Please do not increase the limit on broadcast ownership. This will drive even more competition out of an already small marketplace. I and many other media professionals will find themselves out of work. It will in effect allow the large corporations like Viacom, GE, Disney, and News Corporation to continue their consolidation and drive out independent service providers like the financial news company, I work for. I sell product to their affiliate stations. In a market such as Minneapolis, I have only three prospects, when I used to have four (prior to the Fox O&O duopoly). By raising the limit on broadcast ownership you are in effect decresing the number of prospect I have because there will be less decision makers. The News Directors and General Managers, who make the decision to buy product from me will be making decisions for both (or three) affiliates among the duopoly. The paren company and Network will offer a product simmilar to mine for free to the affiliate, or even make it mandatory as part of the Affiliation Agreement. This is done now for branding purposes only. It is meant to keep independent service providers off its affiliates, even if the News Director feels our product is better and more valuable to the public audience. News has turned into entertainment, because the parent companies which have way too much control are more concerned with branding the network, marketing the network, promoting prime time shedules within their affiliates newscasts. They're more concerned with reducing costs to drive up revenues within newscasts than producing a quality news product for the audience that they are supposed to serve via their FCC LICENCE!

If you increase the limit of TV Ownership you will see all the corporations I mentioned above do everything they can to be the next Clearchannel Communications. Not a good idea. The fact is that the general public doesn't even realize what is at risk. I ask all you at the FCC that are against raising the limit to make it more apparent to the general public just what is at risk.

1. Independent voice
2. Jobs
3. Creativity within the mass media

Thank You,

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