



PUBLIC NOTICE

Federal Communications Commission
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FURTHER INFORMATION CONCERNING SEPTEMBER 9, 2015, MEDIA BUREAU WORKSHOP ON ACCESS TO, AND USE OF, THE FCC'S FORM 323 DATA

On July 30, 2015, the FCC's Media Bureau ("Bureau") released a Public Notice announcing an all-day public workshop to discuss access to, and use of, the FCC's commercial broadcast ownership data ("Workshop").¹ This Public Notice provides further information concerning the Workshop.

Time and Location: The Workshop will take place on September 9, 2015, from 8:30 A.M to 4:45 P.M. in the Commission Meeting Room at FCC Headquarters, 445 12th Street, SW, Washington DC, 20554.

Agenda: The tentative agenda for the Workshop is set forth below.

8:30 – 9:30: Pre-workshop. Meet and greet, technical assistance for Workshop participants (if necessary).

9:30 – 10:15: Introduction to the Commission's Broadcast Data.

- The information the Bureau collects.
- How that information is stored.
- Accessing Bureau data via CDBS Public Access.
- Downloading CDBS raw data.
- Discussion of helpful resources for understanding and working with the data.
- Basic SQL queries of CDBS station data.

10:15 – 10:45: Ownership Report Basics.

- Detailed discussion of Form 323 (Ownership Report for Commercial Broadcast Stations), including:
 - purpose and timing of filings,
 - distinction between biennial and non-biennial reports,
 - location of various data on reports, and
 - analysis of sample ownership filings.

10:45 – 11:00: Break.

11:00 – 12:00: Understanding and Analyzing the FCC's Broadcast Ownership Data, Part 1.

¹ *Media Bureau Announces Workshop on Access to, and Use of, the FCC's Form 323 Data*, Public Notice, DA 15-873 (MB, rel. July 30, 2015).

- Discussion of database elements related to broadcast ownership reports, including:
 - the tables that contain broadcast ownership data,
 - the relationships between those tables,
 - the location of relevant data within those tables, and
 - searching and otherwise studying broadcast ownership data.
- Basic SQL queries of CDBS ownership data.

12:00 – 1:00: Working Lunch. Q&A directed by participants, additional technical assistance for Workshop participants (if necessary).

1:30 – 2:30: Understanding and Analyzing the FCC’s Broadcast Ownership Data, Part II.

- Discussion of methodology and queries to determine minority ownership status of stations, including:
 - step-by-step analysis of reports via SQL queries,
 - automating the SQL analysis, and
 - potential methodology modifications to study other aspects of the Commission’s ownership data.

2:30 – 3:15: Merging the FCC’s Broadcast Ownership Data with other Data.

- Example: Using FCC data sources to add station location data to broadcast ownership data.
- Example: Using U.S. Census data to add community demographic data to broadcast ownership data.
- Discussion of additional ways to merge broadcast ownership data with other data from FCC and non-FCC sources.

3:15 – 3:30: Break.

3:30 – 4:00: Visualization and Mapping.

- Example: Using results of queries from earlier in the Workshop to generate maps of stations and coverage contours.
- Example: Using GIS software and information from earlier queries and to create United States maps showing station locations.
- Discussion of other potentially useful data visualizations.

4:00-4:45: Wrap up and Q&A.

Preregistration and Computer Requirements: Much of the Workshop’s content will be technical in nature, and attendees will be encouraged to work through several examples during the event. These examples will involve using MySQL to query and analyze the Commission’s broadcast data in various ways. Attendees should bring their own laptop computers to the Workshop. In addition, the Bureau will make data tables relevant to the various Workshop examples, as well as instructions for downloading and installing MySQL, available at: <https://www.fcc.gov/events/form-323-data-workshop>.

In light of the technological requirements for this event, we strongly encourage attendees to preregister by visiting <https://www.fcc.gov/guides/form-323-workshop-registration>. Attendees also should download the data tables and install MySQL prior to the Workshop. Due to system upgrades, the FCC’s computer systems will be unavailable from 6:00 P.M. on Wednesday, September 2, until 8:00 A.M. on Tuesday, September 8. Workshop attendees are encouraged to preregister and download the required materials by 5:00 PM on Wednesday, September 2.

Webcast: Audio/video coverage of the Workshop will be broadcast live with open captioning over the Internet from the FCC's web page at www.fcc.gov/live. The FCC’s webcast is free to the public.

Reasonable Accommodations: Reasonable accommodations for persons with disabilities are available upon request. Please include a description of the accommodation you will need. Individuals making such requests must include their contact information should FCC staff need to contact them for more information. Requests should be made as early as possible. Please send an e-mail to fcc504@fcc.gov or call the Consumer & Governmental Affairs Bureau: 202-418-0530 (voice), 202-418-0432 (TTY).

Additional Information: For additional information, please contact Jake Riehm of the Bureau's Industry Analysis Division at 202-418-2166 or send an email to MBdataworkshop@fcc.gov.

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