



# This Man Wants to Control the News in America.



# The FCC Wants to Help Him.

**R**upert Murdoch, the Australian media mogul, already owns the Fox TV network, eight cable networks, and local TV stations in 34 U.S. cities. He owns American newspapers, movie studios, publishing houses, and record companies.

But Murdoch wants more. Much more. And to get it, he needs to repeal the last laws that protect the public from monopoly control of the news media.

Unless we act now, Rupert Murdoch is going to get his way.

Next week, the Federal Communications Commission plans to sweep away ownership restrictions that, for three decades, have guaranteed at least minimal competition and diversity of opinions on the public airwaves.

What will it mean? For Murdoch and his fellow moguls, it means swallowing up independent

broadcasters and affiliates, and gaining further control over news content, advertising revenue and cable rates. The new rules will allow them to own several "competing" TV stations in most cities. And they'll be permitted to control the largest newspapers, radio and TV outlets in a single market.

For the public, it means higher cable bills, fewer choices, "canned" programming and reduced coverage of community issues.

Rupert Murdoch's News Corporation, together with four other conglomerates (Disney, Viacom, GE, and AOLTimeWarner), already control 75 percent of the total U.S. television audience and 90 percent of the TV news audience. That's local and national, broadcast and cable.

Isn't that enough? Isn't that too much?

## You Can Help Stop Them.

Of the thousands of public comments filed with the FCC on this issue, *more than 97 percent* oppose increased ownership of local TV by media conglomerates.

Public outrage is perhaps our only chance to stop or reverse these changes. Let the Commissioners and Congress know what you think. Visit [www.MoveOn.org](http://www.MoveOn.org) to send an instant, personalized comment.

**YES! I Want to Help Protect Media Diversity in My Community.**

Your contribution will be used to fund additional efforts to get the word out through more advertising and other means.

NAME \_\_\_\_\_  
 ADDRESS \_\_\_\_\_  
 CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_  
 EMAIL ADDRESS \_\_\_\_\_

Because Common Cause lobbies, your contribution is not deductible for income tax purposes.  
 Make checks payable to Common Cause. Mail to: Common Cause FCC Campaign, 1250 Connecticut Ave. NW, Washington, DC 20036.  
[www.commoncause.org](http://www.commoncause.org)

**MoveOn.ORG**  
 Democracy in Action.  
[www.moveon.org](http://www.moveon.org)

**Common Cause**  
[www.commoncause.org](http://www.commoncause.org)

**FREE PRESS**  
**mediareform.network**  
[www.mediareform.net](http://www.mediareform.net)