

April 14, 2011

Hon. Julius Genachowski
Chairman
Federal Communications Commission
445 12th Street S.W.
Washington, D.C. 20554

Dear Chairman Genachowski:

RE: Advertising Nondiscrimination Rule (MB Docket 07-294 – Broadcast Diversity)

On March 22, 2011, the Commission commenced enforcement of the advertising nondiscrimination rule.

The first FCC hearing on this subject was held in 1984. We have waited 27 years for this day to arrive.

Your statements that “the Commission will vigorously enforce its rules against discrimination in advertising sales contracts” and that “discrimination simply has no place in broadcasting” were a powerful assertion of the Commission’s moral authority. Pay no attention to the nay-sayers. You did the right thing.

We believe that strong enforcement will lead to the near-demise of “no urban” and “no Spanish” advertising dictates within two years. All of us look forward to working with your team to make that happen.

Sincerely,

Twenty-Three National Organizations:

American Indians in Film and Television	National Association of Latino Independent Producers
Asian American Justice Center	National Black Coalition for Media Justice
Black College Communication Association	National Coalition on Black Civic Participation -
Black Leadership Forum	Black Women’s Roundtable
Center for Media Justice	National Conference of Puerto Rican Women
International Black Broadcasters Association	National Hispanic Media Coalition
Latinos in Science and Technology Association	National Organization of Black County Officials
League of United Latin American Citizens	National Organization of Black Elected Legislative
Media Access Project	Women
Minority Media and Telecommunications Council	National Policy Alliance
NAACP	National Urban League
National Association of Black Owned	Native American Public Telecommunications
Broadcasters	Rainbow PUSH Coalition

cc: Hon. Michael J. Copps, Commissioner, FCC
Hon. Robert McDowell, Commissioner, FCC
Hon. Mignon Clyburn, Commissioner, FCC
Hon. Meredith Attwell Baker, Commissioner, FCC

The contact person for this letter is David Honig, President and Executive Director, Minority Media and Telecommunications Council, 3636 16th St. N.W., #B-366, Washington, DC 20010, (202) 332-7005 and dhonig@crosslink.net.