

American Women

Promoting Progress



Creating Change

In Radio & Television

August 29, 2006

Via Electronic Filing

Ms. Marlene Dortch
Secretary
Federal Communications Commission
The Portals
445 Twelfth Street, SW
Washington, D.C. 20554

Re: Ex Parte Notice – Review of the Commission’s Broadcast Ownership Rules, MB
Docket No. 06-121

Dear Ms. Dortch:

On August 29, 2006, representatives of American Women in Radio and Television, Inc. met with Commissioner Robert McDowell and Legal Advisor Cristina Chou Pauzé, to discuss AWRT and its history and the impact of media consolidation on women becoming broadcast station owners. Attached is a copy of the materials left with Commissioner McDowell.

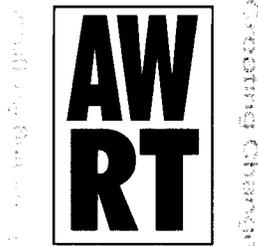
Pursuant to Section 1.1206(b) of the Commission’s rules, this letter is being submitted for inclusion in the referenced docket.

Sincerely,

A handwritten signature in black ink that reads 'Maria Brennan'.

Maria Brennan
Executive Director

cc: Commissioner McDowell
Cristina Chou Pauzé



American Women in Radio and Television

Promoting Progress ~ Creating Change for 55 Years

American Women in Radio and Television (AWRT) is a national, non-profit organization that extends membership to qualified professionals in the electronic media and allied fields. AWRT's mission is to advance the impact of women in the electronic media and allied fields by educating, advocating and acting as a resource to its members and the industry. Founded in 1951, AWRT has worked to improve the quality of broadcast programming and the image of women as depicted in radio, television and cable.

AWRT members are committed to improving the role and impact of women in the electronic media through participation in activities at the local, state and federal levels. In addition, AWRT's leaders meet annually in Washington, D.C. to encourage professional development, through educational sessions and networking opportunities.

AWRT recently surveyed its membership to determine which areas regulated by the Federal Communications Commission are of the greatest concern or importance. Media consolidation, media ownership opportunities and equal employment opportunities ranked at the top.

AWRT's member concerns about media consolidation are two-fold. One major concern our members face with media consolidation is job insecurity and the reduction of opportunity for advancement. Consolidated stations require fewer staff across all levels; with fewer management opportunities available through consolidation, there is less room for advancement into managerial positions. Market consolidation can also lead to reduced salaries and a corresponding increase in a person's workload.

Media consolidation also is a major concern because it results in fewer opportunities for women to enter the industry as owners. Fewer properties are available for purchase and those that are available are frequently less attractive and are sold at much higher prices. Access to capital also has become increasingly difficult since lending institutions are hesitant to loan millions of dollars to smaller businesses for fear of default and investment funds have very little interest in funding these "small" transactions.

AWRT members remain concerned about equal employment opportunities. Although three years ago the FCC implemented new EEO rules, senior management at radio stations remains predominantly a male-oriented realm (only about 11 percent of senior management jobs are held by women), while communication companies on the whole fare only slightly better with women in only 15 percent of executive level positions.

AWRT is actively working on behalf of its membership to raise awareness of these issues and bring additional opportunities for women to the marketplace.