



OFFICE OF
THE CHAIRMAN

FEDERAL COMMUNICATIONS COMMISSION
WASHINGTON

September 27, 2010

The Honorable Olympia J. Snowe
United States Senate
154 Russell Senate Office Building
Washington, D.C. 20510

Dear Senator Snowe:

Thank you for your letter regarding the Commission's 2010 Quadrennial Review of its broadcast ownership rules and policies. I appreciate knowing of your view that the past two Commission Reviews lacked proper foundations for their final conclusions and failed to provide processes that permitted sufficient public participation.

The 2010 Review process currently is underway and has been designed to be inclusive, transparent, and data-driven. During the past year, the Commission sponsored eight public workshops across the nation to encourage public discussion and create a framework for the 2010 Review's *Notice of Inquiry (NOI)*. The *NOI* itself provided 30 days for comments and 45 days for reply comments. Now that the comment period is closed, the Commission's staff is reviewing these submissions and available data to develop a comprehensive record.

Last week, the Senate Appropriations Subcommittee on Financial Services and General Government granted the Commission's reprogramming request to provide an additional \$1,000,000 for studies and data collection related to local media markets and how their structures affect the quantity, usage, and development of media content. These funds will permit the Commission to focus on a relevant performance metric regarding one or more of the goals of competition, localism, and diversity. The completed studies will be subject to peer review and made available for public comment prior to inclusion in the 2010 Quadrennial Review.

The challenge inherent in completing the 2010 Review is to make broadcast ownership rules consistent with today's technology and media marketplace, while protecting and promoting core public interest policies. Competition, localism, and diversity remain as relevant today as when Congress established them in the Communications Act of 1934. The Commission's broadcast ownership rules and policies need to promote these values in the context of actual market conditions, and I am committed to ensuring that the 2010 Review reflects this goal.

Your letter will be made part of the record in the 2010 Quadrennial Review proceeding and given careful consideration as the Commission finalizes this matter. If I can be of further assistance, please do not hesitate to contact me.

Sincerely,

A handwritten signature in black ink, consisting of a large, stylized 'J' followed by a horizontal line that ends in a small flourish. The signature is positioned above the printed name.

Julius Genachowski



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THE CHAIRMAN

FEDERAL COMMUNICATIONS COMMISSION
WASHINGTON

September 27, 2010

The Honorable Maria Cantwell
United States Senate
511 Dirksen Senate Office Building
Washington, D.C. 20510

Dear Senator Cantwell:

Thank you for your letter regarding the Commission's 2010 Quadrennial Review of its broadcast ownership rules and policies. I appreciate knowing of your view that the past two Commission Reviews lacked proper foundations for their final conclusions and failed to provide processes that permitted sufficient public participation.

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Julius Genachowski



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WASHINGTON

September 27, 2010

The Honorable Byron L. Dorgan
United States Senate
322 Hart Senate Office Building
Washington, D.C. 20510

Dear Senator Dorgan:

Thank you for your letter regarding the Commission's 2010 Quadrennial Review of its broadcast ownership rules and policies. I appreciate knowing of your view that the past two Commission Reviews lacked proper foundations for their final conclusions and failed to provide processes that permitted sufficient public participation.

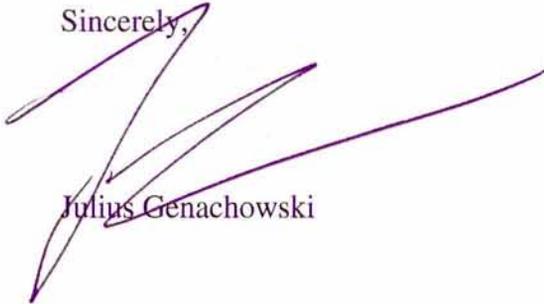
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Sincerely,

A handwritten signature in purple ink, consisting of several overlapping, fluid strokes that form the name Julius Genachowski.

Julius Genachowski