

The future of media should actually be directed towards its consumers not the corporations that create and control it. The landscape of the media ownership is alarming with lack of diversity and limited points of views that are readily available to the public. When it comes to regulating big time owners there it should begin from the bottom up with a change in media ownership caps. Reducing the amount of stations a company can buy ensures that someone can enter the market and have a chance to survive if there is a cap on what the big owners have to cut back. With more room for new ownership it can open the door to more diverse ownership and voices, as well as, localism. Localism is usually what goes missing in today's media landscape. For instance, it is easier for a bigger company to buy others out and replace a local radio stations DJs and replace it with taped versions of their shows. This of course eliminates localism on all levels, employment, voice, and concern. There should be a Net Neutrality regulation should exist because the Internet needs guidance. Especially with companies like Google controlling the several aspects of the Internet related to the search of information and how their ranking system. Also the connection between cellular phones and the Internet is major and the use of cell phones to access the Internet will only increase and if carriers are allowed to block out applications that can be extremely beneficial to their consumer, there needs to be rules set in place to protect the consumer and their right to innovation. It has been far too long of a trend to have a small amount of people gatekeeping the information and innovation the public can access and the current "if there is a problem" approach isn't cutting it. Rules need to be set in place to prevent a tangled mess that will be the future of media with the increase of technology and its use.