



Resolution

PRAISING THE FCC STAFF REPORT REGARDING SOME OF ITS “FUTURE OF THE MEDIA” FINDINGS

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- WHEREAS** the Federal Communications Commission (FCC) launched a staff-level proceeding headed by Mr. Steve Waldman, with a focus and subject matter commonly known as the “Future of Media” where it has addressed concerns over the purported decline in the quality and standards of news journalism, and the purported decrease in relevant news coverage and information, and has also the trend of newspapers and other print publications to either discontinue entirely or to convert to a digital format; and
- WHEREAS** Craig Parshall, NRB’s Senior Vice-President and General Counsel was invited to make a presentation at the FCC’s “Future of Media” panel proceeding, at which time Mr. Parshall warned the FCC not to intrude into the business of controlling or managing media content or standards and not to attempt to direct the future of media in America which would necessarily infringe the Freedom of the Press; but at the same time Mr. Parshall urged the Commission to adopt new rules that would help facilitate the growth and success of non-profit media organizations including non-commercial Christian radio and television, by relaxing current restrictions on the right of non-commercial broadcasters to raise funds for worthy 501(c)(3) groups; and
- WHEREAS** the FCC staff-level working group issued a final report in June, 2011 titled, “Information Needs of Communities: The Changing Media Landscape in a Broadband Age;” and in that report: (1) it supported the NRB proposal for liberalizing FCC rules so as to enable non-commercial stations to raise funds on-air for other, third-party 501(c)(3) non-profit organizations without the need for hard-to-obtain FCC waivers; (2) the valuable contribution of Christian broadcasters was specifically noted; (3) ill-conceived broadcast content-control ideas such as “localism” mandates and the “Fairness Doctrine” were expressly rejected; and
- THEREFORE BE IT RESOLVED** that the National Religious Broadcasters urges the FCC to formally adopt the specific recommendation in the June, 2011 report titled, “Information Needs of Communities: The Changing Media Landscape in a Broadband Age” where it supported the NRB proposal for liberalizing FCC rules so as to enable non-commercial stations to raise funds on-air for other, third-party 501(c)(3) non-profit organizations without the need to obtain FCC waivers; and urges the FCC to state its formal disapproval of those two ill-conceived broadcast content-control ideas, namely “localism” mandates and the “Fairness Doctrine;” and further welcomes the FCC to further consider and to recognize, where appropriate, the valuable contributions that Christian broadcasters make to their communities and to the media landscape as a whole.

Approved by the Board of Directors February 18, 2012