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