

**STATEMENT OF
CHAIRMAN MICHAEL K. POWELL**

Re: Broadcast Localism, Notice of Inquiry

Fostering localism is one of this Commission's core missions and one of three policy goals, along with diversity and competition, which have driven much of our radio and television broadcast regulation during the last 70 years. Today's Notice of Inquiry is another step in that long legacy and will serve as a primary information gathering source for the work of the Commission's Localism Task Force. Along with several public hearings, three of which have been conducted, to date, the Task Force will take the information filed in this NOI and the results of its own studies designed to measure localism in broadcasting to advise the Commission on steps it can take and, if warranted, will make legislative recommendations to Congress that would strengthen localism in broadcasting.

Over the last several years, the Commission's review of the media marketplace has clearly demonstrated that the broadcast community, at large, has made great strides in serving the needs of their local communities. Indeed, long gone are the days in which the three local broadcast stations in any given community offered a scant five minutes of local news. Today, local newscasts have become the staple of any successful local broadcast television station, demonstrating that serving the needs and wants of your local community does not just fulfill their public obligations, but also simply make good business sense.

This, too, has been seen as new media outlets—from new broadcast stations to cable and satellite television and radio programming to the Internet—increasingly offer our citizens more access to locally produced content and content of interest to local communities throughout the country. That said, even as audiences continue to fragment across an increasingly diverse and competitive media marketplace, and at a time in which they have access to more local content than at any time in our nation's history, the public still looks first to the broadcast industry to serve its localism needs. It is this fact that makes our work in this area so important. So as I urge broadcasters to fully inform the Commission of the laudable steps they take in serving the interests of their local communities, I urge that they join us in recognizing that there is always room for improvement.