



# NEWS

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FOR IMMEDIATE RELEASE  
July 15, 2002

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## **FCC MEDIA BUREAU ANNOUNCES NEW SENIOR ECONOMIC TEAM AND ECONOMIC RESEARCH INITIATIVE**

### *Independent Research will Emphasize Current and Future Market Analysis*

Washington, D.C. – Kenneth Ferree, chief of the Media Bureau at the Federal Communications Commission (FCC), today announced a new economic research initiative that will emphasize independent market analysis and forward thinking research on how media markets operate today and how they will operate in the future. Today's initiative underscores FCC Chairman Michael K. Powell's commitment to excellence in economics. Jerry Duvall was named Director of Media Economic Research and will lead the program; Tracy Waldon will replace Duvall as the Bureau's Chief Economist.

Ferree said that the FCC's pro-competitive regulatory approach, technological advances, and increasing demand for media services have changed the nature of the work of Media Bureau economists. As competition continues to evolve, Ferree said, Media Bureau economists should expand their efforts to monitor and evaluate the performance of media markets from a consumer welfare perspective. As part of this new initiative, Media Bureau economists will focus their research efforts on three broad areas of economic inquiry:

1. The nature of competition in media markets;
2. The assessment of industry economic performance and analysis of the costs and benefits of structural regulation; and
3. Industry organizational change.

The new initiative will include efforts to develop data independently and to address new and novel regulatory approaches. The research also will delve into fundamental questions regarding the need for and the basis of government intervention in media markets. The new focus, Ferree said, will be valuable not only to the FCC, but also to industry participants, consumer groups, and individual citizens. By having access to objective, timely information about the media markets, the public will be better informed about media services and better able to measure the efforts of the FCC to promote competition, localism, and diversity in the media.

The information developed through this initiative will be made available to the public through the Media Bureau's existing Media Bureau Staff Research Paper series.

Jerry Duvall has been an Economist for the FCC during the course of two tenures totaling more than 15 years of service. Duvall has been the Media Bureau's Chief Economist since the Bureau's inception in March 2002 and was the Chief Economist of the Mass Media Bureau since

1996. Prior to joining the FCC, Duvall was a Senior Economist for Intelsat (1987-1994) and did consulting in private practice (1983-1987).

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Ferree said, “Jerry has been a valued member of the Media Bureau since its inception. His work over the past two months in the development of this new research initiative has been enthusiastic and energetic, and I look forward to working with him in his new role.”

Tracy Waldon was an Industry Economist in the Wireline Competition Bureau (formerly known as Common Carrier Bureau) since March 1996 and he also served as an Industry Economist in the former Mass Media Bureau (1995-1996).

Ferree said, “I am excited that Tracy has agreed to become our Chief Economist. His work at the FCC has been nothing short of brilliant. In particular, his work on the FCC’s review of the proposed DirecTV-Echostar merger was invaluable. Our Bureau is consistently faced with challenging policy questions that require complex economic analysis; I am confident that Tracy will add a great deal of value to our efforts.”

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For more information about the Media Bureau, visit [www.fcc.gov/mb](http://www.fcc.gov/mb).