

# City of Philadelphia



Council of the City of Philadelphia  
Office of the Chief Clerk  
Room 402, City Hall  
Philadelphia

(Resolution No. 060782)

## RESOLUTION

Supporting diversity in media ownership by urging the Federal Communications Commission to preserve rules that encourage local ownership, ensuring diverse viewpoints are represented in the media, to hold fair and open public hearings on media ownership in Philadelphia, and to urge members of the Pennsylvania Congressional delegation to use its authority to overturn any actions by the FCC that are not in the best interests of Philadelphians.

WHEREAS, Freedom of the press and public access to diverse media are prerequisites for a functioning democracy; and

WHEREAS, The broadcast airwaves are owned commonly by the public, and should be managed to serve the public interest; and

WHEREAS, The public interest is best served by the availability of a broadly diverse range of viewpoints; and

WHEREAS, Media diversity is seriously threatened by further consolidation of media ownership in an already highly concentrated market; and

WHEREAS, Deregulation of radio ownership rules under the Telecommunications Act caused unprecedented consolidation, dramatically decreasing competition; and

WHEREAS, Hispanics or Latinos comprise 14 percent of the entire U.S. population, but only own a total of 15 stations, or 1.11 percent of all stations; and

WHEREAS, Blacks or African Americans comprise 13 percent of the entire U.S. population but only own a total of 18 stations, or 1.3 percent of all stations; and

WHEREAS, Asians comprise 4 percent of the entire U.S. population but only own a total of 6 stations, or 0.44 percent of all stations; and

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*RESOLUTION NO. 060782 continued*

WHEREAS, The Federal Communications Commission is currently accepting public comment on media ownership rules, following an attempt by the agency to significantly weaken ownership limits in 2003, including but not limited to rules which forbid companies from owning newspapers and TV stations, rules which capped the number of television and radio stations owned in the same media market and rules barring firms from owning TV stations that reach more than 35 percent of the nation; and

WHEREAS, Eliminating or weakening these regulations would further reduce competition, local accountability, diversity of content and voices, and the amount and quality of news coverage in broadcast and print media across the country, while providing windfall profits for a small handful of corporate media owners; and

WHEREAS, The number of organizations in opposition to further media consolidation include, but is not limited to, the Pennsylvania Public Interest Research Group (PennPIRG), Prometheus Radio Project, Media Tank, the Philadelphia Community Access Coalition, Jobs with Justice, Consumers Union, Philadelphia International Action Center, Free Press, the Consumer Federation of America, the National Council of Churches, Leadership Conference on Civil Rights, United Church of Christ, League of United Latin American Citizens, Common Cause, The Rainbow/PUSH Coalition, the National Organization for Women, National Hispanic Media Coalition, the Mid-Atlantic Community Papers Association, Newspapers Guild – CWA, National Federation of Community Broadcasters, Center for Creative Activities, National Federation of Community Broadcasters, Fairness & Accuracy in Reporting, Independent Press Association, AFL-CIO, Department of Professional Employees, and Center for Creative Voices in Media; and

WHEREAS, The FCC has held only one public hearing on its current media ownership proceeding in Los Angeles, California and has not committed to holding any public hearings in or near the Philadelphia area; and

WHEREAS, Philadelphia is the nation's fifth largest city with a rapidly growing population of minorities that would suffer from further media consolidation; and

WHEREAS, The Congressional delegation representing Pennsylvania has authority over rules set by the FCC and is charged with representing the best interests of Philadelphians; now therefore

RESOLVED, BY THE COUNCIL OF THE CITY OF PHILADELPHIA, That it urges the Federal Communications Commission to protect and preserve its rules banning cross-ownership of electronic and print media, and regulations that limit the number of stations one owner may hold.

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*RESOLUTION NO. 060782 continued*

RESOLVED FURTHER, That the Council urges the FCC to hold fair, open public hearings on the agency's media ownership plans in the City of Philadelphia.

FURTHER RESOLVED, That a true and correct copy of this resolution be presented to all members of Philadelphia's Congressional delegation as the true and sincere sentiments of this legislative body.

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*RESOLUTION NO. 060782 continued*

CERTIFICATION: This is a true and correct copy of the original Resolution, Adopted by the Council of the City of Philadelphia on the nineteenth of October, 2006.

Anna C. Verna  
PRESIDENT OF THE COUNCIL

Patricia Rafferty  
CHIEF CLERK OF THE COUNCIL

Introduced by: Councilmember Reynolds Brown

Sponsored by: Councilmember Reynolds Brown Council President Verna,  
Councilmembers Rizzo, DiCicco, Kenney, Blackwell, Goode,  
Krajewski, Ramos, Miller, Kelly and O'Neill