

A Few Powerful Companies Own Most Of The Media

- NEWS CORP. (FOX)
- CBS
- VIACOM
- DISNEY
- GENERAL ELECTRIC
- TIME WARNER

Despite the seemingly endless selection of TV channels or newspapers and magazines at the checkout stand, much of what we read, see and hear today comes from a few big media companies.

Media companies may only be affiliated with your local television station, or a media company may own it. Take action: Call your local station to find out if one of these large media companies owns your local TV station, too.

	6:00pm	6:30pm	7:00pm	7:30pm
FOX	The Simpsons	Malcolm in the Middle	The Simpsons	Seinfeld
FX	Fear Factor		Fear Factor	
FOXNEWS	Special Report		The O'Reilly Factor	
CBS	Eyewitness News		Entertainment Tonight	The Ins
UPN	That '70s Show		The King of Queens	Everybc
SHOW	Another Stakeout		Legally Blonde 2	
MTV	Meet the Barkers			Punk'd
VH1	I Love the '80s Strikes Back			es Back
BET	106 & Park	BET's Top 10		Spring E
COMEDY	Heroes of Comedy	Com. Cent. Presents		MAD TV
NIK	ChalkZone		Avatar	The Fai
CMT	Country Hits		Videos	
TVLAND	Wings		Wings	Wings
ABC	Action News		Jeopardy!	Wheel c
ESPN	SportsCenter		Sounds of the Season	NBA Sh
LIFE	The Golden Girls	The Golden Girls	Sweet Temptation (1996)	
ETV	The E! True Hollywood St		E! News Live	Michael
DISNEY	Lizzie McGuire		The Suite Life	That's S
STYLE	Style Court		The Look for Less	How Do
CNBC	Mad Money		Late Night With Conan O'Brien	
USA	Monk		Law & Order: Special Victims Un	
NBC	NBC News at 6	NBC Nightly News		Access
SCIFI	Stargate SG-1			
BRAVO	Queer Eye for the Straight Guy			
MSNBC	The Abrams Report			Matthews
IFC	Unhook the Stars		Seal Team 6 (2000)	
CNN	Lou Dobbs Tonight		60	Paula Z
TBS	Seinfeld		Evby Loves Raymond	MLB Ba
TNT	Charmed		Law & Order	
WB	Girlfriends	Girlfriends	Friends	Will & G
HBO	Charlie's Angels	Master and Commander		
TOON	Me	Kids Next Door	Kids Next Do	Kids Ne

Fox parent company News Corp. also owns two of the largest satellite TV companies, Sky and DirecTV, as well as the New York Post.

Fox parent News Corp. also owns 35 local television stations. In nine cities they own more than one.

CBS also owns 39 local television stations—including more than one in 8 markets—and Paramount Pictures.

Disney also owns 29 local radio stations and several movie companies, including Miramax Films and Touchstone Pictures.

NBC parent company, General Electric, owns 14 local television stations, Universal Pictures, and a large share of Pax TV.

Warner Brothers and CNN parent, Time Warner, is the second largest cable provider and also owns AOL and numerous magazines.

Our Next Steps

We won once before and we can do it again.

Right now, the FCC is rewriting the rules on media ownership, threatening to further remove restrictions on how much one company can control in your community.

In 2003 a similar attempt was defeated after the state PIRGs and other groups called upon members to oppose the plan. More than 2 million people responded and the plan was eventually stopped by Congress and the courts.

This time, Congress and the FCC are making decisions about whether powerful telecommunications companies will become gatekeepers of the Internet and whether local communities will lose their rights to guarantee fair service from cable and other video providers. Consumers and all those concerned with issues ranging from school funding to local water quality can make a difference. Join the campaign to Reform Our Media.

www.pirg.org/mediareform

For more information, contact PIRG staff at the following offices, or visit www.pirg.org/mediareform to find your state PIRG office:

U.S. PIRG 218 D St. SE Washington, DC 20003 (202) 546-9707 uspig@pirg.org	CALPIRG 3435 Wilshire Blvd. #385 Los Angeles, CA 90010 (213) 251-3680 info@calpirg.org
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PennPIRG 1420 Walnut St., Ste. 650 Philadelphia, PA 19102 (215) 732-3747 info@pennpirg.org	Illinois PIRG 407 S. Dearborn, Ste. 701 Chicago, IL 60605 (312) 364-0096 info@illinoispirg.org
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The State PIRGs

www.pirg.org/mediareform

Big Media Companies Are Getting Even Bigger



That's Bad News For American Democracy

More than 90 percent of newscasts contained no stories on state and local races in the 2004 elections according to a Lear Center study. Despite \$1.6 billion in political advertising revenue, profit-driven media companies cut back on reporters and local coverage as they rely more on prepackaged programs.

We are not getting the information we need on the most important civic issues like elections and local affairs. Left unchecked, it will only get worse.

That's Bad News For American Culture

Big media companies make national decisions about the music we hear on the radio, making it difficult for local artists to gain exposure. While college radio stations and a few other low-power stations remain the local sources of more diverse musical choices, big media companies are trying to buy or block those, too.



And That's Not What Anyone Would Expect Of A Free Press

Blacklisting controversial artists ... threats to boycott "prime-time" presidential news conferences ... selective coverage of the mainstream media itself. The public airwaves are NOT being used in the public interest.

The Internet is also at risk. The world's newest and greatest public forum is being threatened by the telecommunications giants who seek to anoint themselves gatekeepers with the ability to dictate who can use the Internet and for what purpose.

Big Media And The Telecom Giants Want More Control

As these media giants continue to grow, they are working in Congress and in state legislatures to:

- Allow greater consolidation and cross-ownership of newspapers, television stations and radio stations in local markets;
- Control the Internet by blocking others, including cities, from setting up low-cost or alternative networks;
- Eliminate local control over cable and other video providers and change the rules to allow them to become gatekeepers for the Internet.

It's Time For Change

We can build a media system that truly serves the public interest—one that's anchored in each community by newspapers, radio and television stations that don't own each other and aren't controlled by out-of-town mega-corporations; one that's buttressed by a vibrant and open Internet; and one where local communities have control over the size and power of their cable operators and other providers.

It's our democracy, they're our airwaves—here's what we can do:

Break Up The Media Monopolies

We're working to reinstate fair media ownership rules, preventing anti-democratic media conglomeration.

Take Back The Public Airwaves

We're working to make broadcasters using publicly owned airwaves accountable by requiring them to cover local news and events that impact our communities.

Keep The Internet Free

We're opposing backroom efforts in state capitals and Washington, D.C., by the cable and telephone companies to wrest control of both the open Internet and community wireless networks.

Rein In Cable And Phone Companies

We're building local coalitions to ensure that cable rates are fair and to organize against efforts by telecommunications giants to provide competition only on their own unfair terms.

Reclaim Radio

We're supporting the growth of community-owned, low-power FM radio by supporting rules to level the playing field for large and community stations.

The State PIRGs Campaign For Change



The state PIRGs' national advocacy office, U.S. PIRG, is building support for media reforms as part of a broad coalition of organizations. At the state level, PIRGs are organizing support for national changes and local initiatives.

California: CALPIRG is organizing a Los Angeles-based campaign for a Cable Customer Bill of Rights as well as strong commitments to serving community technological needs as the city considers a renewal of franchise contracts.

Pennsylvania: PennPIRG has joined forces with community groups in Philadelphia to challenge Comcast to agree to a Code of Conduct that meets the needs of consumers and workers.



Illinois: Illinois PIRG is working to build support for Chicago's WIFI initiative for city-wide Internet access.

On College Campuses: Student PIRG chapters across the country are investigating the degree to which broadcasters are meeting community needs through local news and information.

Around The Country: Other state PIRG advocates are monitoring state legislatures across the country for media industry efforts to block community WIFI networks or secure video franchise agreements that fail to meet community needs.