

**SOCIETY OF
PROFESSIONAL
JOURNALISTS**



SINCE 1909

**THE NATIONAL
JOURNALISM CENTER**

3909 N. MERIDIAN ST.

INDIANAPOLIS, IND. 46208

317-927-8000

FAX: 317-920-4789

SPJ@SPJ.ORG

WWW.SPJ.ORG

Julius Genachowski
Chairman, Federal Communications Commission
445 12th Street SW
Washington, DC 20554

Dear Mr. Genachowski:

It is my honor to present to the Federal Communications Commission a report from the Society of Professional Journalists for your consideration involving the discussion of The Future of Media.

The subsequent pages represent the comments from some of our most senior members and officers as well as our newer and youthful Internet Generation members. In all, nine members answered 22 questions for the FCC.

We hope that these comments will be only the beginning of a longer discussion on this as we transition from an era of legacy media into a brave and new digital realm that brings with it exciting challenges as well as imminent concerns.

We believe at SPJ that any discussion about the future of media should involve the largest journalism organization in the nation. We feel that allowing us to be an intricate part of the discussions as we move forward is prudent given we represent more than 8,000 journalists who are tasked with providing the news of the future, regardless of the medium.

As president of SPJ, I've toured our country attending conferences on this topic, and I was in attendance in March for the first FCC hearing on our future. Certainly, many leaders and academicians are looking for the best practices to ensure the survival and growth of the press as a protector of our democracy.

As I make my way across this nation visiting newspaper, television, radio and online newsrooms, the concerns over the industry's state and how we will navigate from this storm are of major concern. Journalists are looking to SPJ to help provide some of those answers.

With a master's degree in mass communications with an emphasis on media law and policy, this topic is certainly one of great interest to me, and it will continue to occupy a great part of my tenure as SPJ president. As I transition out of this office in October, I will be replaced by a new president – Hagit Limor – who has spent her career in commercial television. SPJ is, and will continue to be, poised to assist the FCC in its endeavors to address this issue for months to come.

Improving
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We look forward to a continuation of this discussion in the coming year, and we ask that you consider SPJ a viable and needed voice in these discussions, representing journalists also looking for answers.

Respectfully submitted,

A handwritten signature in black ink, appearing to read 'Kevin Z. Smith', is written over a white background.

Kevin Z. Smith
President, Society of Professional Journalists