



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).

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**STATEMENT OF FCC COMMISSIONER ROBERT M. McDOWELL
REGARDING THE 4A'S ANNOUNCEMENT OF AN ADVERTISING NON-
DISCRIMINATION POLICY FRAMEWORK**

The following statement can be attributed to Commissioner Robert M. McDowell:

“I am delighted to learn that the American Association of Advertising Agencies (4A’s) has developed and circulated to its members an advertising non-discrimination policy framework. I have been working on this issue since arriving at the Commission in 2006. Shortly thereafter, I was deeply troubled to learn that discriminatory advertising practices – namely ‘no urban’ and ‘no Hispanic’ dictates – existed. Such conduct unjustly harms not only minority-owned broadcasting outlets, but minority consumers as well. Furthermore, discriminatory dictates have been estimated to cost minority broadcasters approximately \$200 million every year in revenue.

“I applaud the advertising industry for working to eradicate this despicable practice. Advertisers deserve credit for their thoughtful efforts in implementing policies to eliminate unjustified bias in advertising and provide complaint mechanisms for victimized vendors. Although the Commission has implemented advertising non-discrimination rules for radio and television broadcast licensees, we do not have the authority to regulate advertisers or media buyers. I am, therefore, particularly pleased that this is yet another example of the private sector resolving an industry-wide concern without a government mandate to do so.”

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