



PUBLIC NOTICE

Federal Communications Commission
445 12th St., S.W.
Washington, D.C. 20554

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KRISTEN WELKER, NBC NEWS WHITE HOUSE CORRESPONDENT, TO DELIVER KEYNOTE ADDRESS AT FCC SYMPOSIUM ON MEDIA DIVERSITY

“Exploring Strategies That Have Advanced Media Diversity”
Thursday, March 7, 2019, 9:00 a.m. – 6:00 p.m.

SYMPOSIUM AGENDA ANNOUNCED

The Federal Communications Commission announces today a symposium on media diversity that will highlight success stories of small, women-owned and minority-owned media businesses and explore new entrepreneurial opportunities for such businesses. Ms. Kristen Welker, NBC News White House Correspondent, will deliver the keynote address. FCC Chairman Ajit Pai will provide welcome remarks by video, and FCC Commissioners Michael O’Rielly, Brendan Carr, and Geoffrey Starks will also speak.

The FCC’s Media Bureau (MB) and the FCC’s Advisory Committee on Diversity and Digital Empowerment (ACDDE) will host the symposium to examine a range of issues pertaining to best practices for minorities and women in broadcasting and related industry sectors.¹ The agenda includes eight informative panels featuring presentations by female and minority media industry pioneers, well-known broadcast experts, leaders of large multi-media firms, and financial experts.² Representatives from organizations that provide training for media employment and ownership will also be in attendance. The symposium will be held at FCC Headquarters, 445 12th Street SW, Washington, DC, on Thursday, March 7, 2019, from 9:00 a.m. to 6:00 p.m. EDT, in the Commission Meeting Room (TW-C305).

The symposium is open to the public and no pre-registration is required. The FCC will accommodate as many attendees as possible; however, admittance will be limited to seating availability. Audio/Video coverage of this event will be broadcast live with open captioning over the Internet from the FCC Live web page at www.fcc.gov/live. Questions may also be submitted online during the event via e-

¹ Additional information about the ACDDE is available at <https://www.fcc.gov/advisory-committee-diversity-and-digital-empowerment>.

² The Agenda for the symposium is attached as an Appendix to this public notice.

mail to livequestions@fcc.gov. More information about this event is available on the event page at <https://www.fcc.gov/news-events/events/2019/03/symposium-media-diversity>.

Reasonable accommodations for people with disabilities are available upon request. The request should include a detailed description of the accommodation needed and the requester's contact information. Please provide advance notice of the request no later than 5 days prior to the event. Send an e-mail request to fcc504@fcc.gov or call the Consumer & Governmental Affairs Bureau at (202) 418-0530 (voice), (202) 418-0432 (TTY).

For additional information about the ACDDE or about this symposium, please contact Jamila Bess Johnson, the Designated Federal Officer for the Advisory Committee on Diversity and Digital Empowerment, at 202-418-2608, or Jamila-Bess.Johnson@fcc.gov, or Brenda Villanueva, the Deputy Designated Federal Officer, at 202-418-7005 or Brenda.Villanueva@fcc.gov.

You may follow the FCC on Twitter at <http://twitter.com/FCC> and on Facebook at <http://facebook.com/FCC>.

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APPENDIX



**“Exploring Strategies That Have Advanced Media Diversity”
Broadcast Symposium
CO-SPONSORED BY THE**

**MEDIA BUREAU
AND THE
BROADCAST DIVERSITY AND DEVELOPMENT WORKING GROUP OF THE
ADVISORY COMMITTEE ON DIVERSITY AND DIGITAL EMPOWERMENT**

**Federal Communications Commission
445 12th Street, S.W., Room TW-C305, Washington, D.C. 20554**

**March 7, 2019
9:00 a.m. – 6:00 p.m.**

- 9:00 am: **Welcome and Opening of Symposium**
Sarah Whitesell, Deputy Bureau Chief, Media Bureau
FCC Chairman Ajit Pai
- Keynote Address**
Kristen Welker, NBC White House Correspondent
- Welcome Remarks**
FCC Commissioner Michael O’Reilly
FCC Commissioner Geoffrey Starks
Diane Sutter, Chair, ACDDE
Henry Rivera, Chair, Broadcast Diversity and Development Working Group,
ACDDE
- 9:45 am —
10:30 am: **Panel 1: Success Stories from Pioneers**
Moderators: Sherman Kizart, Managing Director/Founder, Kizart Media
Partners; Suzanne Gougherty, Director, MMTC Broadcasting, LLC
Panelists: Steven C. Roberts, President, Roberts Radio Broadcasting; Raúl
Alarcón, Chairman/CEO, Spanish Broadcasting System; Rusell Perry,
Founder/Chairman, Perry Publishing and Broadcasting; Johnny Shaw,
Founder/CEO, Shaw Broadcasting, LLC

- 10:30 am —
11:15 am: **Panel 2: Success Stories from Today’s Radio Entrepreneurs**
Moderators: Sara Lomax-Reese, President/CEO, WURD Radio; Michelle Duke, Vice President, NAB Education Foundation
Panelists: Dr. Nimisha Shukla, CEO, South Asian Broadcasting; Pedro Zamora, President, Zamora Entertainment; Chesley Maddox-Dorsey, CEO, American Urban Radio Networks; Melody Spann-Cooper, Chair, Midway Broadcasting Group, WVON Chicago; Mark Lipp, Partner, Fletcher, Heald & Hildreth
- 11:15 pm —
12:00 pm: **Panel 3: Success Stories from Today’s Television Entrepreneurs**
Moderators: Dr. Nicol Turner-Lee, Fellow, Brookings Institution
Panelists: DuJuan McCoy, President/CEO, Bayou City Broadcasting; Ernesto Schweikert, President, Crocodile Broadcasting; Maxwell Agha, CEO, ICN-FV; Don Jackson, Chairman/CEO, Central City Productions; Jeff Chang, President/CEO, Chang Media Group
- 12:00 pm —
12:05 pm: **Remarks**
FCC Commissioner Brendan Carr
- 12:05 pm —
1:15 pm: **Lunch/Networking Break**
- 1:15 pm —
2:00 pm: **Panel 4: Success Stories from Today’s Broadband and OTT Entrepreneurs and Content Providers**
Moderators: Dr. Jannette Dates, Dean Emerita, Howard University School of Communications; Alfredo Rodriguez, Vice President, DISHLatino
Panelists: Frank Washington, Broadcast Investor; Victor Cerda, Senior VP, v-me Media; Paula Madison, Chairman/CEO, Madison Media Management, LLC; Dr. Sheila Brooks, Founder/CEO, SRB Communications, LLC; Augusto Valdez, Principal, Condista
- 2:00 pm —
2:45 pm: **Panel 5: How Diverse Entrepreneurs Can Use Mergers and Acquisitions as an Opportunity for Entry and Growth**
Moderators: James Winston, President, NABOB; Brent Wilkes, President/Founder, Wilkes Strategies
Panelists: David Honig, President Emeritus, MMTC; DuJuan McCoy, President/CEO, Bayou City Broadcasting; Jane Mago, former General Counsel, NAB; Caroline Beasley, CEO, Beasley Media Group, Inc.
- 2:45 pm —
3:00 pm: **Networking Break**
- 3:00 pm —
3:45 pm: **Panel 6: The Important Role of Lenders and Investors in Creating Success Stories**
Moderators: John Oxendine, President/CEO, Blackstar, LLC; Ronald Busby, President/CEO, U.S. Black Chambers, Inc.
Panelists: Deana Myers, Research Director, TMT Kagan; Garret Komjathy, Senior V.P., Media & Communications Division, U.S. Bank; Daniel J. Damon, Managing Director, Loan Capital Markets, U.S. Bank; Brian McNeill, Managing Director, Alta Communications

3:45 pm –
4:30 pm

Panel 7: The Important Role of Incubators and Mentors in Creating Success Stories

Moderators: Orlando Rosales, President, Media Vista Group; Dr. Ronald Johnson, Advisor, Wireless Infrastructure Association

Panelists: Jeffrey Smulyan, Chairman/CEO, Emmis Communications; Brian Lawlor, President, E.W. Scripps TV Stations Group; Patrick McCreery, President, Meredith Local Media Group; Kim Guthrie, President, Cox Media Group

4:30 pm –
5:15 pm

Panel 8: Success Stories from Organizations Whose Mission It is to Foster Minority and Women Entrepreneurs

Moderator: Marcellus Alexander, President, NAB Education Foundation

Panelists: Diane Sutter, Founder, NAB Broadcast Leadership Training Program; Maria Brennan, President/CEO, Women in Cable Telecommunications; Maurita Coley Flippin, President/CEO, MMTTC; Rahsaan Harris, President, Emma Bowen Foundation for Minority Interests in Media

5:15 pm –
5:20 pm

Closing Remarks

Diane Sutter, Chair, ACDDE

Jamila Bess Johnson, Designated Federal Officer, ACDDE

5:20 pm –
6:00 pm

Networking Session