognize the disparity in bargaining power between news publishers and Facebook and Google and are moving towards a new compensation model for publishers, one that ensures that equitable terms are offered to all publishers and that platforms participate in good faith.

**The moment to act in the U.S. is now.** It is more important than ever to protect quality journalism and ensure that the people who create journalistic content are compensated fairly for their often-painstaking work.

Journalism is critical to a functioning democracy, and the price of inaction – the disappearance of local news – is too great. I urge you to support news publishers across the country and sponsor the Journalism Competition and Preservation Act.

Sincerely,  
Hilda Gurdian  
Publisher  
La Noticia