



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 COMMISSIONER MICHAEL J. COPPS ON THE 4A's NON-DISCRIMINATION POLICY

“I applaud the effort of the American Association of Advertising Agencies (4A’s) to establish non-discrimination policies. The FCC took the bold step in March of this year to require certification of the advertising contracts of broadcasters in our license renewal process. But the action taken today by 4A’s will aid dramatically in this endeavor. This is an excellent example of a public-private partnership that will have a positive impact in communities across the country. These best practices from the advertising agencies will pave the way for more equal treatment. I thank the many minority media, consumer, and public interest groups and also the Media Policy Committee of 4A's for enlightened leadership in making this initiative a reality.”

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