1 that she would say, that's not what this government is
2 supposed to be about. We've got a number of problems,
3 and, of course, as far as the people knowing what's
4 going on, and I think there are two things that are
5 going on at this very moment that shows the importance
6 of minority ownership, if it were not for the *Black*
7 *Press*, Commissioners, the situation with Jena would
8 never have been even discovered. It never would have
9 been discovered.
10 (Applause.)
11 MR. KELLEY: Not only that, but
12 pathetically some of the things we hear about Jena
13 today from the mainline press are out and out lies.
14 You would only think that six Black young men beat up
15 a White gentleman, and that's the reason he's in
16 prison. That's is not the case at all. There's all
17 of this build up that you don't hear. So that's why
18 it's so important to have minority owned press. It's
19 the only way we'll get out the information.
20 Now, you know, maybe I'm being naive, and
21 when I read this, and this is attributed to the CEO of
22 a very important conglomerate, "We're not in the
23 business of providing news and information. We're not
24 in the business of providing well researched music.
25 We're simply in the business of selling our customers

1 products." If we're talking about the public
2 interest, I think it's a lot more than selling the
3 customers products.
4 (Applause.)
5 MR. KELLEY: And that's what we have. We
6 need to go back -- there's a number of things --
7 suggestions, but I can't believe that I would say
8 anything that you haven't already heard, because I
9 know that you had a minority group, a study group to
10 put forth 40 I believe recommendations. None have
11 been acted on. I would ask and beg that you please do
12 that. Thank you very much.
13 MODERATOR SIGALOS: Thank you, Mr. Kelley.
14 (Applause.)
15 MODERATOR SIGALOS: Mr. Lavine.
16 MR. LAVINE: Mr. Chairman and
17 Commissioners, I'm John Lavine, the Dean of the Medill
18 School of Journalism, but tonight I speak really only
19 for myself.
20 First, as a journalist and now as a
21 professor of media strategy in journalism, I have two
22 overriding passions, to foster penetrating, watchdog,
23 trustable journalism that enhances the public
24 knowledge and the lives of citizens, and to help
25 educate the next generation of journalists and other

1 who will pursue that.

2 My comments are focused on those goals,
3 which I hope you share, and solely on the newspaper
4 cross-ownership ban. It may be popular to say the ban
5 is in the public interest. But the facts don't
6 support that position. My conclusion is not just
7 academic.

8 In 1974, I bought a small daily newspaper
9 in Northern Wisconsin that owned the radio station. I
10 turned down the opportunity, just before the ban, to
11 buy the station, because I thought it wasn't right to
12 have one person own both outlets in town. But that
13 was then, and this is now. And the world of the
14 digital media have changed things dramatically.

15 Let me suggest that there are four
16 standards that you might use in considering this ban,
17 and whether you roll it back or not. One is to
18 increase media competition; the next, to remove the
19 band to enhance minority and news organizations'
20 ownership and voices; the third is, even though it
21 seems contradictory, and I'll come to that in a
22 moment, protecting the public interest requires that
23 you ensure that large quality news organizations
24 endure; and the fourth is to increase the growth of
25 new and enormously interesting diverse citizen media.

1 Let me take each of those in turn. The
2 question about whether there was competition in
3 Chicago in `75 and now is easy. I'll turn in an
4 appendix which shows you that it is growing
5 dramatically here and everywhere else in the country.
6 Removing the ban to increase minority
7 voices is more straightforward, and I think more
8 important. Because of the ban, any non-news outlet
9 can own a station, but newspapers, like those here in
10 Chicago, the *Defender*, *Periodico La Raza*, the *Lawndale*
11 *News*, none of the minority press could own a station
12 under that ban. In the public interest, you should
13 let them compete. They're struggling, and they need
14 to be able to serve their audiences, when, where, and
15 how people that they are writing for and broadcasting
16 for want it. The same is true for the other 23
17 newspapers in this area, let alone the two big ones.
18 And there's a corollary. You have
19 information before you, from your own studies, which
20 show that news on TV stations owned by newspapers is
21 better than news on TV stations from other kinds of
22 organizations. There's no magic in this. These are
23 news organizations, their prime reason is news.
24 Third, it seems contradictory to say that
25 we should protect the public interest and require, and

1 you help, large organizations to endure. But this is
2 the age of digital media, and we have 300 million
3 people in this country. And if you really care about
4 the public interest, and if you really care about
5 quality journalism, then you have to face when the
6 next 9/11, or Katrina, or Amber Alert happens.
7 We all need big media outlets that are
8 going to be able to cover those. No blogger can
9 possibly do it alone. Big is not always bad. When it
10 comes to news and matters of large scale or
11 complexity, big quality is essential.
12 But, there's another reason for the kind of
13 media I'm talking about. And the other reason is, I
14 desperately want to see, I hope you do, diverse
15 citizen media grow. Larger traditional news
16 organizations provide the fuel that many citizen media
17 need to thrive. The *Chicago Tribune*, WGN Radio and
18 Television, *Hoy*, *RedEye*, are one set in this market.
19 They're the radar screen that citizen media
20 must have 24/7 to understand what's happening. Then
21 they can use that information to find their own
22 analysis, to do their own stories, to start their own
23 alternative way to go. This may not be a popular
24 position, but it is the real world position in the
25 digital age.

1 With that information, let me summarize by
2 saying, I urge you to recognize the myths, some of I
3 just enumerated, embrace the facts, and repeal the
4 cross-ownership ban that stops a newspaper from owning
5 a radio station, including the minority press here in
6 Chicago.
7 I also believe that if you do this you will
8 go a long way toward ensuring the viability and
9 public service of the stations that you regulate.
10 Thank you very much.
11 MODERATOR SIGALOS: Thank you, Mr. Lavine.
12 (Applause.)
13 MODERATOR SIGALOS: Ms. McCullough.
14 MS. McCULLOUGH: Thank you. My name is
15 Joyce McCullough, and I'm General Manager of radio
16 stations WLPO, WAJK, WKOT, and Publisher of the *News*
17 *Tribune* in LaSalle, Illinois.
18 There are 15 radio stations licensed to our
19 market. They are operated by five licensees. One of
20 our competitors owns a group of seven stations
21 representing 47 percent of the stations in our market.
22 There are an additional two other newspapers in our
23 market.
24 Our owner has owned WLPO and WAJK since the
25 1940s, and WKOT since `99. He has owned the newspaper

1 that serves our community and surrounding communities
2 since the 1940s. I've lived in the area for most of
3 my life, attended grade school, high school, and
4 community college in the area, and I've been
5 associated with the newspaper since the late 1960s,
6 been Publisher since -- of the newspaper since `02 and
7 General Manager of the radio stations since 2003.
8 A couple of local projects the newspaper
9 and radio stations are currently involved in include
10 working with our local March of Dimes to do a chef's
11 auction. At the request of the March of Dimes we
12 partnered with them to begin this fundraising effort
13 six years ago. In our small community, in 2001, the
14 auction brought in about $17,500. Last year we
15 together raised over $96,000.
16 We also work with our local United Way on a
17 Santa's Helper toy fund drive. We stepped up when a
18 group who stepped down after working with our United
19 Way for almost 20 years could no longer be involved we
20 came forward. Our radio and newspaper staffs are
21 involved in both of these projects. Local families
22 benefit from the results.
23 WLPO-AM, our news talk station, runs more
24 than 70 per week of local programming, much dealing
25 with local issues through news and talk. We do at

1 least one local newscast per hour each weekday from
2 6:00 a to 6:00 p with frequent updates during morning
3 and afternoon drive, and over the noon hour.
4 WLPO provides a minimum of 20 local news updates
5 each weekday. We also provide local news coverage on
6 the weekend with a minimum of 10 local newscasts each
7 Saturday and Sunday.
8 Our two FM stations offer 45 to 60 plus
9 hours of local programming each week, much more
10 entertainment focus, but with a local flavor and
11 programming. Even in hours when we're not locally
12 programmed, we have the capability to, and frequently
13 do, interrupt programming on any and all stations to
14 provide crucial information to our listeners regarding
15 weather, traffic issues, or if there, and there has
16 been, a local school bomb scare.
17 WAJK, the FM, provides 14 local information
18 updates each weekday, and at least 10 every Saturday
19 and Sunday. WKOT informs listeners with a minimum of
20 10 local news reports each day. Sports coverage for
21 local teams is broadcast on all three stations and on
22 all our websites. It's not unusual for our small
23 group of stations to have six to eight sports
24 reporters out broadcasting every game in our local
25 area on a Friday night.

1 The loosening of ownership restrictions
2 allowed LaSalle County Broadcasting to add a third
3 station in 1999, which has increased our coverage
4 area. In turn, we have added personnel to our news
5 and on air staffs. The new added benefit is that we
6 are also able to share information with listeners in
7 our other stations as well.
8 Last fall's Ottawa mayoral forum is a
9 perfect example. Because we had acquired WKOT, we
10 were able to present the forum. Prior to the event,
11 we promoted it in the newspaper and on our stations,
12 reaching more listeners. The forums were offered at
13 not charge to the candidates, the newspaper and radio
14 station reporters together compiled the questions with
15 input from area residents. Newspaper reporters
16 covered the forum in the next day's paper.
17 Could the radio stations have offered this
18 type of programming without the newspaper's
19 involvement? Yes. Would it have been as
20 comprehensive and available to the public? I don't
21 think so.
22 All radio stations used the event for news
23 and talk afterwards. Since WLPO is the heritage news
24 and information station in our area, we used our
25 combined resources to provide WKOT listened

1 considerably more in depth local news than they were
2 able to get before.
3 In summary, I'm here testifying that
4 residents in our community benefit from the same
5 ownership for three radio stations and the local
6 newspaper. In today's media environment, area folks
7 have many choices of the newspaper, website, or free
8 publication, in which one to read, and which radio
9 station or TV station to tune to.
10 At our stations and newspaper, we listen to
11 what people in our community say, and we respond. We
12 do so because the future of our community is important
13 to us. We live and work there. It's our home.
14 We are also well aware that we must stay
15 competitive if we want to stay in business. I ask you
16 to consider looking at media cross-ownership on a case
17 by case basis.
18 MODERATOR SIGALOS: Thank you. Thank you,
19 Ms. McCullough.
20 (Applause.)
21 MODERATOR SIGALOS: Mr. Siegel.
22 MR. SIEGEL: Thank you all, and I'd love to
23 welcome you to our wonderful and diverse city of
24 Chicago. Thank you for coming.
25 (Applause.)

1 MR. SIEGEL: When I was a kid, my dad told
2 me that all the houses in Russia were painted blue.
3 And I could see the joy in my dad's eyes when he said,
4 here in America, our houses look different, they're
5 built different, and they're painted all different
6 colors. And he said, this is freedom.
7 Let me ask you, does -- when you listen to
8 the radio, doesn't it sound like music is starting to
9 sound the same? And that newscasting is starting to
10 sound the same? And that the formats are starting to
11 sound the same? And that the voices, the voices are
12 starting to sound the same.
13 (Applause.)
14 MR. SIEGEL: Does this sound a little bit
15 like the way my dad described the suppressive
16 Communist Russia? Something's wrong here. Okay. We
17 know that. When I was a kid in the `50s
18 and early `60s, I would turn on the radio, and within
19 one hour of listening, I would hear gospel, jazz, R&B,
20 Dixieland, country music, rock and roll, and
21 classical.
22 When one group of people, one cultural
23 group is listening to and enjoying the art, or the
24 music of another cultural group, this really breeds
25 respect and love. Not just for the music, not just

1 for the artist, but for all those people that love
2 that other form of music, or culture. In this way, if
3 we allow it, music brings people together in sharing
4 relationships, of love and respect. And it makes the
5 world a better place for all of us to live in.
6 When we are faced with a decision as a
7 family, we notice that following the money might lead
8 us away from something even more important, and it's
9 likely in a situation like this we will fearless turn
10 away from money this time and do what's best for our
11 family.
12 (Applause.)
13 MR. SIEGEL: The corporate, what I call the
14 collective and competing corporate mind makes
15 decisions. It has the bottom line hanging heavily
16 over its head. Its looking for something that has
17 already proved to be a money maker. Market research
18 cannot tell us something that is not known. It can
19 only take what is known and narrow down on it. This
20 is why, as we let the corporate mind take over for us,
21 things become the same. This is not about big, this
22 is about the same.
23 Interesting thing, individuality, if you
24 think about it, is an expression that comes from the
25 natural way our own minds and hearts and bodies are

1 ordered. And when we flow with this, it connects us
2 in a very effective and deep way to any activity we
3 apply it to. And then that activity becomes a
4 profound offering. Why would we want to do anything
5 in this world that is not coming from this beautiful
6 place?
7 The corporate mind says, Well, we're just
8 giving people what we want. Yes, they might be
9 following trends, which is mostly just chasing their
10 own tail. But what they are not doing is giving
11 people what their heart craves, what uplifts them.
12 They are not giving the profound offering of
13 individuality and diversity.
14 The irony here is that when commercial
15 media cuts off individuality and diversity at the
16 knees, which it will do if allowed, it is separating
17 out and excluding a deeper connection to larger groups
18 of people. So for the long haul, the corporate mind
19 doesn't even make good decisions in its own best
20 interest.
21 We need to make a right decision now for
22 this great family. And it's the time to follow, in
23 the best interest of love, diversity, creativity,
24 invention, individuality, and freedom. But if
25 commerce is allowed to make this momentous decision

1 for the people, we can surely know where this will end
2 up. We are not yet in the Russia my father described.
3 We are in America. Stop the corporate mind from
4 painting all our houses blue. Let the --
5 (Applause.)
6 MR. SIEGEL: Let the clear and joyful
7 expression of freedom ring over our public airwaves.
8 MODERATOR SIGALOS: Thank you, Mr. Siegel.
9 MR. SIEGEL: Thank you so much.
10 (Applause.)
11 MODERATOR SIGALOS: Mr. Speta.
12 MR. SPETA: Thank you. And thank you to
13 the Commission for the opportunity to speak today.
14 I'm a professor at the Northwestern University School
15 of Law where my research interest is in how market
16 structure and market structure regulation affects
17 competition and other communication policy goals. I
18 should say that I'm blessed to have students who teach
19 me at least as much as I teach them.
20 The question of media concentration policy,
21 it seems to me, shares much in common with the other
22 big communications policy debates of the day.
23 Broadband competition, network neutrality, and the
24 digital divide. Each of these debates is about
25 whether all Americans receive certain basic services,

1 and whether market mechanisms, backed up by anti-trust
2 or similarly limited supervision, can provide those
3 basic services.
4 I should say that, as an academic, I take a
5 somewhat different view of the tag line we've heard so
6 much already today, that the airwaves are public
7 property. For the extent to which we propertize the
8 spectrum and rely on market mechanisms depends on
9 whether that's a wise policy choice, all things
10 considered.
11 Our general assumption in the United States
12 is that market mechanisms in private property will
13 serve the public interest. And I believe that we can
14 largely trust market mechanisms to satisfy media
15 goals.
16 I recognize that U.S. communications policy
17 has long diverged from market mechanisms, either to
18 solve the problem of historically concentrated
19 markets, or to pursue other non-economical, such as
20 localism, diversity, and quality of program.
21 But today, or soon, three inter-related
22 developments are making it possible to rely on market
23 mechanisms in media markets, and to continue to
24 diminish ex-anti-structural regulations. First, it is
25 well known that technological advances provide and

1 direct competitors to the traditional broadcast
2 television product. Even if there's something
3 uniquely important about mass market video, broadcast
4 is not the only mass media market product.
5 All U.S. households have a choice of at
6 least one cable television company, and two broadcast
7 satellite companies, and more than 86 percent of all
8 U.S. households subscribe to these services. And more
9 than 500 networks provide programming over cable and
10 direct broadcast satellite.
11 Second, broadband penetration is
12 increasing, and video is taking an increasingly
13 important place in broadband markets. Traditional
14 news media, of course, are introducing video onto the
15 internet, but other providers are there as well. You
16 Tube is reportedly serving 20 million views
17 representing 1.9 billion minutes of viewing a month.
18 And it's not just lip sync videos. It can
19 be issues of public concern. If you enter network
20 neutrality on You Tube, for example, it brings up 64
21 videos, including videos by advocacy groups and
22 politicians. Five of these videos have more than
23 300,000 views. You Tube and similar services can also
24 be the point of entry for new entertainment, such as
25 the Lonely Girl 15 phenomenon proved.

1 Third, in the broadband era, the ways in
2 which individuals receive, and even more importantly,
3 the ways in which they can seek out and even create
4 information and entertainment are radically changing.
5 For example, Cable News Network, CNN, and FOX
6 consistently rate among consumers' top two news
7 sources more consistently than consumers picked
8 network news, and even local TV trailed CNN.
9 Similarly, Pew internet studies recently,
10 in 2006, found that 43 percent of all broadband
11 customers received news from an internet news site on
12 a daily basis. Among younger and more active internet
13 users, it was 71 percent. And using the internet for
14 news significantly exceeded their viewing of local or
15 national television news.
16 I believe that with daily e-mailed alerts,
17 RSS feeds, and other internet push and pull news
18 services proliferating, the sources of information
19 will continue to proliferate.
20 A related phenomenon, what some have dubbed
21 Web 2.0, is media creation by individual citizens.
22 And here the barriers to entry are extremely low and
23 falling. Websites are easy and cheap to build,
24 blogging is free, mass mailing to members is an
25 effective form of organizing. I do not think it is

1 unfair to speculate that the Internet was important to
2 bringing a substantial portion of our audience here
3 today.
4 Even local interests are served. In Cook
5 County there are 138 municipalities, and every single
6 one of them, save 13, has a presence on the web.
7 Local newspapers are increasingly present on the web
8 as well.
9 What does this mean for the Commission's
10 action on media concentration? Obviously, I believe
11 to continue to diminish ex-anti-limitations, to review
12 broadcast license transfers on a case by case basis,
13 and to continue to expand --
14 MODERATOR SIGALOS: Thank you.
15 MR. SPETA: -- light regulation of the
16 Internet to other information markets.
17 MODERATOR SIGALOS: Thank you, Mr. Speta.
18 (Applause.)
19 MODERATOR SIGALOS: Mr. Verrone.
20 MR. VERRONE: Chairman Martin,
21 Commissioners, fellow panelists, members of the
22 audience, my name is Patric Verrone. I'm President of
23 the Writers Guild of America West. I bring you
24 greetings from Hollywood, where the sun always shines
25 and the celebrities are always not guilty.

1 On behalf of 7500 television, film, and new
2 media writers, thank you for holding this hearing and
3 allowing public comment on the topic of media
4 consolidation. This is an auspicious time for all of
5 us, not only because the Cubs are in first place.
6 (Scattered laughter.)
7 MR. VERRONE: White Sox fans. As you know,
8 this is my second appearance before you, and I want to
9 avoid the accusation of just producing another late
10 summer rerun.
11 So I will resist my instinct to restate the
12 fact that due to the unparalleled vertical
13 consolidation of TV broadcast networks, movie studios
14 and cable television stations, the number of distinct
15 voices in mainstream TV programming has dwindled to a
16 handful.
17 I will also resist repeating that 20 years
18 ago there were 29 dominant entertainment firms sharing
19 $100 billion in annual revenue, and today there are
20 six conglomerates sharing 400 billion.
21 And I will resist suggesting, once again,
22 our remedy to this concentration ownership, namely a
23 requirement, the 25 percent of non-news and non-
24 reality programming come from independent sources not
25 owned by the four broadcasting networks.

1 I will resist all of that. Instead, I
2 would like to elaborate on an issue Chairman Martin
3 mentioned in his opening remarks. A growing
4 advertising practice that severely affects both our
5 work as writers and our audience's viewership, it's
6 called product integration, embedded advertising
7 branded entertainment.
8 We appreciate Chairman Martin's offer for
9 rule making comments, and the other Commissioners'
10 support of this issue. We also thank Chairman Ed
11 Markey of the House for holding Congressional hearing
12 on this topic.
13 Understand that I am not talking about
14 product placement, the practice which a bottle of
15 water, of a recognizable brand, Pure American, a fine
16 brand, merely sits on the table as a prop. Product
17 integration requires that the wacky next door neighbor
18 announces this week he's a bottled water salesman, and
19 talk about the crisp refreshing taste of that
20 recognizable brand of water.
21 The idea of branded entertainment is to
22 integrate the commercials into the story line and
23 characters and jokes so as to create stealth
24 advertising, fooling the viewer into thinking they are
25 not watching an ad. Most Americans may not appreciate

1 or realize how prevalent it has become, but Nielsen
2 media research tells us the product integrations in
3 the 2006 season occurred more than 4,000 times in
4 network prime time television, and the number is
5 expected to grow.
6 On NBC's *The Office*, characters spend
7 entire episodes working at Staples. On CBS's *CSI*,
8 characters promote the features of General Motors
9 Denali and its crime solving abilities. Oreo cookies
10 are a major part of a plot in two episodes of the CW
11 family drama, *7th Heaven*. On *Smallville*, contact lens
12 prompted one caped crime fighter to say, AccuView to
13 the rescue, proving that even Superman is immune to
14 neither kryptonite nor product integrations.
15 NBC has gone so far as to hire a high
16 ranking executive in charge of strategic marketing and
17 content innovation. Content innovation, by the way,
18 is something I thought writers did.
19 We understand the reason, TiVos and the
20 ability of viewers to fast forward through
21 commercials, but there is a problem without regulation
22 and oversight, and it can be summarized in one word,
23 integrity. When writers are told we must incorporate
24 a commercial into a story line, we become advertisers,
25 we lose our integrity. Actors, when they're subjected

1 to forced endorsement, when their characters shill the
2 products, they lose their integrity.
3 Viewers are required to watch commercials
4 without realizing they are commercials. In our
5 experience, the American viewing public wants and
6 deserves to be told when they are being sold.
7 To protect viewers and consumers, and this
8 is where the Commissioners come in, we support
9 disclosure. Disclosure that reveals the product
10 integrated, is legible, and is held on the screen long
11 enough to be read. We ask the FCC to require a crawl
12 identifying the product, its promoter, and the fact
13 that the writers and actors do not personally endorse
14 its use.
15 To conclude, I want to repeat a line from
16 my earlier testimony relevant to these proceedings.
17 Homogenization is good for milk but bad for ideas. I
18 hope you appreciate --
19 (Applause.)
20 MR. VERRONE: -- that at the time that I
21 said that, I did not mention a brand of milk.
22 However, in keeping with the times, may I recommend
23 the creamy goodness, and wholesome freshness --
24 (Applause.)
25 MR. VERRONE: -- of the milk of creative

1 integrity. Or else it's going to end up on the side
2 of the carton, missing, and asking, Have you seen me?
3 Thank you for your attention.
4 MODERATOR SIGALOS: Thank you, Mr. Verrone.
5 (Applause and cheering.)
6 MODERATOR SIGALOS: Ms. Woelk.
7 MS. WOELK: Hi. Can you hear me? I am --
8 this is -- my name is Ann Woelk, and I am the Director
9 of Broadcast for AFTRA Chicago, that's the American
10 Federation of Television and Radio Artists. And I've
11 been in this position for the past six years. And I
12 wanted to say hello as well. Thanks for this
13 opportunity.
14 AFTRA represents broadcasters at all five
15 owned and operated televisions stations WBBM, WMAQ,
16 WLS, WFLD, WGN, as well as 12 radio stations.
17 Additionally, we represent the local PPB outlet, WTTW.
18 Since beginning my position, the main
19 employer theme in all contract negotiations is changes
20 to workplace practices that include the reuse of
21 material and synergy with other media outlets, both
22 inside and outside the station's corporate ownership
23 umbrella. Perhaps the most glaring example of this
24 phenomenon of reuse and repackaging is seen in the
25 consolidation of NBC's takeover of Telemundo.

1 In late 2002, as NBC transitioned WSNS,
2 which is the Chicago Telemundo outlet, to its
3 corporate umbrella, AFTRA was organizing WSNS
4 broadcasters for collective bargaining. At the time,
5 all the WSNS staff were hopeful about what the
6 consolidation would mean, more resources, better
7 equipment, and increased opportunities to do more and
8 grow in new ways. In fact, NBC merged WSNS studios
9 into the existing studios of WMAQ. It felt like one
10 big family.
11 Considering that the Latino population is
12 the fastest growing minority in the country, as well
13 as in Chicago, and that metro Chicago is comprised of
14 17 percent Latino households, of which 13 percent use
15 Spanish as their primary language, it is reasonable
16 for all of us, and it was reasonable at the time, for
17 all of us to anticipate a growth of services to the
18 Spanish language market, once the resources of NBC
19 landed on the scene.
20 Nothing could be farther from the truth.
21 Resources and information are not shared equally
22 between NBC and WSNS. Telemundo employees have to do
23 interviews in both Spanish and English so that their
24 stories can be repackaged and used by their English
25 language counterparts at WMAQ and NBC network.

1 And NBC did not extend the benefits of the
2 WMAQ contract to Telemundo employees. And after five
3 years of bargaining, we have yet to achieve a
4 contract. And WNSN broadcasters are still not
5 employed on terms comparable with their English
6 language counterparts.
7 Telemundo photographers also have to shoot
8 for NBC, leaving WSNS broadcasters without sufficient
9 crews for their stories. That really hurts their
10 mission to serve the Spanish language community. On
11 many occasions, events in the Latino community were
12 not covered because of insufficient photographers or
13 reporters available, while English language stories
14 were covered.
15 When live trucks are shared by NBC and
16 Telemundo, priority was always given to the NBC crew
17 to report the story in English first. During sweeps,
18 WSNS broadcasters were more limited than ever before
19 in the opportunity to do investigative specials.
20 Instead, Telemundo chose to use stories from other
21 markets, leaving WSNS reporters stories and ideas
22 unfulfilled.
23 But I believe -- but believe it or not,
24 things actually got worse. In 2005 and 2006 Telemundo
25 eliminated local Spanish language news in five