



NEWS

Federal Communications Commission
445 12th Street, S.W.
Washington, D. C. 20554

News Media Information 202 / 418-0500
Internet: <http://www.fcc.gov>
TTY: 1-888-835-5322

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. Circ 1974).

FOR IMMEDIATE RELEASE:
May 25, 2010

NEWS MEDIA CONTACT:
Janice Wise (202) 418-8165
Email: janice.wise@fcc.gov

FCC RELEASES NOTICE OF INQUIRY ON ITS MEDIA OWNERSHIP RULES

Washington, D.C.: The Federal Communications Commission (FCC) today released a Notice of Inquiry (NOI) as part of the 2010 quadrennial review of its media ownership rules. The NOI initiates a fresh look at the current rules to determine whether they promote the Commission's goals of competition, localism, and diversity.

"We live in an ever-changing media world, but the core public interest goals are the same," said Chairman Genachowski. "The Commission is committed to fostering a strong and independent broadcast media that provides Americans with multiple and diverse sources of news, public affairs, and entertainment programming. The input we seek in this proceeding will help ensure that our media ownership rules continue to protect consumer interests in today's marketplace."

The responses to the questions asked in the NOI will help the Commission define the analytical framework for the review of its media ownership rules, further refine the scope of the proceeding, and provide insight on how media ownership structure will affect the accomplishment of the Commission's public interest goals today and into the future.

The NOI specifically asks for input on a number of issues, including:

- Whether the current rules continue to foster competition, localism, and diversity;
- How to define, measure, and promote competition, localism, and diversity and how ownership structure affects these goals; and
- How to weigh these public interest goals if they conflict with each other.

The NOI also asks whether and how to use bright line rules, adopt a case-by-case approach, or adopt a broad cross-media approach to media ownership if the Commission determines the current rules no longer serve the public interest goals. The NOI additionally seeks comment on the costs and benefits of outlet-specific rules, as compared to rules that apply to all media together, and how the Commission's Broadband Plan may bear on its review.

Comments are due 30 days after publication in the Federal Register and reply comments, 45 days after publication.

Action by the Commission May 25, 2010, by Notice of Inquiry (FCC 10-92). By the Commission: Chairman Genachowski, Commissioners Copps, McDowell, Clyburn, and Baker. Separate statements issued by Commissioners Copps and McDowell. MB docket No (09-182).

For further information, contact Jennifer Tatel or Amy Brett, Industry Analysis Division, Media Bureau, 202-418-2330.