



MEDIA TANK

www.mediatank.org

PO Box 42864
Philadelphia, PA

19101

(215) 563-1100

October 15, 2002

Dr. George Gerbner
234 Golf View Road
Ardmore, PA 19003

Dear Dr. Gerbner,

Thank you for your gift of \$25 in support of Media Tank's ongoing efforts. Your contribution enables us to continue building our programs at a local level while participating in a process to define and advance a movement for media reform nationally. This is a key time for us in our development as we try to impact important media issues going on right now, and work diligently to build the organizational base and community support to sustain our work for the long haul.

The year so far has been very productive. We have had the opportunity to present a number of excellent speakers, host engaging discussions on a range of topics, and speak at conferences in cities all over the country such as Minneapolis, Seattle, Philadelphia and Albuquerque! We are currently in the process of hiring workstudy students from the University of Pennsylvania and Temple University who will help with program development and other aspects of day-to-day operations.

Media Tank is preparing an Internet Democracy education project to introduce and explain basic concepts and issues of broadband technology. We are also helping spearhead the Media Diversity Campaign in response to the FCC's attempt to sweep away the few remaining limitations on big media in the largest review of media ownership rules in the agency's history. See www.reclaimthemedial.org to learn more and find out what you can do to protect the public interest from more monopoly!

I invite you to join our email announcement list if you haven't already. This is a low traffic moderated list that features our weekly news list of media headlines, event announcements, and occasional articles or action alerts on key media-related issues. Sign up by going to our website www.mediatank.org, or send an email to lists@mediatank.org with the word "subscribe" in the subject line and "subscribe announce" in the body of the message with no signature or other text.

Stay tuned to Media Tank for updates on the issues and our events. Thanks again for your support, and we look forward to seeing you sometime soon!

With best wishes,

Inja
Inja Coates
Co-founder and Director

THANKS!

*Thank you, your gift
is much appreciated,*

Patric

*Dr. Gerbner,
It's an honor
and a great gift
of confidence to
get your
contribution.
Thank you, *Car**

*I'm a great admirer
of your work. Thanks
so much for your
support.
-Arthur*

*Your support is
greatly appreciated.
Thank you,
Alice Meltzer*

Democracy Needs Diverse Media!

Tell the FCC to defend the public interest
Join the Media Diversity Campaign

Why We Need Media Ownership Limits:

- **Diversity of views essential for informed democracy:** If one company can own a town's local newspaper, TV and radio station, if national TV networks can merge their news operations, if nothing limits the size of these media giants, we will only get one version of the news. Issues that matter can be buried or distorted. Differing viewpoints will have no outlet.
- **Diversity of creativity, art, culture, vision:** We don't need censorship to combat violent, sexist, racist, copycat, commercialized, unoriginal media—we need enough access for independent producers to offer alternatives. We need choices—not more channels from the same owners.
- **Labor rights and minority ownership:** Fewer media companies means fewer jobs for communication workers. Media ownership by people of color and women is down and getting worse as a result of consolidation.
- **Freedom of the Net:** If the media giants have their way, even the once-free Internet will be controlled by monopolies who can limit our access.
- **Localism and community:** Without local owners and local newsrooms, media are disconnected from communities. Clear Channel radio uses digital tricks to make the same DJ sound local in dozens of different cities. Multinational media corporations don't care about your town, won't cover local issues or feature local artists.
- **Corporate accountability:** We've seen the scams corrupt corporations are pulling. We need watchdogs, not media run by corporate honchos concerned only about their stock price.
- **Erosion of journalism:** Deregulation means fewer foreign news bureaus, investigative reporters and resources for journalists. Big media's only goal is profit, undermining any sense of public or civic duty.

Support the Media Diversity Campaign
www.reclaimthemedial.org

What You Can Do:



On September 12, 2002 the Federal Communications Commission initiated the largest review of media ownership rules ever to make it easier for big media corporations to get even bigger.

If media giants like Disney, AOL Time Warner, Viacom, News Corp and Clear Channel get their way, there will be nothing to protect the public from further media consolidation and more monopoly. **We must act now!**

- **Write or call your Congresspeople:** We need political pressure to convince House and Senate representatives to stand up to media corporations and their bullying. Tell Congress that you are concerned about media concentration. They must force the FCC to uphold their public-service mandate. Visit www.democraticmedia.org to send a letter.
- **File a comment with the FCC:** The FCC has just opened a comment period to ask for public input. Please tell the FCC they must protect the public interest and keep media ownership limits. Visit www.fcc.gov to file a comment or www.mediachannel.org to learn more.
- **Join the News Monitoring Project:** Help us track how your local news covers important issues and responds to the concerns of your community. Contact Peter Hart at Fairness and Accuracy In Reporting to help: phart@fair.org or (212) 633-6700 ext. 304
- **Groups:** Join the Media Diversity Campaign. For more information visit www.reclaimthedia.org or contact liza@mediachannel.org.
- **Activists:** Join the Angels of the Public Interest—participate in organizing and demonstrating for change. To discuss and plan strategies join the Media Activist email list at www.mediatank.org.
- **Donate!** Groups working on these issues urgently need your support. Contact inja@mediatank.org, jonathan@reclaimthedia.org or your favorite local media advocacy group to find out how you can help.
- **Spread the word!** Copy this leaflet and hand it out. Share this information with friends and colleagues. Talk to the press. Write op-eds and Letters to the Editor, call talk shows and speak out against media concentration and FCC deregulation. Ask reporters to cover this issue.

For more information: www.reclaimthedia.org