

As a long-time radio and television news reporter, who is currently working part-time as a news reporter, I am a member of AFTRA. I am also an avid fan of good music and occasionally help promote struggling musical groups. I also regularly listen, during my long commute, to music programming on local radio stations, and the lack of variety and quality music is tempting me to purchase satellite radio for the first time. I am also a TV news "junkie" who is depressed about the increasingly deteriorating quality of journalism in our electronic media, and in television particularly. In summary I am in the media and I am a media consumer and I am concerned.

As a freelance promotions professional, I have worked with a few select musicians and musical groups locally. During the past two decades I have witnessed the sad disappearance of opportunities for talented "undiscovered" musicians. Too many of the best, particularly the virtuosos who refuse to compromise their style, find industry doors shut to them. These are talents that are equal to, or perhaps in one case greater, to those musicians who were able to break into the industry when I was young. There are no longer radio formats that allow knowledgeable DJ's to discover new talent and new sounds. Carlos Santana, Billy Ray Vahn, Jimmi Hendrix, and many of "yesterday's" greats would never get recognized today in rigidly formatted commercial stations. I am saddened for the lost talent and "pissed" that as a listener and consumer of music I am forced to listen to the constant rotation of mediocre music on commercial radio that some label executive finds marketable. Not to mention there is little variety for today's music consumer. If things don't improve, I propose we stand together and pull the plug on commercial radio and the current recording industry!!!

We need to re-regulate the industry. We need to turn back the clock on media and broadcast station mergers. And we need to return to earlier days, when stations had to meet federal rules and prove they were reporting local news and covering local events and including local music (preferably unsigned acts) In short we should mandate that every radio station that wants to keep its license in a particular city, must have:

1. a minimum of so many hours (during drive-time) of local music and that DJ's are free to select unsigned acts or innovative sounds and once again "discover" new talent. We should eliminate payola and limit the time that music labels can dominate the air waves.
2. station owner must hire a "real" news department and cover local news and that includes beat reporters who actually go to council meetings, cover court beat, and interview local community members (how novel). The only "syndicated" programming should be national and international news at top of hour. There should be a limit on national talk programs. When did it happen that opinion or entertainment began to substitute for unbiased journalism? Are we so smug here in this country and we take our freedoms for granted, that we don't realize there are journalists being killed in Mexico, Iran, and other countries for trying to do the job our news departments are supposed to be doing. In short let the communities take back the airwaves...or shut them down!!!!

Programming includes anything that goes out over the airwaves and the organized system in which that is contained. That includes news programming, talk programming, and music formatting throughout the day.

Local program MUST originate in same town.

A. News must be produced locally by a news staff that actually goes into the community and observes, digs, and reports their findings. It should not

include rewriting newspaper stories or lifting stories from other sources, as is all too common in the Seattle and other broadcast markets.

B. Music shows should include a mix of either live in studio local musicians or playing their works. There should be a limit on how much time the music industry (in LA and NY) is allowed to dominate the local airwaves with their signed artists.

Yes.

We all know that the music industry heavy weights get around Payola rules. The only way to address this "crime" is to actually limit the amount of hours in the day and the number of times each tune is played per week, including prime time, that a broadcast station can play signed artists or music being pushed by the labels. That will free-up time for DC's to once again be creative and to be able to think outside the box and play compositions not affiliated with the music industry.

As a listener I am sick of the lack of variety, of the mediocrity of music, and the lack of new music. Lately I increasingly listen to CDs of my own and am considering buying satellite radio. Frankly the future of commercial radio will eventually be at stake if the Payola issue is not addressed.

Regulate playlists. Rules must include that a large percentage of the playlist be closed to that which is demanded by corporate industry financial desires. FCC will have to rule that local music/news, etc will have to be included in prime time every day!

Normally I prefer small government and, as a political conservative, don't like government regulations. However when it comes to our media it is a different story. The media is our society's watchdog, our last bastion of conscience, and it is in ailing health...it is dying!

If something is not done to turn back the clock and limit the number of broadcast stations that a company can own, there will be no improvement. If the quality and variety of music and news and the emphasis on local content does not return to the airwaves, radio will eventually die out. A more important issue, particularly with regard to the deterioration of quality of journalism in the media, is that perhaps our very democratic principles are at stake. Is this what we want to leave for the next generation?