

HB 2276 Opponent Testimony - written only
Tax credit for advertising with small media companies
House Tax Committee
Dave Trabert, CEO
February 27, 2024



Chairperson Smith and Members of the Committee,

We appreciate this opportunity to provide written testimony opposing HB 2276, which would offer state income tax credits for money spent on advertising with small media companies.

We appreciate the challenges of running small media companies, but many other types of small businesses face similar challenges. HB 2276 will encourage other industries to request tax credits for their benefit.

Also, taxpayers should not subsidize news organizations. Businesses that purchase advertising get the tax credit, but the goal seems to be to encourage them to spend more money and benefit media companies.

Having worked in advertising in a previous career, I know that some small media outlets will encourage advertisers to shift spending away from non-qualifying media. The pitch is "You can save \$X by moving some of your advertising budget to us."

For these reasons, we encourage the Committee not to recommend HB 2276 and we thank you for your consideration.