



# Oregon Alliance to Reform Media

---

[www.oregonarm.org](http://www.oregonarm.org)

I'm Bruce Fife, President of Musicians Local 99, representing the Oregon Alliance to Reform Media. In 2004, I was part of a group of organizations, most of whom had never met, that came together to organize and host one of the early "Future of Media" Town Halls presided by Commissioners Copps and Adelstein. The presence of 500 people and 100 testimonies that night moved us then to form the Oregon Alliance to Reform Media. As a representative of the American Federation of Musicians, I also assisted with planning, then attended and testified at the full Commission hearings in Los Angeles in 2006, and assisted with planning of the Nashville hearing the following year.

Also in 2007, the Oregon Alliance hosted a conversation with Commissioner Adelstein with 50 key Oregon leaders and also collaborated with Reclaim the Media for the FCC's Seattle hearing, where I was one of the panelists.

I cannot overstate the importance that these events and hearings have had on the public, and we trust they have informed the decisions and direction that the FCC has taken. The fact that we're on this conference call confirms the impact that public input has had and the types of collaborations that have emerged among media reform organizations throughout the country.

Now, we can all agree that one of the guiding principles of a participatory democracy is the engagement of the citizenry in decision-making processes on local, state, and national levels, and for us this means media and telecommunications policy development. We no longer can leave it to the broadcast and telecom industries, nor to the beltway public policy wonks, to overshadow the integrity of testimonies and comments by all civil sectors, grassroots organizations, local racial and ethnic communities, academia, and alternative content providers, to name a few. We know our communities and our issues best.

And...it may have been under the administration of FCC Chairman William Kennard that the initial impetus for community based public access to the Federal Communications Commission began with the approval of the new low power FM radio service on January 10, 2000.

According to the Final Report of the National Microradio Implementation Project to the Ford Foundation, for the first time in its history the FCC staff had to deal with thousands of community applicants throughout the 50 states and five U.S. territories - for construction permits and tech queries. Since then, the FCC has had to respond the public and to consumers – more so now with the DTV transition.

In closing, our two principle recommendations for strategic engagement of local communities and public outreach are:

- 1) The creation of a Community Relations Bureau that will
  - Value the input by representatives of civil sectors throughout the country
  - Oversee mechanisms within the FCC administration and bureaus for timely public comment and follow-up response
  - Map public and community stakeholders, and seek effective informal and formal methods of communicating with them
  - Develop working relationships and communication with state and national organizations to organize, promote, and coordinate public hearings or other appropriate public comment processes.
  - Expand the scope of FCC regional offices to include a community relations function.
  - Implantation and continued support of the "Report on Broadcast Localism" MB Docket No. 04-233
  
- 2) A revamped, navigable FCC website with new media, which will include:
  - A section on the Community Relations Bureau, etc.)

- A section on public action (i.e. instruction on Petitions to Deny, Informal Objections, Public Comment, etc.)
- Calendars for Public Comment, Public Hearings, FCC events
- A functional Search Engine for easier access to the FCC public database and official filings.

We believe that the FCC is absolutely essential and we commit to accompany and support strategic changes that will benefit all stakeholders - as long as the FCC is accessible, open, responsive, and transparent to the general public.

Thank you.

Bruce Fife  
President, AFM, Local 99  
325 NE 20th Ave.  
Portland, OR 97232  
503-235-8791  
503-860-1905 (cell)  
503-296-5775 (fax)  
[bfife@afm99.org](mailto:bfife@afm99.org)

-