



**MAP President and CEO Schwartzman Named To
"Scientific American 50" - Magazine Cites Public
Interest Attorney's Defense of Media Diversity**

Media Access Project President and CEO Andrew Jay Schwartzman has been named by Scientific American magazine as one of the "Scientific American 50" of 2004 - the magazine's prestigious annual list recognizing outstanding acts of leadership in science and technology from the past year. The group was honored Tuesday evening (November 16) at a reception held at the New York Academy Science.

The achievements of the Scientific American 50 are described in the December, 2004 issue of the magazine, which reaches subscribers this week. "What distinguishes the leaders in the Scientific American 50 is their diversity," said the magazine's Editor-in-Chief John Rennie. "We are celebrating that no matter whether they work in science, industry or policy, they are advancing both technology and the good of society as a whole."

Among those honored in the magazine's "third annual salute to the people and institutions brightening our future" are Richard J. Webby of St. Jude's Children's Research Hospital, Memphis, TN (faster method for creating avian flu vaccine), R. Michael Alvarez of Cal Tech (study of U.S. voting systems) and Deborah S. Jin of the Joint Institute for Laboratory Astrophysics, Boulder, CO (superconductor research). Perhaps the most surprising selection was former First Lady Nancy Reagan, who was recognized for her outspoken leadership in the debate over stem cell research.

Schwartzman was named as one of the leaders in technology policy. According to the magazine, he "[d]efended antimonopoly regulations against the onslaught of big media." Its citation explained that

As media giants extend their empires, local news and a diversity of viewpoints can be lost or extinguished, depriving the public of important information and dialogue. Current regulations limit the market share controlled by a single corporation in broadcast and print media, but in 2003 the Federal Communications Commission proposed scaling back restrictions it deemed to be outdated. The Media Access Project, a nonprofit, public-interest telecommunications law firm led by Andrew Jay Schwartzman, fought to keep the new proposals from taking effect and secured a ruling from the Third Circuit Court of Appeals in June invalidating many of the FCC's reasons for the changes. The court's decision upheld most of the current policies, agreeing with Schwartzman's arguments that increasing permissible market share would keep small, local organizations from entering the industry.

Schwartzman expressed surprise to be included in a group largely composed of experimental scientists, but said he was gratified that the magazine recognized that media consolidation is an issue of such great magnitude. He stressed that he realized that his selection was symbolic, saying that

I was just one of a team of attorneys who have worked on the media consolidation issue for years. My colleagues Cheryl Leanza and Harold Feld and our support staff were tireless in taking on the challenge of media ownership. And Media Access Project was just a small part of a large coalition of civil rights, civil liberties, consumer, artistic, labor and other citizens groups which worked to achieve these victories.

The full list of the Scientific American 50 and descriptions of their achievements may be viewed at <http://www.sciam.com/sa50/2004/index.html>.

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