



Resolution

Advising Caution Regarding Media Ownership Rules

- WHEREAS** the Federal Communications Commission commenced a proceeding to investigate whether, and to what extent, rules regarding “media ownership” should be modified, addressing such things as media consolidation, and cross-ownership of broadcast stations and newspapers; and
- WHEREAS** Dr. Frank Wright, President and CEO of the National Religious Broadcasters, in a field hearing conducted in October 2006 testified before the FCC in that media ownership hearing that: “While recognizing the difficulty the Commission faces in determining the appropriate level of media concentration and recognizing that this entails a balancing of interests, NRB strongly encourages the Commission to limit media ownership to the levels approved in the legislation passed by Congress and signed by the President on January 23, 2004;” and
- WHEREAS** since that field hearing of October 2006, numerous “progressive” and “liberal” think tanks and “media reform” groups have called upon the FCC and/or Congress to regulate media ownership not only to insure more positive local programming, or to insure better access of broadcasters to the channels of mass communication, but to effect a change in the viewpoints aired over the broadcast media, to-wit: to lessen the amount of “conservative” broadcast talk, particularly on radio, much of which is Christian content, and to increase, by mandating the restructuring of media ownership, the amount of “progressive” or “liberal” broadcast viewpoints in broadcast content;
- RESOLVED** that while the National Religious Broadcasters agree that certain reasonable media ownership regulations are necessary to insure access to the channels of broadcasting, and to help insure local programming control, and to improve the quality of programming, it strongly opposes any regulations by the Congress or the FCC regarding media ownership which are intended or designed to impact the variety, quantity or nature of the viewpoints or the content that is aired over the broadcast media.