



**Minority Media &
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MMTC Commends FCC For Enforcement of the Broadcast Advertising Nondiscrimination Rule

The Minority Media and Telecommunications Council (MMTC) commends the Federal Communications Commission for today's Advertising Nondiscrimination Enforcement Advisory, and for the designation of a senior member of the Media Bureau's staff to act as a compliance officer for the Broadcast Advertising Nondiscrimination Rule - the first new federal civil rights mandate since 1977 and the only one ever adopted without opposition.

The Enforcement Advisory accurately characterizes the instruments of advertising discrimination - "no urban" and "no Spanish" dictates - as being "intended to minimize the proportion of African American or Hispanic customers patronizing an advertiser's venue" or "that presume that African Americans or Hispanics cannot be persuaded to buy an advertiser's product or service."

In an accompanying release in which he referred to the unanimous 2007 FCC decision adopting the rule, Chairman Genachowski stated that "It should be clear from today's advisory that the Commission will vigorously enforce its rules against discrimination in advertising sales contracts. As the Commission stated in its order adopting the rule, discrimination simply has no place in broadcasting."

"With strong enforcement, these actions by the Federal Communication Commission will finally bring to an end the practice of some advertisers' refusal to buy time on stations because they serve African American or Hispanic audiences," said David Honig, MMTC president and executive director. "'No urban' and 'no Spanish' dictates drain away an estimated \$200 million a year from minority broadcasters. By enforcing the Advertising Nondiscrimination Rule and eradicating these discriminatory practices, the FCC will help minority stations garner a 5-to-10-percent increase in revenue. Today's announcement is a huge step forward for minority broadcasters and for the nation."

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