



NEWS

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This is an unofficial announcement of Commission action. Release of the full text of a Commission order constitutes official action.
See MCI v. FCC, 515 F 2d 385 (D.C. Circ 1974).

FOR IMMEDIATE RELEASE
June 14, 2004

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DIVERSITY ADVISORY COMMITTEE
ADOPTS INTERIM REPORTS AND RECOMMENDATIONS
Committee recommends use of tax policy to promote opportunity, supports expansion
of FCC's rule-based incentives, and reports on industry best practices.

Washington, D.C. – The FCC Advisory Committee on Diversity for Communications in the Digital Age at its third meeting today adopted a wide range of resolutions and recommendations aimed at promoting opportunities for minorities and women in telecommunications and related industries.

Initially, the Committee expressed its strong belief that tax-based incentives such as the former tax certificate program would open opportunities for socially and economically disadvantaged persons, including minorities and women. Recognizing that any revitalization of such a program is not within the FCC's immediate power, the Committee went on to recommend that the Commission consider ways to use its own rules to promote opportunity.

Those recommendations included: retaining and possibly expanding the Commission's Distress Sale Policy; creating incentives within FCC ownership and licensing rules; and considering a Supplier Diversity Program that might provide auction credits to companies that do business with diverse entities. The Committee also recommended that the Commission adopt a rule specifically prohibiting intentional discrimination on the basis of race, color, national origin, or gender in the purchase or sale of any FCC-licensed facility.

Looking beyond FCC rules, the Committee accepted a report on best practices that most effectively promote workplace diversity. The Report entitled "*Workplace Diversity: A Global Necessity and an Ongoing Commitment*," surveyed leading companies engaged in diversity initiatives in an effort to examine the range of efforts being used by companies to keep pace with changing worker and consumer demographics in the 21st Century.

The report makes several findings: CEOs have a significant role in championing diversity efforts by actively participating with managers and boards of directors on company initiatives; assessment and evaluation are key factors in meeting organizational targets and goals; diversity training for employees and managers promotes understanding of various backgrounds and physical abilities; recruitment efforts, such as mentoring programs and college job fairs, help to sustain a diverse workforce; and supplier diversity initiatives can promote career advancement to managerial and senior-level staffing.

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The Committee heard progress reports from each of its four subcommittees describing their deliberations and future actions. The subcommittees are: Financial Issues, Transactional Transparency, New Technologies and Career Advancement.

Advisory Committee Chairman Julia Johnson said: “The Committee’s recommendations provide the Commission with an array of mutually reinforcing options for promoting diversity in the telecommunications and media markets. We look forward to continuing to work with the Commission to implement these recommendations and evaluate new proposals for promoting diversity.”

FCC Chairman Michael Powell said: “I want to thank the Diversity Committee for its tireless efforts to help the Commission find legal and effective means to promote diversity in telecommunications. The Committee’s expertise and hard work are evident in its recommendations.”

Real Audio and streaming video access to the meeting will be available at <http://www.fcc.gov>. The meeting was webcast with open captioning at www.fcc.gov/cgb/cac.

The members of the committee are;

Jenny Alonzo, President, National Association for Multiethnicity In Communications
Decker Anstrom, President, COO, Landmark Communications
Andrew Barrett, Managing Director, The Barrett Group, Inc.
Matthew Blank, Chairman, CEO, Showtime Networks
Maria Brennan, Executive Director, American Women in Radio and Television
Benita Fitzgerald Mosley, President of Women in Cable and Telecommunications
A. Anthony Gee, General Partner, Carthage Venture Partners
Joan Gerberding, President Nassau Radio Network
Steve Hillard, President, CEO Council Tree Communications
Priscilla Hill-Ardoin, Senior VP, Regulatory Compliance, SBC
David Honig, Executive Director, Minority Media and Telecommunications Council
Jamie Howard, COO, BigBand Networks, Inc.
Julia Johnson, President, NetCommunications
Ginger Lew, CEO, Managing Director, Telecommunications Development Fund
Alfred C. Liggins, President & CEO Radio One
Vonya McCann, Sr. VP, Federal External Affairs, Sprint
Francisco R. Montero, Fletcher, Heald & Hildreth
Henry Rivera, Partner, Vinson & Elkins
Riley Temple, Partner, Halprin, Temple, Goodman & Maher
Lauren Tyler, Partner, Quetzal/JP Morgan Partners, L.P.
Terdema Ussery, President, CEO, Dallas Mavericks, President, HDNet,
Alex Wallau, President, ABC Television Network
Kelvin Westbrook, President, CEO Millenium Digital Media
Jim Winston, President, General Counsel, National Association of Black Owned Broadcasters
Roscoe Young, CEO, COO, KMC Telecom

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