



# NEWS

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This is an unofficial announcement of Commission action. Release of the full text of a Commission order constitutes official action.  
See *MCI v. FCC*, 515 F.2d 385 (D.C. Cir. 1974).

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**FOR IMMEDIATE RELEASE:**  
January 28, 2010

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## **MEDIA BUREAU ANNOUNCES FEBRUARY 23, 2010 MEDIA OWNERSHIP WORKSHOP IN COLUMBIA, SOUTH CAROLINA (MB DOCKET NO. 09-182)**

*Washington, D.C.:* The Media Bureau today announced it will hold a media ownership workshop on February 23, 2010, at the South Carolina State Museum, 301 Gervais Street, Columbia, South Carolina. The two-panel workshop, scheduled from 1:30 p.m. – 4:30 p.m. and 6:00 p.m. – 9:00 p.m., will explore local television and radio marketplace issues as part of the Commission's quadrennial review of its broadcast ownership rules.

The first panel will focus on television issues, including:

- The state of the television industry and what changes, if any, have impacted the larger media marketplace;
- Whether the decline in broadcast television viewership is cyclical or permanent and how this trend has affected the financial viability of TV stations and their programming;
- How TV duopolies affect the diversity of voices and programming in local markets;
- What changes, if any, should be made to the ownership rules because of marketplace conditions;
- Whether broadcasters are adopting new programming strategies and if so, the impact of these strategies on the Commission's ownership rules; and
- Whether the local TV and radio/TV cross-ownership rules continue to be necessary in the public interest.

The second segment will address radio issues, among them:

- The state of the radio industry and how new technologies have impacted the marketplace;
- Whether local radio markets have stayed the same or become more or less concentrated since the last quadrennial review;
- What changes, if any, should be made to the ownership rules because of marketplace conditions;
- How combined ownership of multiple radio stations in a single market affects the diversity of programming and localism in that market, if at all; and
- Whether the local radio and radio/TV cross-ownership rules continue to be necessary in the public interest.

The panelists for the forum will include representatives from the local broadcast community and association and media advocacy groups. Public participation in the workshop is encouraged.

Open captioning of the forum will be provided. Other reasonable accommodations for people with disabilities are available upon request. Include a description of the accommodation you will need. Also include a way we can contact you if we need more information. Last-minute requests will be accepted, but may not be possible to fill. Send an e-mail to [fcc504@fcc.gov](mailto:fcc504@fcc.gov) or call the Consumer & Governmental Affairs Bureau at 202-418-0530 (voice), 202-418-0432 (tty).

For further information, contact Krista Witanowski, Media Bureau, (202) 418-2449.

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