Big Tech is Threatening Quality Journalism.
The Journalism Competition & Preservation Act (JCPA) Can Save It.
S. 1094

Congress Must Preserve Journalism in MAINE

Americans rely on quality news and journalism to stay informed and engaged. But quality journalism is currently under threat.

Meta and Google take most of the revenue that should rightfully go to publishers, leaving them without key resources necessary to provide the journalism that sustains civic society. The Big Tech platforms decide what news we see and when to keep users on their platforms, which ultimately reduces the quality of journalism.

Big Tech leverages its monopoly power to strip news publishers of revenue.

The JCPA is a bipartisan bill, sponsored by Senators Amy Klobuchar (D-MN) and John N. Kennedy (R-LA).

The bill would:

- Enable news publishers **to collectively negotiate** with Big Tech, driving billions of dollars of earned subscription and ad dollars back to the news publishers who produce journalism.

- Include an **arbitration enforcement mechanism** to ensure that negotiations result in payments, that such payments are evenly distributed to small and local papers, and that payments incentivize investments in reporters and newsrooms.

- Allow **market forces**, not two companies or government, to determine how and for what price news publishers' content is offered.

Help journalists fight Big Tech.
SUPPORT THE JCPA.

Key Endorsements:

Sea Coast Online, Portsmouth Herald, New England Newspaper & Press Association

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Quality journalism fuels Big Tech profits, but Big Tech won't pay up.

- News publishers employ **2,480** Maine reporters and newsroom staff.

- Big Tech's ad tech tax takes **50-70%** of every ad dollar from news publishers while hiring zero reporters.

- Local papers could hire more reporters if Google and Meta paid for the quality journalism that fuels their platforms and profits.

Big Tech controls data and information people receive.

- Google and Meta capture **60%** of all digital ad dollars because of their ability to collect consumer data.

59% of Maine residents get news from Facebook.

39% of Maine residents use Google as their primary source of news.