Chairman Michael Powell
445 12 St., S.W.
Wash., D.C. 20554

Dec. 12, 2002

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ORIGINAL

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Dear chairman,

I'm writing with much concern of relaxing of Media ownership rules, because it will relay democracy

I've written 14 pages of facts and Truths people over these last 7 yrs (Sen., Congress, Newspapers).

We cannot have media ownership by Aristocratic few and especially with growing ownership of content of information and ownership of mind.

This is what is really going on in media field and your allowing This Takeover to take place is criminal to Anti-Trust laws and chicanade to insuring fair competition and not allowing Cartels To form !!

We must reject This relaxing of rules by February.

Sincerely Yours,
Steve Perez

Steve Perez
4768 Sterling Way
Carpinteria, Calif.
93013

Dec. 12, 2002

Dear Mr. Powell

ORIGINAL

I Feel it is very important to expand further on the book "Media Monopoly", and Try to Explain in compelling evidence of These Fast emerging Trends of The Last 35 years. I hope you have read Mr. Bagdikians book by now, One cannot see compelling evidence if one has not read his book. Ask Ralph Nader.

There is a reason it is now 5th Edition because many concerned Americans are angry at Major Media being biased.

I want to start-off by Quoting Former President John F. Kennedy in a speech he made at Columbia University in February, 1962, "We seek The Free Flow of information .. a Nation that is Afraid to let the people judge The Truth and Falsehood in an open Media Market is a Nation afraid of it's people.

One should be aware of The many different Types of Media in America.

(1) News (2) Magazines (3) Radio (4) T.V. (5) Books
(6) Motion Pictures (7) Cable Systems (8) Satellite

channels (9) Recordings (10) Video Cassettes (11) chain of Movie theateres.

Growing Media Empires now have more means to reach Their audiences named "Unified Systems".

They are: (1) Printed Press (2) T.V. Transmitted from space (3) Portable devices Like recordings + videocassettes.

U.S. has impressive array of mass communications. There are 1,600 daily newspapers, 11,000 Magazines, 9,000 radio + T.V. stations, 2,500 Book Publishers, 7 movie studios. If each operated by different owners There would be 25,000 individual media voices.

But There are not 25,000 owners. Today There are about 15 Media Giantism Corp. own most of revenue output (50-60%) of daily newspapers and most of Sales and audience in Magazines, Broadcasting, Books and movies. this was compared to 50 back in 1983 and 80 in 1973.

It was in 1965 - 1998 period, That U.S. mass Media, especially newspapers, came under maximum control of National and Multinational Corp.

At End of WW II, 80% of Daily newspapers in U.S. were independent owned, but by 1990, 80% owned by new Media Giantism.

There are 10 dominant Media Co. That have 1/2 or more of daily newspaper business

(7 years Ago 20) 3 in Magazines (Time Warner, News-Corp, Hearst) (7 years ago 20), 4 in T.V. (7 years Ago 3), 6 in book Publishing (Paramount, Harcourt Brace Jovanovich, Time Warner, Bertelsmann, A.G., Reader's Digest, and Newhouse).

Some Media Giantism Corp. dominate in more than 1 medium. i.e., Newhouse + Thompson are dominant in Newspapers, Magazines, books; Paramount Comm. (until 89' Golf + Western) in Books + Motion Pictures; Time Warner in magazines, books, movies; Rupert Murdoch's News Corp in Newspapers, Magazines, movies, satellite.

Let's discuss Another Train of Thought.

The Emerging Media Giants are increasingly buying up Worldwide copyrights of earlier In-Formation and popular culture.

Media Co's doing more than expanding Their instruments (unified systems) That issue news, info., and entertainement.

They and Their subsidiaries are also Gathering up World copyrights Like Archieves of News, Magazines, books, T.V., Film Libraries, and musical compositions of Past Work in all These Fields

i.e., After Sony Corp. bought CBS records, it also purchased a company that had exclusive rights to 35,000 songs.

Rupert Murdoch's News-Corp says that now is his basic worldwide strategy of criminal Acquisition and Takeovers.

CNN owner Ted Turner recently (April, 1998) criticized Murdoch's at 1998 Pro Baseball owners meeting, as "Using Hitler Like Tactics in growing Acquisition of other companys.

Conrad Black (Canada's Media Tycoon) said of Murdochs News-Corp domain: "This is a huge and potentially dangerous concentration of Media Power".

To Growing Media Corp. "Market" is The world and They aim for Market share and product is News, info., and any other popular culture They can acquire. But once 1 or a Few dominate Their Field wether Detergents or News, they have wide Lattitude in setting prices, and Finally altering the product without Fear of competition.

This mindset is no different From America's 1st billionaire Tycoon, John D. Rockefeller who said "Competition is a sin". We see same chilling effects.

Unfortunately, were seeing the rapid rise of new international Media Corp that resemble Tactics, and scale of John D. Rockefeller, but on Global Scale. If we permit this Trend To continue

(Justice Dept.).

Media Field has become an Arena open only to the Giants. shame on us.

Let's Discuss Another Train of Thought. Most of These same Giant Media Corp. aim for Maximum Synergism. This is a popular word in Corporate world.

In mass Media, it describes how 1 medium (T.V.) can be used to promote the same idea, product, celebrity, or politician in Another medium (magazines), both owned by same Corporation. This should be conflict of interests by interlocking Board of Directors.

Synergy Calls for Material from 1 kind of a Firm's owned Media, such as magazines, to be reused in Altered form in it's other owned media, Like books and T.V. series.

By possessing both the media product, Like motion picture, and retail outlet thru which it reaches public (chain of movie theatres) whatever The Firm produces has a "Captive Audience".

We'll use Rupert Murdoch's News-Corp as an example of synergism

In This chilling scenario, to reduce range of Diversity and independent range of Thought we see aim of Giant Media's Acquisitions or Takeovers.

In Their Fondest scenario a Magazine (Murdoch now 2nd Largest maagazine publisher in U.S. (T.V. guide) owned by The Company (News-Corp) selects or commissions an Article that is suitable for Later Transformation into T.V. series (Murdoch now controls Fox Broadcasting network); Then it becomes a screenplay for a movie Studio owned by The company (Murdoch owns 20th Century Fox studios), with the movie sound Track sung by a vocalist made popular by Feature Articles in Company owned magazines and by constant playing of the sound Track by Co. owned radio Stations, after which the songs become popular on a record Label owned by the same Company and so on.... with reruns on Company cable systems (Murdoch has Largest Satellite system in Europe), and Rentals of it's Video cassette all over the World (Murdoch part owner of CBS Fox video, and World's Largest Distributor of Video cassettes).

Rupert Murdoch's gravitational Field is expanding and anyone within that range can be captured by his media cartel of joint control and Few Americans realize how the Priests of Media Power are continuing centralized Media Power in hands of Few.

Murdoch's News Corp. and other growing Media Corp. can grant name recognition and celebrity status to the artists, writers, singers, actors, politicians, whose work they approve of and have under contract or to politicians and politics they favor in New World order.

Murdoch has not hesitated to use his media empire to support politicians he likes.

Recently British prime minister Tony Blair got elected (1997) because suddenly he came out of nowhere and received favorable media treatment because he conforms to Global Elite Politics Agenda (New World order) of Rupert Murdoch and the others.

Let's discuss another Train of Thought.

The greater the dominance of a few media firms the more Uniformity (means everything similar) in what each of them produces.

The 4 major T.V. networks (ABC, CBS, NBC, CNN) in U.S. are example of Corp that produce extraordinary similar news, info., entertainement.

There is added loss in diversity for this Media desire for Synergism.

I'll Quote 2 famous celebrities who are proof of this Train of Thought. In 1982, i.e., 2 highly popular T.V. personalities,

Walter Cronkite and Ed Asner (Lou Grantshow) had their programs cancelled after each had made Liberal public speeches that criticized an Aspect of U.S Foreign Policy (or New World Order).

Cronkite said, "He did not Think the reason given by the Networks was accurate".

In Both cases, the network cancelled the shows allegedly for low ratings, but it did not cancell other shows with Low ratings.

These growing Media Corp Giants can, if They wish, use This collective joint Control of Their news-papers, Broadcast stations, Magazines, books, movies, to promote Their own Corp values to Exclusion of others (Cronkite, Ed Asner Proof)

We can't discuss every Giant Media Corp but Let's discuss or review Rupert Murdoch's News Corp as it has the Greatest geographical reach....

Rupert Murdoch owns newspapers, magazines, and T.V. networks that are estimated to have a poten-Tial audience of 3 billion people.

Murdoch owns:

1. Controls more Newspaper circulation around World, 2/3 in Australia, 1/2 in New Zealand, 1/3 in Britain (92' Figures)
2. He owns 7% of Reuters News Service, Financial Times, Economist, Viking + Penguin books.

3. 2nd Largest Magazine Publisher (T.V. guide) in U.S.
4. has Largest satellite T.V. system in Europe (Next will buy into U.S.)
5. Controls Fox brodcasting Network, and 20th Century Fox Movie studios.
6. Part owner of CBS Fox Video.
7. World's Largest Distributor of Cassettes.
8. Made a bid for parts of The Vast Berlusconi Empire in Italy.
9. In 1998 bought L.A. Dodgers for $311 Million; Also in 1998 has made a bid to Buy Europe's most profitable soccer Franchise Team, Manchester, for $1 billion.

The deterioration in Quality, after Takeovers by Murdoch in Newspapers, Magazines, T.V., books, and movies, descending, Almost without exception, to ever more glorifying violence and sex, is now Legendary.

IF small Media Firms should grow Large enough to be threat (Remember John D. Rockefellers' Famous Quote, "Competition is a sin") it is easy and common practice of Media Giants to use their economic power to buy-up the new voices or under-cut them economically. This is Troubling precedent and worthy of scrutiny!

Almost Every Giant Firm Lusts to capture added Technique of Market Control, because They realize that power is jointly protected.

Anyone within Murdoch's News Corp. range can be turned into a structured Vehicle for News Corp. They Then can Twist reality into whatever Form They choose, because the modern Media owners (15) are Gathering Pace as a joint entity group instead of a MASS of individuals (remember 25,000 individual media owners), and we see emerge Like chilling predators These new Priests of Power.

Wealth and Power are most easily defended when they are possessed jointly and new owners are stepping (stealth) into creating This structure of centralized power in Fewer and Fewer Hands.

Thus This Pattern is repeated with degree with other Large Media Corp., as clones of Their own attitudes of Corporate values (Look at CBS, NBC, ABC, and CNN as producing extraordinary similar news, infor., and entertainement). This is worthy of scrutiny.

Finally, I want to conclude by saying we must make that Big Mental Leap in understanding This continuing chilling effects scenario that reminds informed Americans of George Orwells

Truthful book entitled, 1984 (written in 1949), on Big Brother, intruder into privacy and one Media Giant State in Society. (We now have World Bank, World Trade Organization).

This Trend is Quickening that started in 1965 and has gathered pace and has potential for creating Fire-storm for Global Manipulation on whatever issue They choose.

Read Those George Orwell words on Newspeak and the language of The Future because those who control the present can rewrite the past as if it never happened or Alter the past history. Why is it those Giant Media Companys are buying up Worldwide copyrights of Earlier Information and popular culture. Read orwell's Articles and the new Language of Newspeak.

We all know the Internet was born in 1993 and now 6 years old but what I'm concerned about is the ability to Address Major Problems Like Ozone layer, Nuclear Weapons + storage, growing violence b/w World's rich and poor, water contamination and soil, oceans warming, ice-caps melting, UFO's, World drugs, weapons proliferation, and see on T.V more consistent alternative information and not the mainstream Media's consistent "Managed news, That is, They tell us what they want and we never hear the whole story because

it is being censored or blackout. This is criminal and unacceptable. Yet we seem to allow Murdoch's empire grow in his criminal Acquisitions and Bully Takeovers as Ted Turner described as using "Hitler Like Tactics".

Many Americans are wondering if The same Fox guarding the Hen house Too. Is Dept. of Justice being used to guard the interests of new International Elite as they gather steam to influence current events.

Americans want more serious scrutiny of This increased degree of concentration in Media Field, as undue and dangerous precedent.

we must not Let them overwhelm us and Remember President John F. Kennedy's Quote, "We must seek Free Flow of information in an open media Market, and let We the people judge those Truths and Falsehoods in a democracy..

Sincerely Yours,
Steve Perez

Steve Perez
4768 Sterling Way
Carpinteria, California
93013

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250 Words

ORIGINAL

Dear Sir:

We Americans must be aware of The Media Merger Trends of The Last 35 years since 1965.

Former president John Kennedy said in 1962, "We seek The Free Flow of information... a Nation That is afraid to Let the people judge The Truth in an open Media Market is a nation afraid of its people."

At The End of World War II, 80 percent of Daily Newspapers were independent. By 1990, 80 percent were owned by Media-Industrial Complex Corp.

This concentration of power gathers pace as Media Cartels of Control expand Their Lust For cross-ownership in Many different Types of Media arenas Like: News, magazines, radio, T.V., Books, motion pictures, cable systems, satellite channels, recordings, video cassettes, and chains of movie Theaters.

Today just [redacted] b Giant Media Corporations own most of The revenue output (50 percent) in media

Fields, whereas back in 1983, so.

These same media giants (i.e. Murdoch's News-Corp, Time-Warner, Disney, Viacom) are increasingly buying up World-wide copyrights of earlier information and popular culture.

We must never forget author George Orwell's warnings in his book, "1984," on Language of future Newspeak, because those who control the present can rewrite the past as if it never happened, or Alter the past.

These are the new priests of power as their collective organism is evolving and these new owners are a joint group instead of a mass of individuals.

Winton Churchill Told a Harvard audience in 1943, "That To control what men think offered better prizes than Taking away other people's Lands."

Steve Perez
(805) 684-2845 4768 Sterling Way
Carpinteria, California 93013

Dear Sir,

I would reccommend reading the Following Books on Media Monopolies issues that Detail History since 1965 of Mergers and Acquistions in Media Industry.

1. The Media Monopoly, 1997, Beacon Press, by Ben H. Bagdikian. (510) 848-2226

2. Rich Media, Poor Democracy, 1999, University of illinois, by Robert W. Mcchesney.

3. The Entertainment Economy, 1999, Time books - Random House, by Michael J. Wolf.

These books are excellent source on History of Media Mergers, especially during The 1990's.

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Steve Perez

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4768 Sterling Way
Carpinteria, Calif. 93013