

Reclaim the Media

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Change and the FCC

Based in Seattle, **Reclaim the Media** is a small nonprofit organization dedicated to pursuing a more just society by transforming our media system and expanding the communications rights of ordinary people through grassroots organizing, education, networking and advocacy. We envision an authentic, just democracy characterized by media systems that inform and empower citizens, reflect our diverse cultures, and secure communications rights for everyone. We advocate for a free and diverse press, community access to communications tools and technology, and media policy that serves the public interest.

Over the last few years Reclaim the Media has played a key role in ensuring Seattle and Pacific Northwest voices are heard by hosting informal hearings on Media Consolidation and Ownership in 2005, 2006 and bringing out over 1,100 people to testify in the FCC's most recent formal hearing in 2007. We believe in the power of the community to know and understand what it needs and to articulate these needs towards building better media and media systems that serve the public interest.

We welcome the new administration and offer a few simple suggestions for the transition team to consider as we look at reshaping the role of the FCC as it relates to diversity in ownership, suppliers, employment and content of our current media systems.

Commissioners

Seek to appoint commissioners and key staff with a strong Civil Rights background. This would include FCC media bureau and enforcement bureau staff, along with commissioners' senior staff

Content

Demand that NOAA, FEMA and the Emergency Alert System broadcast multilingual emergency information

Advertising and Other issues

Prohibit Racial discrimination in advertising purchases. Reinstate President Clinton's policy of government advertising with minority entities as a priority.

Enforcement

Establish a full time compliance officer to enforce EEO and compliance issues across the board.

Broadcast licensing

Require an Impact Statement on minorities and women in broadcast applications and renewals.

Ownership

Restore and expand the Tax Certificate Policy, or a newer version of such to encourage entry by minorities toward ownership