

**Introductory Comments of Commissioner J. Thomas Rosch
at the June 15, 2010 Journalism Workshop**

Welcome to Federal Trade Commission's third and final workshop on the future of journalism. We are privileged to have with us today a group of experienced journalists, publishers, academics, economists, and other policy experts, who will be discussing ideas for sustaining journalism in the current competitive environment.

Some of today's discussion will center on a document released by our staff on May 24. That document summarized the proposals and comments the agency has received from the public about the future of journalism.

Some newspapers and blogs have implied that through this discussion draft the FTC has endorsed taxation and/or copyright changes as means to keep "traditional" journalism alive. That impression needs to be corrected.

The authors of those articles and blogs are not familiar with the agency, and they have misdescribed what the agency has done and what this workshop is about. The discussion draft does not reflect the views of either the Commission or its staff – it is merely a summary of third-party perspectives intended to spur discussion at today's workshop.

The agency frequently conducts workshops on cutting-edge competition and consumer protection topics, including industry-specific policy debates. In doing so, the agency is careful to consider a range of viewpoints, cutting across the ideological spectrum. But that is a far cry from saying that the Commission has endorsed any of the suggestions or testimony discussed at this or other workshops.

We are a bipartisan agency. That means that a majority of the agency's Commissioners would have to agree before the Commission or its staff would ever endorse the proposals contained in the discussion draft, such as taxation or copyright changes. You have heard the Chairman say that hasn't happened and the chances of it ever happening are nil. I echo his views entirely.