

**Supporting Local Media Bill ([HB22-1121](#))  
Provides Much-Needed Help for Small Businesses**

- **Bill provides a tax credit to small businesses for marketing.**
  - It establishes a credit for 50% of all advertising spending in local news (newspapers, TV, radio, websites, etc.) – up to \$2,500 per year.
  - It is a direct benefit to businesses with fewer than 50 employees — exactly the small, local, Main Street businesses that were most affected by the pandemic.
  - This advertising helps build awareness and grow these businesses – especially crucial as we move out of the pandemic.
  
- **Advertising in local news is effective.**
  - Advertising through local news outlets will help small businesses reach larger audiences, bringing in more business and revenue.
  - Almost 7 out of 10 readers take action after reading an advertisement in a print or digital newspaper — they visit a store, search online, purchase a product, etc.
  - 85% of consumers agree that “Seeing a brand or product in news brands gives me more confidence that it’s right for me.”
  - Newspaper advertising delivers the highest ROI – 20% more than search and 10% better than social.
  - Roughly 6 out of 10 Colorado adults use newspaper advertising to help them decide what brands, products and local services to buy (compared to 28% for social media).
  - Local news is often overlooked in ad planning with large national platforms dominating the ad market. But, local newspapers can provide similar digital targeting capabilities, outperforming Facebook by up to 4x.
  
- **Local news is an integral part of the health of local economies.**
  - Local news helps connect local residents to each other and to the businesses that sustain their communities. Coloradans look to local news as their primary source of trusted information about civic life – including real estate, business openings, where to shop and travel, local events and more.
  - During the pandemic, many local news outlets advocated on behalf of small businesses, encouraging folks to buy local, even as many local advertisers could no longer buy their regular ads in local news outlets.
  - This bill would support local, small businesses while also honoring the relationship between vibrant local journalism and healthy local economies.

## How can businesses help?

This bill will be first heard in the House Business Affairs and Labor Committee on March 10. From there, it will go to Appropriations, then to the Senate, then to the Governor over the course of the next month or so.

Any encouragement you can provide to the Colorado legislature and governor's office is helpful. It's especially important ahead of the **March 10** committee hearing.

You can have a real impact in less than 5 minutes! *Any* of the following would be helpful.

1. Lend your name and express your support by filling out this very short [endorsement form](#).
2. Ask the local Chamber of Commerce and any trade associations that you are a part of to also lend their support and fill out the [endorsement form](#).
3. Call or send quick emails to members of the [House Business Affairs and Labor Committee](#).
4. Call or send a quick email to [your Colorado representative and senator](#) and ask them to support the Supporting Local Media bill.
5. [Submit written testimony](#) to the House Business Affairs and Labor Committee to say that this tax credit would be helpful to your business and also to your local news outlets that are so important to the community.

Your outreach is always best in your own words, but to help you get started, we've included brief sample emails below.

### Sample email to send to Chamber of Commerce and other associations

As a member of \_\_\_\_\_, I am asking the organization to express its support for the [Supporting Local News bill](#) (HB22-1121). The bill would provide a meaningful tax credit that would help my business return to normal and continue to grow. It would also help our local news outlets, which are vital parts of keeping this community connected and informed on what is happening with all of our local businesses and community events.

### Sample email to send to legislators

As a resident and active member of the business community in \_\_\_\_\_(Colorado or state district or city)\_\_\_\_, I am asking you to support HB22-1121, the Supporting Local News bill. The bill would provide a meaningful tax credit that would help my business return to normal and continue to grow. It would also help our local news outlets, which are vital parts of keeping this community connected and informed.