

**OPENING STATEMENT OF  
FCC CHAIRMAN KEVIN J. MARTIN  
PUBLIC HEARING ON MEDIA OWNERSHIP  
SEATTLE, WASHINGTON  
NOVEMBER 9, 2007**

**(AS PREPARED FOR DELIVERY)**

Good afternoon. Thank you for joining us today.

We began a comprehensive review of our rules governing media ownership in the summer of 2006. This hearing is the sixth in a series of six media ownership hearings the Commission intends to hold across the country. Previous FCC public hearings in the current review of media ownership issues were held in Los Angeles, CA on October 3, 2006; Nashville, TN on December 11, 2006; Harrisburg, PA on February 23, 2007; Tampa Bay, Florida on April 30, 2007; and Chicago, Illinois on September 20, 2007. The goal of these hearings is to more fully and directly involve the American people in the process. As I have said many times before, public input is critical to our process and will inform our thinking on these issues.

The decisions we will make about our ownership rules will be as difficult as they are critical. The media touches almost every aspect of our lives. We are dependent upon it for our news, our information and our entertainment. Indeed, the opportunity to express diverse viewpoints lies at the heart of our democracy. A robust marketplace of ideas is by necessity one that reflects diverse perspectives and viewpoints.

Our media ownership rules are intended to further three core goals: competition, diversity and localism. Many who have commented in this proceeding, including at hearings such as this one, express significant concern about increased consolidation and preservation of diversity in the media. And I anticipate hearing more about this from many of you tonight.

Also critical to our review of the media ownership rules is exploring and understanding the competitive realities of today's media marketplace. Some of our rules have not been updated for years and may no longer reflect the current marketplace. Indeed, the Third Circuit recognized this fact when it upheld the Commission's elimination of the newspaper/broadcast cross-ownership ban. It is our task to respond to the court by ensuring that our ownership rules take into account the competitive environment in which media companies operate as well as ensuring we continue to promote localism and diversity.

I look forward to hearing your thoughts and insights on the subject of our media ownership rules. Thank you for your participation today.