

What are the Information Needs of Communities & Citizens? I think we need more coverage about what is going on in parts of the world we rarely hear much about. On the BBC news, for example, we often hear much more about what is happening in regions like Africa, South America, the Phillipines, etc. Also, it would be good to provide better coverage of all sides of each issue and not to dwell on sensational stories--such as one celebrity's death or one particular disaster for the what sometimes amounts to almost ALL of the newscast.

Also important is a way to communicate what we as citizens can do to help alleviate problems in the world as well as what good things are being done already and how to foster them: e.g., water filtration devices which can be inexpensively mass-produced and distributed in areas where water is contaminated.

How is Commercial Media Serving Your Community?

This varies greatly from day to day. One good thing would be to offer solutions and positive actions that could be taken whenever there is a major issue of negative impact. Less repetition of headlines and more profiles of major players in various venues could be very helpful. Interviews with local and international experts in a wide variety of fields also make a very good addition.

What is the State of Noncommercial, Nonprofit, and Public Media?

Nonprofit media coverage has the potential to be less biased than that driven by corporate sponsorship. If even the network broadcasts set aside more time for non-profit contributors, this could improve (broaden) the spectrum of news coverage. Incentives should be given to producers and other professionals to put some effort into making the nonprofit spots as interesting and compelling as the sponsored ones. Joint efforts between public and private media could be expanded, and such collaborations could do much to boost the image of corporate & network donors as well as the public media itself. Links to websites containing all sides of a story could be provided on the air as well as listed on the websites of TV networks themselves. Government underwriting at both the state and federal level could also be one aspect of promoting more public media activity.

What is the Impact of the Internet and Mobile Information?

Websites for news information should be made public during all TV news, with specific topics highlighted. Internet coverage is an ever-expanding resource and should be inexpensive and affordable to all, and all sectors should make efforts to keep it that way and to expand access to the poorer sectors of our society. Internet-options should be publicized and made available to all those on public assistance, food stamps, medicaid, etc. Government websites are available but could employ more people in efforts to make their websites more user-friendly and approachable.

