

I agree with FCC President Michael Powell that localism is a foreign concept for many of today's print and broadcast media. Large media conglomerates, in fact, are beginning to take over smaller town newspapers and broadcast stations, often encouraging the small towns to avoid local issues in their daily media. Rather than highlight the daily events that impact members of the local community, many of these small-town news media center on what they consider the "bigger" news or sports stories. Many small-town sports media in Indiana, for example, will focus on the outcome of the Indianapolis Colts game or the Indiana Pacers game, often overlooking the results of local football and basketball competitions. In the same way, many Indiana radio stations play music from bands as far away as New York and California, yet provide local bands with very little airplay. While I understand the significance of covering major news events outside of the local community, I do not believe the local community should be ignored in the process.

Fortunately, not all print and broadcast media avoid localism practices. My hometown's South Bend Tribune and WSBT-TV, for example, have established news stations in multiple towns near South Bend. While each town's tribune and news broadcast often cover the same stories, they still differ slightly from one another as they focus on local issues that occur in their respective communities. I support the FCC's decision to create a Localism Task Force that will ensure the media in every town is following this example. While it is unfortunate that an initiative has to be established to even promote such an objective, the initiative will play a key role in ensuring that every individual knows what is going on in his own backyard.