

**REMARKS OF COMMISSIONER DEBORAH TAYLOR TATE  
FCC HEARING ON LOCALISM  
PORTLAND, MAINE  
JUNE 28, 2007**

I want to thank everyone in Portland for your kind hospitality and for your assistance in making this hearing possible here at the Portland High school. I also want to thank Governor Baldacci, Senators Snowe and Collins, and Representatives Allen and Michaud for your leadership. Portland is a beautiful, historic and thriving city; one particularly blessed with natural beauty and an abundance of cultural attractions and media outlets. I can understand why Portland was ranked fourth among the top ten “perfect places” in America to live.

The issues that we plan to explore with you are very important to me, and to all of us at the FCC. All of us are keenly aware of the pervasive impact that radio and television has on our children, on our daily lives, and on our culture. I have taken a special interest in the effects of television violence and the amount of advertising for unhealthy foods and beverages - - especially during times that children are in the audience. It is my hope that those of you who are broadcasters will not only meet your legal requirements regarding CORE children’s programming, but more importantly that you will also provide more balanced, positive and healthy messages. I challenge you to be an industry leader and help us solve this national epidemic of childhood obesity.

The Commission began this proceeding to examine how well radio and television stations are serving their communities before I became an FCC Commissioner. I bring an open and inquiring mind to this issue. Localism refers to the responsiveness of a broadcast station to the needs and problems of the residents of its community.

The concept of localism is a cornerstone of the law, our regulations and at the very heart of broadcasting. In return for the right to use the public air waves, the broadcaster is obligated to air programming that is specifically responsive to the needs of its station’s community of license –YOUR communities. That is why it is so important that we visit communities across this country to actually see and hear from both the licensees as well as you, whom they serve.

This hearing will provide us the ability to get beyond the Beltway, beyond the political discourse, and to learn today, directly from you, as citizens, scholars, businesses, nonprofits and broadcasters how your broadcasters are serving the needs of the viewers in the Portland area.

In closing, I want to thank both our panels – an impressive group of broadcasters, academics, journalists, programmers, musicians, representatives of public interest organizations, and others – who are uniquely situated to share their thoughts on this topic. More importantly, every one of you is taking time out of your busy lives to be here because your truly care about these issues. This is precisely what our forefathers meant by government “of the people... for the people” and we look forward to hearing from each of you.

Thank you.