

Last year the Benton Foundation joined forces with two broad coalitions of organizations focused on delivering public dividends with the transition to digital television. Working with these groups, the FCC recently extended a requirement that broadcasters air a minimum of three hours a week of quality educational and instructional programming for children to all of their new digital channels. It is also exploring proposals that would benefit our democratic process and our society by requiring broadcasters to (1) Air a minimum of three hours per week of local civic or electoral affairs programming on the most-watched channel they operate; (2) Promote the FCC's oft-stated goal of diverse viewpoints and voices on television by ensuring that independent producers provide a minimum of 25 percent of their most-watched channel's primetime schedule; and (3) Tell the public how they are serving the interests of their audiences by making this information available in a standardized hard copy and website formats.

These really are minimal requirements, but nonetheless often opposed or ignored by the broadcasters. We are arguing that it's time to put the remote control back into the public's hands and once again give the public greater control over the kind of democracy they participate in, the children they raise, and the security they deserve.

Congress, the courts, regulators and companies are continuing to make communications policy decisions. These decisions will have far-reaching consequences for competition and innovation and ultimately consumer well-being in the media marketplace. While public concern was raised over the FCC's media ownership decisions, too few individuals are aware that broadcasters are obligated to serve them—or that they can get involved in ensuring they do. For those who understand the crucial role of media in this democracy, our first task is to inform and educate the public about this debate and the right of all Americans to participate in it.

In addition to a clearer television picture, consumers need a clearer regulatory picture for how the digital television transition will impact their lives. Consumers deserve to know how broadcasters will serve their day to day television needs—healthy programming for children, healthy programming for our democracy, and healthy programming for our communities. Citizens need as much information about the TV that comes into our living rooms, as about the food that comes into our kitchens.

But to achieve these goals, parents, voters, community leaders, activists, and concerned citizens need to pick up the television policy remote control—and change the tune coming from policymakers in Washington. It takes letting policymakers know that you want reality based public interest obligations that can help make a difference in your lives.

The first product of a coalition of national and local media advocates is a Citizens' Bill of Media Rights—a positive statement of principles and goals of a media reform movement. The Bill has recently been circulated for sign-on. If my message tonight makes you want to get involved, here's the first thing you can do: Read "Citizens' Bill of Media Rights," go online, and sign-on.

At the Benton Foundation, we are releasing the Citizen's Guide to the Public Interest Obligations of Digital Television Broadcasters. Our

guide will serve as a primer for the organizations and people considering taking the policy remote control out of the hands of media giants and their lobbyists and returning it where it belongs—in the hands of the American people, especially in your community. Action item two: check [www.benton.org](http://www.benton.org) for the guide.

This year in mid-May, activists, media creators, academics, and policy makers will meet for three days of learning, sharing, networking and momentum building at the 2nd 2005 National Conference for Media Reform in Saint Louis. Visit [www.freepress.net](http://www.freepress.net) for more information. Action item three: Meet Me In Saint Louis.

There are many valuable resources for keeping up to date on what's going on in media policy—let me highlight two. At the Benton Foundation, we provide a service which summarizes the top communications policy stories of the day. The service, Communications-Related Headlines, is delivered via e-mail and is also available on our web site free of charge, [www.benton.org](http://www.benton.org). Action item four: subscribe to Headlines.

HearUsNow.org follows Consumers Union's long tradition of promoting a fair and just marketplace by empowering consumers to fight for better and more affordable telephone, cable and Internet services or equipment. By focusing on major media, technology and communications issues and emphasizing local stories, HearUsNow.org will help explain increasingly complex issues and the connections between these issues, underscore what's at stake, and offer ways to make improvements. Action item five: Visit [www.hearusnow.org](http://www.hearusnow.org).

Obviously, when working against corporate interests ready to devote billions of dollars to their cause, even more resources will be needed to win the day. Last April, I delivered this message to an audience of philanthropists asking them to fund the ongoing efforts to shape our media future . . . to fund media policy research, education and advocacy. I am happy to say that there's hope coming from this important arena: The Arca Foundation board has committed \$1 million—\$1.5 million per year for the next 3–5 years to a strategic media policy campaign for policy advocacy, organizing, research and content development. With Ford Foundation leadership, the Grantmakers in Film and Electronic Media's new Working Group on Electronic Media Policy was formed to respond to the burgeoning interest among grantmakers to build and share knowledge about key issues in media policy, as well as undertake targeted activities to help advance the dynamic media policy field. All participants hope that this funder cooperation will result in real capacity building for the media reform field.

Several members of Congress, including Representative HINCHEY, are forming a Congressional Media Reform Caucus this month to focus on media ownership, digital transition, and other media-related issues. Last year, Representative HINCHEY introduced the Media Ownership Reform Act. This proposed legislation has three goals: (1) To curb the deregulatory zeal of the Republican majority at the FCC; (2) To restore the Fairness Doctrine; and (3) To reform the broadcast license renewal process and require broadcasters to report both on their public interest performance and their plans for doing so every two years. In today's political climate, the legislation may seem improbable. But most significantly, it

provides a vision of where we'll be when we have true democratic media reform in this country.

Again, we're at a crossroads. Left to its own designs, the majority at the FCC will fight to allow greater consolidation in media ownership while further weakening public interest obligations. With public pressure, with your participation, we may help the FCC envision a democratic media future. In this alternative vision, we, as Americans, could have a media environment that delivers a vigorous, uninhibited marketplace of ideas. In this alternative vision, we could have a media that reflects and responds to local communities. In this alternative vision, we could have a media environment that embraces and enhances the public interest.

Wouldn't you like to be part of that debate and help shape this more democratic and more open media environment? If so, why not join us and get involved?"

HONORING THE CONTRIBUTIONS OF SUSAN HARTLEY, BURGESS DISCIPLINE ALTERNATIVE SCHOOL TEACHER OF THE YEAR

HON. HENRY CUELLAR

OF TEXAS

IN THE HOUSE OF REPRESENTATIVES

Tuesday, April 26, 2005

Mr. CUELLAR. Mr. Speaker, I rise to recognize the many accomplishments of Susan Hartley, Burgess Discipline Alternative School Teacher of the Year.

Ms. Hartley has a Bachelor of Science degree in Health Science from Arizona State University, and a Teacher Certification from Ottawa University. She is a relatively new teacher—she has been teaching for 5 years, all of them spent at the Sequin Independent School District.

Ms. Hartley teaches Science and Health to grades 7 through 12. She deals with what can often be a difficult and stressful job in a counterintuitive way: her goal is to make school fun, for herself and her students.

She believes that students learn best when they are enjoying themselves. Her at-risk students are often disconnected from the school or community. She feels that her role is to help these students find ways to reconnect with others. Students who feel like they are part of the community are less likely to be in trouble, and more likely to go on to a successful future.

Ms. Hartley's work with at-risk youth has already distinguished her as one of her school district's most valuable teachers. In her 5 years, she has made a difference in the life of many students, and in the life of her community. She has a bright future ahead of her, and I am happy to have had this opportunity to recognize her.

TRIBUTE TO RUTH VAN GERPEN AND THE ONCOLOGY NURSING SOCIETY

HON. JEFF FORTENBERRY

OF NEBRASKA

IN THE HOUSE OF REPRESENTATIVES

Tuesday, April 26, 2005

Mr. FORTENBERRY. Mr. Speaker, I rise today to honor the Oncology Nursing Society