

**CONCURRING STATEMENT OF
COMMISSIONER ROBERT M. McDOWELL**

Re: Promoting Diversification of Ownership in the Broadcasting Services, MB Docket No. 07-294.

The notice before us today seeks to improve our media ownership data collection efforts by requiring all attributable interest holders, reported on the Form 323 ownership report, to acquire an FCC registration number based on that entity's or person's taxpayer identification number or social security number. Although I recognize the importance of this data collection to discern minority and female ownership trends, formulate policy, and for other statistical and research purposes, we must ensure that our actions balance the goal of improving our efforts with the privacy concerns and burdens placed on the broadcast industry, including minority interest holders.

Although I am always in favor of seeking public comment and have long advocated the Commission's need to rely on comprehensive data during the decision-making process, I have concerns about the possible unintended consequences of requiring all attributable interest holders to divulge sensitive information, the burdens of collecting such information, and the potential to deter private investment. Accordingly, I vote to concur in today's notice. Nevertheless, I will, as always, keep an open mind and look forward to engaging with stakeholders regarding the specific proposals in this notice, along with any ideas they may have regarding less intrusive means to obtain accurate and reliable media ownership data.