

Future of Media & Information Needs of Communities

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Rapidly Changing Media Landscape

- Tremendous Innovation
 - Diversity of websites, channels, phone apps
 - Exciting new startups and media co innovations
- Collapse of traditional business models
 - 1000s of journalists laid off, accountability journalism at risk
 - Can citizens & communities get the info they need?
 - Can democracy function well?
 - Are FCC & gov't policies meeting the moment?

Mission

- To ensure that citizens and communities have vibrant, diverse sources of news and information that enrich their lives, their communities and their democracy.
- Longstanding goals. How do we meet them in a digital era?

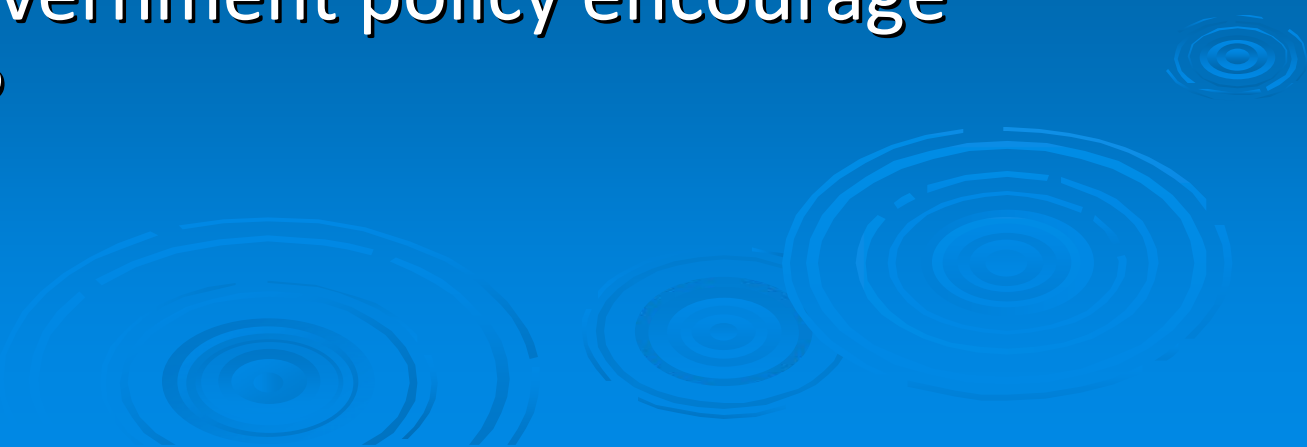
First Amendment

- Any time the government looks at news media, it must be careful
- We will be

Scope

- Journalism
- Civic-ly important information
 - Emergency and disaster info
 - Education, crime, public health
 - Children's programming


Topics

- Serving the public interest in a digital era
 - Role of public media
 - What types of information are at risk?
 - What populations are most at risk?
 - How can government policy encourage innovation?
 - Much more
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Work Products

- Report
 - Analyzing key trends and making recommendations on government policy and other steps
- Internal Advocates/Resources on News & Info Issues
 - Worked with broadband team
 - Coordinate with staff in ongoing proceedings
- Coordination within FCC
 - Cross-functional group
- Public education & convening

Inputs & Process

- Workshops
 - First workshop: “Serving the public interest in a digital age”
 - Interviews
 - Website
 - External & internal studies
 - Public notice comments
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- The bottom right corner of the slide features several decorative concentric circles in a lighter blue shade, resembling ripples in water. These circles are arranged in a cluster, with some overlapping, and are positioned in the lower right quadrant of the slide.

FCC.Gov/FutureofMedia



- Comment on Public Notice without having to go through ECFS (greater public participation)
- Float ideas and get public input on these

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The screenshot shows a web browser window with the address bar displaying "Customer Feedback & Ideas for The Future of Media". The website header features the "REBOOT.FCC.GOV" logo with "BETA" in small text. A navigation menu includes links for HOME, ABOUT REBOOT, EVENTS, INITIATIVES, REFORM, FCC LEADERSHIP, BLOG, and FCC.GOV/DATA. The breadcrumb trail reads "Home » Initiatives » Future of Media » Forum". The main section is titled "Media In Your Community" and includes a paragraph asking users to share information about their local media landscape. Below this is a search bar with the placeholder text "- enter your city and state to begin (ex: Akron, Ohio)" and a "Search" button. A filter bar shows "top", "hot", "new ideas 7", "accepted", and "completed". The first forum post is titled "Neighborhood forums in Minneapolis and St. Paul" by Steven Clift, with 3 votes and 0 comments. The right sidebar contains a "Log in or Sign up" link, a language dropdown set to "English", a "10 votes left!" banner, a "Media In Your Community activity feed", a "Contact Support" link, and a "Forums" section listing topics like "How should media companies change their approaches to delivering news and information?" (3) and "What government policies could improve the news and information media?" (12).

- Forums to “Describe your community” and to weigh in on ways to improve media businesses and government regulations

Cross-Agency Working Group

- Excellent Cross Functional Group
 - Principal deputies Elizabeth Andrion from OSP and Bill Freedman from Media Bureau
 - Reps from Media Bureau, OSP (Jonathan Levy, FCC's Deputy Chief Economist), Consumer (Joel Gurin, chief of consumer bureau), Wireless, International and outside experts (Peter Shane, exec dir of the Knight Commission)
 - Strong input from commissioners' offices

March 4 Workshop

Serving Public Interest in Digital Era

- Focused on commercial media
- State of local TV news and radio
- Reconceiving public interest obligation

Coordinating with Media Ownership Review

- South Carolina hearing on local TV and radio
- Stanford workshop on internet impact on TV

Schedule

- Released Public Notice January 21
- Launched Website January 21
- First workshop March 4
- Comments due May 7
- Report completed: 2010

