

MMTC Meeting with William Lake and Media Bureau Staff

November 10, 2009, 3:30 PM

David Honig, President and Executive Director
Jacqueline Clary, Counsel

- I. Advertising Nondiscrimination
 - A. Operation and Impact of the Practice
 - B. Compliance Language
 - C. Need for FTC Assistance

- II. Media Ownership
 - A. Quadrennial Notice, Staff Workshops, and Field Hearings
 - 1. Handling of Minority Ownership in the NPRM
 - 2. MMTC Study – Minority Ownership is in Decline
 - 3. Incubator Proposal

 - B. Specific Barriers to Entry and Impediments to Access to Capital
 - 1. Advertising Discrimination
 - 2. Ratings Measurement Methodology
 - 3. Performance Royalty
 - 4. Inferior Technical Facilities – Need for Radio Rescue
 - 5. EEO Non-Enforcement

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