

**LOS ANGELES AND EL SEGUNDO MEDIA OWNERSHIP FIELD HEARINGS
STATEMENT OF COMMISSIONER DEBORAH TAYLOR TATE**

How appropriate it is that we are here at USC as we hold the first of six public hearings around the country in conjunction with the Commission's ongoing review of its broadcast ownership rules. This process will help determine what the media marketplace of the future – the marketplace of greatest import to today's students – will look like.

The issues involved are critically important to our society. How do our younger, media- and technology-savvy citizens get their news and information? What do we make of the phenomenal growth of blogs, vlogs, and podcasts, which were just emerging when the FCC completed its last review of the rules? What is the significance of the increasing rate of broadband penetration and the resulting transformation of the Internet into a platform for streaming full-length video programming? How has consolidation affected the production of content, such as children's and family-friendly programming? There are many, many other questions we need to ask and have answered.

I am particularly glad to have our first hearing in Los Angeles, the nation's second largest media market and one of its most diverse. And, of course, it is the heart of the American film and television industry, with Hollywood just around the corner. This dynamic market, with representatives of every step in the creative process, should provide a great case study for examining the impact of our current rules and determining what changes we need to make.

The public's full involvement in this process is essential, and I commend the Chairman for his leadership in committing to hold these hearings. Even if you are not able to join us in person, I hope that you will participate by filing comments electronically by going to www.fcc.gov/cgb/ecfs. The information you provide will help guide us as we seek to strike the right balance between broadcasters' need to compete in an increasingly competitive media marketplace and our commitment to localism and diversity.

Thank you to all those here at USC and to our FCC staff who worked so hard to make this hearing possible. I look forward to hearing from our distinguished panelists and from the members of the public who are with us today.