



# PUBLIC NOTICE

**Federal Communications Commission**  
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**THE OFFICE OF COMMUNICATIONS BUSINESS OPPORTUNITIES  
WILL HOST A ROUNDTABLE DISCUSSION ON DIVERSITY  
AND GOVERNMENT ADVERTISING  
Wednesday, March 23, 2016, 10:00 a.m. to Noon.**

As part of its ongoing series on Supplier Diversity, the FCC's Office of Communications Business Opportunities ("OCBO") will host a roundtable discussion on diversity and government advertising practices on Wednesday, March 23, 2016 at FCC Headquarters, in the Commission Meeting Room, 445 12<sup>th</sup> Street SW, Washington, DC.

Government advertising covers a variety of subjects – public service announcements, federal job openings, competition for federal contracts, and even the sale of surplus government property. Federal agencies also use numerous platforms to educate the public about their core services: television, radio, and now, increasingly, social media outlets such as Facebook, Twitter, and Instagram. This important event will examine strategies for reaching minority and underserved communities no matter the platform; how women and minority owned broadcasting companies and advertising agencies can participate in procurements for advertising services; and equally important, how diverse businesses can assist the federal government in getting its message out.

Representatives from the National Association of Black Owned Broadcasters, Kizart Media Partners, WVON in Chicago, The Roberts Companies, and other experts from the broadcasting industry will examine the federal government's interaction with diverse communities and how current advertising practices reach, or fail to reach, those same communities. They will be joined at the table by procurement experts and decision makers from several federal agencies (*e.g.*, the Departments of Defense, Transportation, Education, Veterans Affairs, the FCC, and the Consumer Financial Protection Bureau) who will discuss procurement best practices and how small businesses can position themselves to serve the advertising needs of the federal government. OCBO Director, Thomas Reed, will moderate the discussion.

If you would like to attend this event in person, please register by visiting <https://fccgovadvertisingroundtable.eventbrite.com>

Individuals interested in participating via the Internet may do so by logging on to [www.fcc.gov/ocbo](http://www.fcc.gov/ocbo) . This event will be streamed live.

Reasonable accommodations for people with disabilities are available upon request. The request should include a detailed description of the accommodation needed and contact information. Please provide as much advance notice as possible; last minute requests will be accepted, but may be impossible to fill. Send an e-mail to [fcc504@fcc.gov](mailto:fcc504@fcc.gov) or call the Consumer & Governmental Affairs Bureau at 202-418-0530 (voice), 202-418-0432 (TTY).

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