

The Galena Gazette

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To: Rep. Cheri Bustos
From: Jay Dickerson, Galena Gazette
Re: HR 7640

Dear Rep. Bustos:

I am writing to ask for your support on HR 7640. As a former reporter, and as someone who deeply understands the value of community journalism, you are in a unique position to take significant action. The Local Journalism Sustainability Act would help the small, weekly newspapers that have taken a crippling financial hit during this pandemic. The act also benefits every small business that relies on print advertising.

HR 7640, in its current form, provides advertising credits for businesses with fewer than 1,000 employees. That describes virtually all of The Galena Gazette's advertising base. The credit itself is incredible! \$5,000 for the first year, and \$2,500 each year for the next four years, will help small businesses in my communities craft effective messages to reach customers and expand their profit margins. It will make it easier for them to sell goods, promote the week's lunch specials or rent a kayak for a trip on the Galena River. The long-term benefits of this act just might provide the difference between closing forever, or thriving past this pandemic.

The act would also provide two other five-year benefits: a \$250 credit for taxpayers to subscribe to local newspapers; and a credit for the compensation of journalists, of up to \$50,000 a year. The payroll credit would help us pay our editor and reporter; both continue to cover meetings and the important events that keep our communities informed.

Many newspapers in this country have already closed. Other newspapers face closure, if the economic climate doesn't change quickly. HR 7640 is like a restorative cup of cold water for not only newspapers, but also the small businesses that rely on local customers to thrive.

HR 7640 has already received bipartisan support from Illinois, including Republican Rep. Rodney Davis and Democratic Rep. Bobby Rush.

Thank you for your consideration. I appreciate any support!



Jay Dickerson, advertising manager

