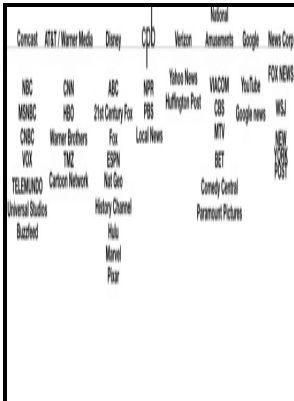


Newspaper-television station cross-ownership - options for Federal action

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Description: -

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Painting, French -- 19th century -- Exhibitions.
Monticelli, Adolphe, 1824-1886 -- Influence -- Exhibitions.
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Mass media -- Law and legislation -- United States
Mass media -- Economic aspects -- United States
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Legal Challenge to the FCCs Media Ownership Rules: An Overview of Prometheus Radio v. FCC

Because new entrants are often a potent source of innovation, the Commission seeks to preserve opportunities for new entry in radio which remains one of the most affordable means for entering the media business. Should we, however, Start Printed Page 50998 instead allow combinations subject to certain structural separation requirements? This data helped the FCC assess which ownership structures will ensure the strongest local focus by station owners to the needs of their communities. Applicants will be required to demonstrate compliance with the rule when filing applications to obtain a new construction permit or license, to assign or transfer an existing permit or license, or to make certain modifications, such as a change in the community of license of a radio station.

FCC Broadcast Ownership Rules

The public has been sheltered from this issue, which is both its own fault and that of the media. This rule emphasized the need to ensure that a broad number of voices were given the opportunity to communicate via different outlets in each market. The Commission also explained that the regulations did not take into account the presence of magazines and other periodicals, or out-of-town radio or television stations not encompassing the entire community with a clear signal, since—aside from their often small market share—these sources could not be depended upon for coverage of local issues.

Communications Act Revisions: Selected Issues for Consideration

As in the requirements for competitive bidding, the FCC was instructed to ensure the availability of frequencies for new technologies and services, and also the availability of frequencies to stimulate the development of wireless technologies. Both the licensee and the broker should submit copies of their JSAs as supplements to their Ownership Reports on file at the Commission. First, common ownership of broadcast television stations in a local market can facilitate efficiencies and cost savings.

FCC Broadcast Ownership Rules

The Commission sees scant evidence in the record to lead it to a different conclusion.

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They do so to attract readers, listeners, and viewers, in order to attract advertisers.

Media cross

Commenters in our 1998 biennial review proceeding stated that common ownership produces cost savings in business administration. The Commission is not persuaded that this approach is necessary in order to administer its ownership rules effectively. Accordingly, the development of regional cable news networks might not be considered especially important in terms of diversity analysis, because more than half of them are owned by co-located broadcast stations or newspapers.

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