



NATIONAL ASSOCIATION OF BLACK OWNED BROADCASTERS

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FOR IMMEDIATE RELEASE: January 13, 1999

PRESS RELEASE

NABOB PRAISES FCC FOR RELEASE OF ADVERTISING DISCRIMINATION STUDY

The National Association of Black Owned Broadcasters, Inc. ("NABOB") stated that it is very pleased that Chairman William Kennard and the Federal Communications Commission have released their study of discrimination in the placement of advertising on radio stations. Chairman Pierre Sutton of NABOB stated, "We are glad to see the FCC issue this report, because it documents what we at NABOB have been saying about advertiser discrimination for over twenty years. African American owned radio provides an important service to our communities, and our ability to serve our communities is severely hampered by advertisers who refuse to advertise on our stations."

James Winston, Executive Director of NABOB added, "Chairman Kennard and the other commissioners are to be commended for preparing this study. The American public loses an important voice in the debate of the many issue that shape our democracy if its minority citizens have no outlets to express their views. This study provides proof that the voices of America's minority communities are stifled by discrimination, and provides a basis for government policies to promote increased minority ownership of the nation's air waves. We look forward to working with the FCC to create such policies."

Winston added, "NABOB was established to address the problem of advertiser discrimination, and continues to be active in opposing such discrimination. NABOB is co-sponsoring, with a coalition formed by Reverend Al Sharpton, an Advertising Summit, which will be held in New York on January 18, 1999, to follow-up on advertiser discrimination exposed by Reverend Sharpton involving the Katz Media organization. The coalition put together by Reverend Sharpton has targeted

several companies for discussions about increasing their advertising on minority owned media. The FCC study will be an important aid in making our case to the advertising community."

NABOB is a trade association founded in 1976 to promote an increase in the number of African American owners of radio and television stations and cable television systems. NABOB represents the interests of approximately 160 radio stations and 20 television stations owned by African Americans in the U.S.

For additional information contact Cynthia Smith, (202) 463-8970.