

Name \_\_\_\_\_

## WHO OWNS THE MEDIA? (100 POINTS)

Why should we care?

<http://introsociology.net/blog/2012/04/05/the-big-6-media-conglomerates-how-much-do-they-really-control/>

### WHO OWNS THE MEDIA?

The central force driving the media business in America is the desire to make money. American media are businesses.

In the United States, all media are privately owned except the Public Broadcasting Service (PBS) and National Public Radio (NPR), which survive on government support and private donations.

Overall, American media ownership has been contracting rather than expanding. Fewer companies own more types of media businesses, and a small number of companies now control more aspects of the media business. This trend is called **CONCENTRATION OF OWNERSHIP**.

1. **AFFILIATES:** Stations that use the network programming, but are owned by companies other than the networks.
  2. **CONGLOMERATES:** companies that own media companies as well as businesses that are unrelated to the media business.
  3. **VERTICAL INTEGRATION:** an attempt by one company to simultaneously control several related aspects of the media business. **THIS IS THE MOST NOTICEABLE TRENT AMONG TODAY'S MEDIA COMPANIES.** For example, besides publishing magazines and books and AOL, Time Warner also owns HBO, Warner movie studios, various cable TV systems throughout the US and CNN.
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### FCC Adopts Media Ownership Limits

Early communications policy started out strongly in favor of **preserving and ensuring diverse sources of information** as a cornerstone of a functioning democratic society. In 1941, the Federal Communications Commission (FCC) began adopting strong rules to preserve diversity on the airwaves. Through a series of actions that spanned from then until the 1970s, the FCC adopted rules that restricted the number of local radio stations one company could own, limited the national audience reach for one broadcaster, restricted companies from owning multiple TV stations in a local market and banned the ownership of both a newspaper and a television station in the same market.

Each of the FCC's early efforts to maintain some restrictions on media ownership was based on the widely-held belief that media concentrated in the hands of too few companies could threaten access, diverse viewpoints and local news and information.

1. What was the FCC's fear of media concentration?

2. What rules had the FCC adopted?

### Media Consolidation Begins

By the beginning of the 1980s, the Reagan Administration, the FCC and Congress embarked on a deregulatory approach toward communications policy and began chipping away at the protections in place for ensuring media diversity. For example, the number of television stations any single entity could own grew from seven in 1981 to 12 in 1985. And the 1996 Telecommunications Act eliminated the 40-station ownership cap on radio stations. Since then, the radio industry has experienced unprecedented consolidation.

**DEREGULATION:** the process of ending government monitoring of an industry.

1. Explain how deregulation changed during the Reagan years?

Group Members: \_\_\_\_\_ AND \_\_\_\_\_

Conglomerate name \_\_\_\_\_

## **CONGLOMERATE:**

1. Newscorp
2. GE
3. Viacom
4. Walt Disney
5. Time Warner
6. CBS
7. Comcast

## **PART 1**

### **Directions:**

**1. You can either copy and paste the following links to your browser, or click onto them from my website. Study the conglomerate you have been assigned.**

1. <http://www.newpaltz.k12.ny.us/cms/lib/NY01000611/Centricity/Domain/136/4.jpg>
2. <http://www.newpaltz.k12.ny.us/cms/lib/NY01000611/Centricity/Domain/136/5.png>
3. <http://www.newpaltz.k12.ny.us/cms/lib/NY01000611/Centricity/Domain/136/general%20electrics%20ownership.gif>
4. <http://www.newpaltz.k12.ny.us/cms/lib/NY01000611/Centricity/Domain/136/many%20conglomerates.png>
5. <http://www.newpaltz.k12.ny.us/cms/lib/NY01000611/Centricity/Domain/136/newscorp.jpg>
6. <http://www.newpaltz.k12.ny.us/cms/lib/NY01000611/Centricity/Domain/136/ownership%20from%20many%20corporations.jpg>

**2. Investigate.** Work with your partners to do this. Start tracing the conglomerate's holdings. Read down the list of the conglomerate's holdings

and find connections to yourself. What I mean by this is, if you are looking at the list of holdings and see that the corporation owns "Blue Sky." Google "Blue Sky" and find out what films they make. Write down the ones that you have seen.

**The final product should be a list of shows, movies, magazines, websites that you use, places that you have visited, teams that you like, etc. that are OWNED BY THIS MEDIA GIANT.**

**CREATE YOUR LIST BELOW**