TABLE OF CONTENTS

Introduction Page **1**

Background: The fight over media ownership rules

The opposition to big media: Who got involved and why

This directory: What it is and who it's for

Methodology: How we did it

Note on the First Edition Page **7**

How to Use the Directory Page **8**

Profiles of Participating Organizations (93 Groups) Page **53**

State-by-state listing of 247 groups that supported Media Ownership Limits Page **57**

Additional Resources Page **61**

About CIMA, Acknowledgments Page **63**

Companies would now be allowed to own a local TV station and a local newspaper, a greater number of stations in large communities and more stations nationwide.

In announcing the rule changes, FCC Chairman Michael Powell insisted that they were essentially mandated by previous act of Congress and the courts. But the public and the opponents of these new rules took their case to Congress and the courts—and the FCC was taken to task.

A backlash from Congress

Immediately after the FCC vote, Congress responded to the outpouring of public concern with a series of bills designed to reverse parts or all of the FCC decision. In July 2003, the House of Representatives added a provision to block the FCC and retain the original limits on national TV station ownership within an appropriations bill that included FCC funding. The bill passed the House by 400 to 21, despite a threat of the first-ever veto by the Bush administration. As of this writing, the fate of the bill is now under consideration in the Senate.

Stopped in their tracks

As various measures to reverse the FCC decisions were debated in Congress, media dealmakers were gearing up for the new rules to take effect on September 4, 2003. One day before the new rules were to become law, a federal appeals court temporarily stopped them. Prometheus Radio Project (dir p.43), a nonprofit organization promoting community radio, and the public-interest telecommunications law firm Media Access Project (dir p.34) scored a victory in their court challenge against the FCC and a coalition of media conglomerates including Viacom, Fox/News Corp. and GE-owned NBC/Telemundo.[4] The court is currently hearing arguments for a combined case that pits the national television networks, newspaper-TV conglomerate Media General, the National Association of Broadcasters and the FCC against local station owners, minority broadcasters, public-interest independent media advocates and the National Council of Churches (dir p. 21), all of whom oppose the new FCC rules. A decision is expected in early 2004.

The Senate takes action

On the heels of this court victory to stay the new media ownership rules, the Senate issued its own version of opposition to the FCC. On September 16, 2003, the Senate voted to overturn the entire FCC decision through a rare action called a "resolution of disapproval." Again, this prompted a threat of a presidential veto. Consumer groups, citizen-advocacy and civil liberties organizations supported the use of this special legislative procedure, along with a coalition of 14 national media-worker unions and guilds. As of this writing, the resolution may soon be scheduled for a vote in the House.

[4] United States Court of Appeals for the Third Circuit. Order 03-3388, September 3, 2003 http://www.mediaaccess.org/3rdCircStay.pdf

Wolzien, Tom and Mark Mackenzie.
Returning Oligopoly of Media Content Threatens Cable's Power.
Sanford C. Bernstein & Co., LLC, February 7, 2003.
http://www.creativecommunity.us/f/Bernstein_study.pdf

Tools for media democracy advocates

Future editions of this directory and additional advocacy tools will be available on the CIMA Website: http://www.mediaactioncenter.org

Association of Independent Video and Filmmakers: ***Media Advocacy Toolkit***
http://www.aivf.org/advocacy/toolkit.html

Center for Digital Democracy: ***Media Ownership Policy Site***
http://www.democraticmedia.org/issues/mediaownership/index.php

Center for Public Integrity: ***Media Ownership Database***
http://www.openairwaves.org/telecom/analysis/default.aspx

Center for Public Integrity: ***Telecommunications Policy Site***
http://www.openairwaves.org/telecom

Columbia Journalism Review: ***Who Owns What?***
http://www.cjr.org/tools/owners/

Common Cause: ***Media Activist Toolkit***
http://www.commoncause.org/publications/toolkit_complete.pdf

Fairness and Accuracy in Reporting: ***Telecommunications Policy Coverage***
http://www.fair.org/media-woes/policy.html

Free Press: ***Media Ownership Project***
http://www.mediareform.net/project.mo

I Want Media: ***Media Consolidation Headlines and News Archive***
http://www.iwantmedia.com/consolidation.html

MediaChannel ***Global Media Ownership Chart***
http://www.mediachannel.org/ownership/moguls-printable-150dpi.pdf

Media Channel: ***Media Ownership Coverage***
http://www.mediachannel.org/ownership/

Media Tank: **Media Ownership Overview**
http://www.mediatank.org/ownership.html

PBS/NOW: **Media Regulation Timeline**
http://www.pbs.org/now/politics/mediatimeline.html

Project for Excellence in Journalism: **Media Ownership and Deregulation Site**
http://www.journalism.org/resources/research/reports/ownership/deregulation2.asp

Prometheus Radio Project: ***A Media Activist Guide to the Federal Communications Commission***
http://www.prometheusradio.org/media_activists_guide.shtml

Reclaim the Media: **Media Democracy Activist Toolkit**
http://www.reclaimthemedia.org/toolkit/

Universities took on a prominent role, serving as hosts to these semi-official events and, in many cases, partnering with community organizations and citizens' groups to draw a wider public into the debate. Around the country, standing-room-only crowds heard advertising executives say they can't compete in the current market. Musicians and producers described the absence of outlets for their work. Environmental and peace groups testified that broadcasters had refused to sell them advertising time. Advocates for morality in media and decency standards in broadcast programming decried increased sexuality and violence on TV. Journalists bemoaned the declining quality of local news and labor representatives reported on decreased newsroom diversity and minority ownership. While these self-organized hearings also featured pro-deregulation speakers, members of the public in every audience overwhelmingly spoke in favor of regulation to stem the tide of media concentration.

Opposition from left to right

The issue of media ownership limits brought together issue groups of every stripe who fear that fewer owners will reduce their chances of getting their perspective into public debate. United for Peace and Justice, Global Exchange (dir p. 52, p. 29) and other peace organizations around the country staged demonstrations connecting media concentration to pro-war media bias. Simultaneously, the National Rifle Association generated upwards of 300,000 postcards to the FCC by warning members that consolidation of media could "cripple our efforts to reach out to your fellow Americans" with pro-gun messages.[7] "When all of us are united on an issue," said Brent Bozell, president of the anti-indecency media watchdog group Parents' Television Council (dir p. 41), "then one of two things has happened: Either the earth has spun off its axis and we have all lost our minds, or there is universal support for a concept."[8]

This directory: What it is and who it's for

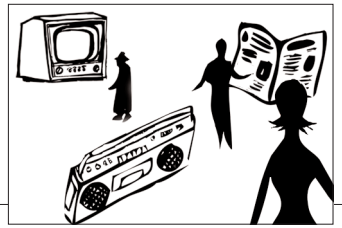
This project catalogues organizations that participated in campaigns against media ownership deregulation. It was designed to

- document the historic and diverse public response on this issue.
- record the involvement of groups who don't generally focus on issues of media policy, and understand why they did.
- help organizations working on media policy recognize their allies, collaborators, and partners—past, present and future.

[5] FCC Chairman Michael Powell Statement on Broadcast Ownership Proceeding, February 5, 2003. http://hraunfoss.fcc.gov/edocs_public/attachmatch/DOC-230976A1.pdf

[6] Hearings were held in New York, Seattle, Austin, Durham, Phoenix, Chicago, Burlington, San Francisco, Los Angeles, Philadelphia, San Rafel (California), Detroit and Atlanta, according to a statement by Commissioner Copps, June 2, 2003. http://www.fcc.gov/Daily_Releases/Daily_Business/2003/db0602/DOC-235047A9.pdf

[7] Estimated numbers of NRA postcards are from several news sources, including Business Week's column "Stop the FCC's Covert Operation," May 30, 2003. http://www.businessweek.com/bwdaily/dnflash/may2003/nf20030530_8491_db028.htm



ADDITIONAL RESOURCES

Please send suggestions for additional resources for future editions to:
survey@mediaactioncenter.org

NOTE while we try to feature only current or live links, many Websites listed below may change their content. Links do change, and we cannot vouch for the consistency of these links over time. Whenever possible, we will try to indicate when we last updated these resources. For this edition, we verified that the following links were operational as of October 31, 2003.

Research and reports on the FCC, media ownership and media diversity/concentration

All Politics is Local But You Wouldn't Know it by Watching Local TV.
Alliance for Better Campaigns, October 22, 2003.
http://www.bettercampaigns.org/reports/display.php?ReportID=12

Analysis of Public Comments Filed in FCC Docket 02-277—the Broadcast Ownership Proceeding.
Future of Music Coalition, May 14, 2003
http://www.futureofmusic.org/news/PRFCCdocket.cfm

Baker, Dean. ***More Media Concentration Means Less Public Discourse: Critique of the FCC Studies on Media Ownership.***
Department for Professional Employees, AFL-CIO—December, 2002.
http://www.dpeaflcio.org/pdf/FCC_Critique.pdf

Big Media, Little Kids: Media Consolidation and Children's Television Programming Children Now, May 21, 2003
http://www.childrennow.org/media/fcc-03/fcc-ownership-study-05-21-03.pdf

Cooper, Mark. ***Abracadabra! Hocus-Pocus! Making Media Market Power Disappear with the FCC's Diversity Index.***
Consumer Federation of America, July 2003.
http://www.consumersunion.org/abrafinal721.PDF

Does Ownership Matter in Local Television News: a Five-Year Study of Ownership and Quality.
Project for Excellence in Journalism, April 29, 2003.
http://www.journalism.org/resources/research/reports/ownership/Ownership2.pdf

Does Your Newspaper Reflect its Community?
Knight Foundation, April 8, 2003.
http://powerreporting.com/knight/report.pdf

Dunbar, John and Aron Pilhofer. ***Big Radio Rules in Small Markets: A Few Behemoths Dominate Medium-Sized Cities Throughout the U.S.***
The Center for Public Integrity, October 1, 2003.
http://www.openairwaves.org/telecom/report.aspx?aid=63