

OPINION

OUR VIEW | NEWS MEDIA ALLIANCE

News publishers need to make money

The American public consumes more news than ever, with more than 200 million unique visitors consuming digital news each month.

However, the economics of that consumption will not sustain the investments needed for quality journalism. The news industry has seen revenues drop 54 percent since 2006, according to research from Pew.

The rise of the tech platforms and their dominance of online content has played a major role in this trend.

its artificial intelligence services, in order to keep users in the Google ecosystem. The additional uses of news content as drivers of engagement are also potentially serious drivers of data and revenue for the platform.

Most notably, AMP (accelerated mobile pages) and the addition of a “Breaking News” category on YouTube have made it possible for people to indulge in all the news content they want without ever going to a publisher’s website. As a result, publishers are losing ad revenue, brand recognition and valuable data that could help them build stronger relationships with their readers. Google, on the other hand, is generating more traffic and user data that they can use to keep consumers in their ecosystem for even longer periods of time.

As with any business, in order to survive, news publishers need to be able to make money from their own product, which can be reinvested in reporting. While information wants to be free, journalists need to get paid. This requires finding common rules for a fair and equitable online ecosystem that allows publishers to thrive and maintain the quality of their content that readers expect.

ANOTHER VIEW



TOM O'MARA | 58TH DISTRICT

A bucket full of positive benefits

New York's legislative process rarely turns on a dime. It's more like turning an ocean liner – a deliberate and slow process.

In other words, finally accomplishing important actions often takes months, sometimes even years of steady work.

That certainly has been true for legislation I have sponsored since 2015 to relieve local governments of the responsibility for collecting and disposing of unused paint. The Senate has approved the measure year after year (and has done so again this year), with strong bipartisan support.

It earns strong support from a range of advocates including prominent environmental organizations, industry representatives, and municipal agencies. The joint, bipartisan NYS Caucus of Environmental Legislators has identified it as a priority in the past. So does the New York State Association of Counties (NYSAC).

According to NYSAC, “Nearly four million gallons of leftover paint are generated annually in New York State. Most leftover paint is currently disposed of in the garbage, despite the efforts of local governments. Municipalities spend millions of dollars annually to collect and manage a small fraction of unwanted paint through household hazardous waste collection programs...This measure would reduce local and state government costs, increase resident convenience,

states have passed similar paint stewardship laws. These laws have saved taxpayers nearly \$70 million, created 200 jobs, and facilitated the recycling of over 17 million gallons of high-quality paint.

In other words, this action achieves a bucket full of positive benefits.

The New York Product Stewardship Council (nypsc.org) states, "Most leftover paint is currently disposed of in the trash. Management of leftover paint in New York results in a cost that represents as much as 50% of municipalities' household hazardous waste budgets, costing small local governments tens of thousands of dollars each year (in larger counties...these costs are exponentially greater). A statewide paint stewardship program would hold the paint industry responsible for collecting and managing leftover paint in New York...saving local municipalities tens of thousands of dollars on paint management costs, and establishing retail collection sites to make paint drop recycling more convenient for residents."

Enacting the "Postconsumer Paint Collection Program" into law this year in New York State could begin setting a different standard for stronger government-industry cooperation down the road.

It could begin to help break the logjam of inaction that plagues too many other critical challenges.

LETTERS TO EDITOR

Letter to Lindley voters

To the Editor,
To Lindley residents who are registered Republicans Voters. On June 25th the Republican primaries will be held. The Lindley Highway Superintendent position is up once again for election.
I am urging all Lindley Republican voters to go to the

As many or most of you know the Town of Lindley roads are and have been for the past several years in deplorable conditions. As one Lindley town resident states, you hit pot holes trying to avoid pot holes because the roads are full of them.

improvement is going to waste as nothing is done to improve the conditions of the road. You may say "I don't live on a town road" but think again just because you don't, your tax dollars are being wasted.

You probably have family and or friends who drive these roads daily. All town of Lindley road are dirt roads, the paved roads are maintained by Steuben

County Highway Department. Several times a week I drive a Town of Corning road which is dirt. Their dirt roads are as smooth as a paved road. Can't say that for the Town of Lindley roads.

I also urge that the Democratic Party endorse Kevin Putnam and put him in as your democratic candidate.

Change is needed now.

Our present highway superintendent has had many years to correct the situation of the town roads and has failed to do so.

Again, republicans on June 25th get out and vote for Kevin G. Putnam for Lindley Highway Superintendent. It will only take a few minutes of your time Polls are open noon to 9 p.m.

Mary Jane Semple
Lindley

The Leader

INFORMATION STAFF BOX

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The Leader Staff:

Publisher

Rick Emanuel | Group Publisher
936-4651, Ext. 303

Editorial

Shawn Vargo | Executive Editor
936-4651, Ext. 361
svargo@the-leader.com

Circulation

Nichole Harrison
Customer Service Manager
936-4651, Ext. 314

Advertising

Heather Falkey | Ad Director
936-4651, Ext. 341
hfalkey@the-leader.com

Business Office

Becky Post | Administration
936-4651, Ext. 306
bpost@the-leader.com

Classifieds 936-4651, Ext. 651

Retail 936-4651, Ext. 653

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AUCTION OF DELINQUENT
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(Registration begins at 8:30 A.M.)

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