

March 7th, 2007, Columbus OH

“Thank you Commissioners Adelstein, Copps and McDowell for allowing us to participate in our own futures. Columbus is a city where 40% of our population have arrived from all over America and more recently, from all over the world.

Once again Columbus, Ohio is a flash point. This time the country is interested in Columbus owing to media consolidation and the fact that only a few uber companies dominate our market place but do not appropriately represent the people who live here. Many citizens in Columbus do not even know how diverse their city has become as no one has told them.

The best five mile thoroughfare in Columbus to drive down that makes this point is Morse Road. You will find Somali and other African market places, Central and South American market places, Vietnamese, Chinese, Japanese and other Asian market places all co-existing side by side. This is the true face of OUR TOWN.

The medium age in Columbus 30.6 years. With youth and vigor come great new ideas, but alas without local access and a competitive marketplace, our local talent gets only a limited chance to announce that they are open for business, promoting new artistic venues, events or exhibitions – this void also includes announcements from charitable organizations and not-for-profits which truly define the generous and progressive character of Columbus. This blackout of information, (and advertisements do afford a listener important information), is a detraction from those things that make us distinct as a community. This void is primarily due to the fact that the cost to advertise is usually too high and the options are definitely too few.

Too often I drive by a shoppe I spent some money in and the “For Rent” sign is hanging in the window a year later. I know that someone’s dream and capital and probably spirit have been lost. America is still a country of small businesses. MA and PA and MBA entrepreneurs are the driving force behind this economy. Without competition in our marketplace, media giants like GE, Time Warner, Clear Channel, are able to drive up advertising prices as there is a limited Supply of ad time and therefore, the Demand for this ad time is high as there are a million people in our greater metropolitan area.

Those things that make us diverse are essentially silenced because local people cannot afford to get their messages out. The ad dollars/traffic that are booked are done so by branded products and mega stores selling all the things that are trying to homogenize America instead of diversify it.

I am certain that your own stockbrokers have told you that to remain financially secure you should

diversify.

Localism and diversity are a sound investment for the future of America. Thank you.” THANK YOU.

Java Kitrick, Director Puffin Foundation, OH