

**GOOD DAY TO YOU ALL, MY NAME IS THE REVEREND DR. JAMES COLEMAN, PRESIDENT OF THE MISSIONARY BAPTIST MINISTERS' CONFERENCE OF WASHINGTON, DC AND VICINITY.**

**I WISH TO EXPRESS SINCERE GRATITUDE FOR THE OPPORTUNITY TO SHARE A CLERGY PERSPECTIVE ON THE MATTER OF MEDIA OWNERSHIP.**

**RESPECTFULLY, I MUST REPORT THAT OUR ORGANIZATION CANNOT SUPPORT MEDIA CONSOLIDATION BECAUSE SUCH CONSOLIDATION DOES NOT PASS THE THEOLOGICAL OR MORAL TEST REQUIRED FOR SOCIAL JUSTICE.**

**AS PASTORS, WE WISH TO NOTE THE FACT THAT WOMEN, RACIAL AND ETHNIC MINORITIES GROUPS AND PEOPLE WITH DISABILITIES HISTORICALLY HAVE BEEN EXCLUDED FROM OR WRONGFULLY STEREOTYPED IN THE MEDIA.**

**IT IS THE CHURCH RESPONSIBILITY TO MAKE THE CASE THAT GOD HAS SUPPLIED THE AIRWAVES AS A GIFT TO ALL HUMANKIND. HE REQUIRES OF US TO BE GOOD STEWARDS OVER THE AIRWAVES AND INSURE THAT MEDIA REFLECT, IN A BALANCED FASHION THE VIEWS OPINIONS AND ETHNIC VALUES OF ALL SEGMENTS OF SOCIETY.**

**AS THE MEDIA SYSTEMS HAVE INCREASED IN SIZE, OVER THE LAST FEW YEARS, MEDIA OWNERS HAVE BECOME MORE POWERFUL WITH THE POTENTIAL FOR GOOD AS WELL AS EVIL. OUR SOCIETY HAS BECOME DEPENDENT ON MEDIA OWNERS TO SUPPLY NEEDED INFORMATION IN AN HONEST, ACCURATE, AND RELIABLY MANNER.**

**HOWEVER, A GROWING CONCERN IS THAT NEWS REPORTS ARE NO LONGER RELIABLE, NO LONGER HONEST AND IT SEEMS NEWS REPORTING HAS BECOME MORE ENTERTAINMENT THAN SERIOUS REPORTING.**

**SEEMINGLY SOME NEWSCASTS SENT ALL ACROSS THE NATION SPOTELIGHT CONTROVERSIAL AND EMBARRASSING CIRCUMSTANCES PEOPLE HAVE PARTICIPATED IN. THE PERSONAL ISSUE AND EVENT IS FOREIGN TO WHAT'S GOING ON IN OUR LOCALITY.**

**NEWS STORIES IN LOCAL COMMUNITIES ARE OFTEN OVERLOOKED FOR THE MORE SENSATIONAL, AND ENTERTAINING SCRIPTS. AS WE AS PASTORS, ATTEMPT TO ADDRESS THE SENSATIONAL AND FALSE MESSAGES PEOPLE RECEIVE BY WAY OF PACKAGED MEDIA STORIES,**

**BY CONTRAST, MEDIA CORPORATIONS CONTINUE TO OFFER A FLOW OF COMPETING MESSAGES THAT ARE COMMERCIAL IN NATURE, AND CONSIST MAINLY OF A ONE MESSAGE FITS ALL PACKAGE WITHOUT REGARD FOR CONTENT DIVERSITY.**

**IN CLOSING, MEDIA MESSAGES COLOR AND INFLUENCE THE WAY WE LOOK AT EVERYTHING CONSCIOUSLY AND SUB-CONSCIOUSLY IN SOCIETY. MEDIA HAS AN UNLEASHED POWER WHEN CONSOLIDATED TO PUSH OUR SOCIETY TOWARD LIFESTYLES THAT ARE OPPOSITE OF CHRISTIAN VALUES. THEREFORE, WE ASK THAT THE FCC LISTEN TO THE PLEAS OF PASTORS AND THE PUBLIC AND TAKE THE NECESSARY STEPS TO FACILITATE A DIVERSIFIED MEDIA SYSTEM APPROACH AS SOON AS POSSIBLE.;**