



December 19, 2011

Via ECFS

Marlene H. Dortch, Secretary
Federal Communications Commission
Washington, DC 20554

**Re: Notice of *Ex Parte* Presentation
MB Docket No. 09-182**

Dear Ms. Dortch:

Pursuant to Section 1.1206(b) of the Commission's Rules, 47 C.F.R. § 1.1206(b), Alliance for Women in Media ("AWM," formerly American Women in Radio and Television), is submitting this letter to provide notice of an oral *ex parte* presentation.

On Thursday, December 15, AWM's President, Erin Fuller, and two members of AWM's national Board of Directors, Christina Anderson and Deborah Salons, met with Media Bureau Chief William Lake and members of his staff, Sarah Whitesell and Hillary DeNigro. Attached to this letter are copies of the materials that were provided to Mr. Lake at the meeting.

During the meeting, the discussion included matters that are under consideration in the 2010 Quadrennial Review of the Media Ownership Rules, MB Docket No. 09-182. Specifically, AWM stressed the need for current and better data concerning media ownership by women and minorities, in accordance with the Third Circuit's recent order in *Prometheus Radio Project v. FCC*, Case No. 08-3078 (July 7, 2011). AWM has often in the past expressed concerns about the Commission's lack of adequate ownership data, and about the need to have such data in order to properly advance diversity in media (*see, e.g.,* Reply Comments of American Women in Radio and Television, Inc. in MB Docket Nos. 07-294, *et al.*, filed Aug. 29, 2008), and AWM's position during this meeting was consistent with its prior public comments.

Ms. Fuller mentioned her understanding that the NAB has data as to how certain actions curtailing broadcasting would impact the ability of people in certain geographic areas (Detroit, as a prime example) to access local news, which would have a disproportionate impact on the poor. Since women are 34% more likely to be poor, any issue that impacts the poor has a greater impact on women; consequently, any proposals



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that could have the effect of limiting the availability of news or other content in economically disadvantaged communities would be of concern to AWM.

AWM's representatives informed Mr. Lake, Ms. Whitesell and Ms. DeNigro of AWM's educational programs, including its recent Symposia on Digital Literacy for Women and Girls and Symposium on Media Branding to Women. Additionally, AWM expressed its appreciation to the Commission for rechartering the Advisory Committee for Diversity in the Digital Age and reappointing AWM's Immediate Past Chair, Sylvia Strobel, to the Committee.

Pursuant to the Commission's Rules, this *ex parte* notice is being filed electronically in the above-captioned docket through the Commission's Electronic Comment Filing System procedures. If you have any questions or require additional information, kindly contact the undersigned at (703) 506-3290.

Sincerely,

ALLIANCE FOR WOMEN IN MEDIA, INC.

By: _____

Name: Erin M. Fuller, CAE

Title: President

cc (via email): Mr. William Lake
Ms. Sarah Whitesell
Ms. Hillary DeNigro

Alliance for Women in Media to Continue Service on the FCC Diversity Committee

September 30, 2011 (McLean, VA) – [Alliance for Women in Media \(AWM\)](#) is pleased to announce that the organization accepted FCC Commissioner Genachowski’s invitation to continue their service on the Commission’s re-chartered Federal Advisory Committee on Diversity for Communications in the Digital Age (“Diversity Committee”). The organization will be represented by Sylvia Strobel, Esq., Immediate Past Chair of AWM. AWM was a charter member of the Committee in October 2003. The Diversity Committee is comprised of high-level leaders in the communications industry.

The mission of the Advisory Committee on Diversity for Communications in the Digital Age is to make recommendations to the FCC regarding policies and practices that will further enhance the ability of minorities and women to participate in telecommunications and related industries.

“It is an honor to continue to represent AWM on the Diversity Committee,” stated Strobel. “It is critical to our mission to increase opportunities in media for women and minorities through proactive, productive and measurable programs and incentives.”

“The Alliance for Community Media congratulates Sylvia Strobel on her appointment to Diversity Committee,” added Erin M. Fuller, CAE, President. “Through her board service to the Alliance for Women in Media, and her work on behalf of community media, Sylvia has demonstrated her commitment to protect and improve opportunities for diverse voices.”

Strobel joins Chair Henry Rivera, Emma Bowen Foundation for Minority Interests in Media as well as representatives from 21st Century Telecom, American Public Media, Asian American Chamber of Commerce, Asian American Justice Center, AT&T, CBS, Cipher Communications, Comcast-NBC, Communication Services for the Deaf, Disney, Entravision, Free Press, Gannett Co., Invision TV, The IT Architect, Joint Center for Political and Economic Studies, Kizart Media Partners, Latinos in Science and Technology Association, Media Access Project, Megree, Minority Media Telecommunications Council, MobITV, National Association of Black Owned Broadcasters, National Association of Broadcasters, National Association of Telecommunications Officers and Advisors, National Federation of Community Broadcasters, The National Hispanic Media Coalition, National Urban League, Native Public Media, One Economy, Opportunity Capital Partners, Patrick Communications, The Roberts Companies, Rutgers University, Shooting Star Broadcasting, Solutions4Change, United States Hispanic Chamber of Commerce, Verizon, Wilco Electronic Systems, Inc., and Women in Cable Telecommunications.

For more information about FCC Advisory, please visit <http://www.fcc.gov/DiversityFAC/>.

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[About the Alliance for Women in Media \(AWM\):](#) The Alliance for Women in Media leverages the promise, passion and power of women in all forms of media. Formerly known as American Women in Radio & Television, AWM is the longest-established professional association dedicated to advancing women in media and entertainment, and will celebrate its 60th anniversary in 2011. The Alliance for Women in Media carries forth its mission by educating, advocating and acting as a resource to its members and the industry at large via inspired thought leadership that illuminates areas of societal need.

[About the Alliance for Women in Media Foundation:](#) The Alliance for Women in Media Foundation (formerly known as The Foundation of American Women in Radio & Television) supports and promotes educational programs, charitable activities, public service campaigns and scholarships to benefit the public, the electronic media and allied fields. The Alliance for Women in Media Foundation has created partnerships and joint-initiatives with the National Middle School Association, the Emma Bowen Foundation, the American Red Cross and other organizations that are philosophically aligned with the mission of the Foundation. The Foundation supports several public service campaigns, including most recently a radio PSA campaign with the Dove Self-Esteem Fund. The Foundation also supports Empowering America®, an initiative which pays tribute to many of America’s most pioneering and inspiring women. Through this program, the Foundation provides Empowering America® educational collateral to needy urban middle schools around the country. The Foundation also produces nationally acclaimed recognition programs, including the Gracie Awards®, a live gala that honors exemplary programming created for, by, and about women.

Alliance for Women in Media Holds Celebration of 60th Anniversary

November 3, 2011, at Marriott Marquis, New York, NY

October 27, 2011 (McLean, VA) – [Alliance for Women in Media](http://www.allwomeninmedia.org) (AWM) will celebrate the organization’s lasting legacy and its future impact on all forms of media by, for and about women at an elegant luncheon on November 3, 2011 at the Marriot Marquis in New York. For 60 years, AWM has been harnessing the promise, passion and power of women in all forms of media to empower career development, engage in thought leadership, and drive positive change for our industry and societal progress.

The program will include a retrospective of AWM’s past 60 years as well as a tribute to AWM’s [Sixty@60](#) which honors the 60 most inspiring women in media today and an engaging performance from Grammy-winning BMI singer-songwriter and musician Vanessa Carlton.

“The Alliance for Women in Media’s 60th Anniversary is an exciting milestone and I look forward to celebrating with an amazing group of accomplished and inspiring women in the media industry,” commented AWM Chair Valerie K. Blackburn. “AWM owes its success and longevity to the innovative and creative media professionals who have promoted media for, by and about women for 60 years.”

“AWM has the special opportunity to reflect on our history and pay tribute to the media professionals who provided the leadership and vision that provided the solid foundation for our organization,” said Erin M. Fuller, CAE, AWM President. “This is also the time to look to the future and continue to develop innovative campaigns and programs to engage and promote women in media.”

The November 3, 2011 Anniversary Luncheon is made possible through the generous support of the following sponsors: Gold: CBS News, National Cable & Telecommunications Association and Thomson Reuters. Silver: A+E Networks, BMI, Comcast NBCUniversal, ESPN, Hearst Television Inc., Katz Media Group and PBS.

For more information, please visit www.allwomeninmedia.org.

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For Immediate Release: September 20, 2011
Headquarters Contact: Andy Schwarz, Director of Media Relations
Tel: 703-506-3290 ~ aszwarz@allwomeninmedia.org

Alliance for Women in Media Celebrates 60th Anniversary with Tribute to Women Who Inspire Success

Anniversary Luncheon to Take Place November 3, 2011 at Marriott Marquis, New York, NY

September 20, 2011 (McLean, VA) – In celebration of the organization’s 60th anniversary, [Alliance for Women in Media](#) (AWM) announces its list of the 60 most inspiring women in media today. Selected from nominations submitted by a national poll of AWM community members, the *Sixty@60* women were chosen based on their achievements, dedication, authenticity and commitment to advancing their professions. AWM will celebrate its lasting legacy and honor the *Sixty@60* at [AWM’s 60th Anniversary Luncheon](#) on November 3, 2011, in New York, NY.

“The Alliance for Women in Media’s 60th Anniversary is an exciting milestone, and honoring the women who inspire us is a fitting way to celebrate,” commented AWM Chair Valerie K. Blackburn. “AWM owes its success and longevity to the innovative and creative media professionals who have promoted media for, by and about women for 60 years.”

For their inspiring work on-air; behind the scenes in management, production and programming; and across all forms of media, AWM’s *Sixty@60* are ():

Jill Abramson
Christiane Amanpour
Maya Angelou
Maria Bartiromo
Kathryn Bigelow
Tina Brown
Mika Brzezinski
Elisa Camahort Page
Mignon Clyburn
Salaam Coleman Smith
Katie Couric
Candy Crowley
Geena Davis
Giada De Laurentiis
Ellen DeGeneres
Liz Dolan
Maureen Dowd
Phylis Eagle-Oldson
Tina Fey
Sandy Girard

Whoopi Goldberg
Christina Hendricks
Arianna Huffington
Cathy Hughes
Gwen Ifill
Mindy Kaling
Paula Kerger
Suzanne Kolb
Debra Lee
Lara Logan
Rachael Maddow
Jane Mago
Kim Martin
Marissa Mayer
Cami McCormick
Ginny Morris
Susan Naegle
Eileen O’Neill
Suze Orman
Dana Perino

Abbe Raven
Cokie Roberts
Lesli Rotenburg
Sheri Salata
Sheryl Sandberg
Diane Sawyer
Ann Shoket
Martha Stewart
Hannah Storm
Diane Sutter
Kara Swisher
Nina Tassler
Susan Taylor
Nicol Turner-Lee
Barbara Walters
Padmasree Warrior
Oprah Winfrey
Linda Yaccarino
Lauren Zalaznick
Susan Zirinsky

MORE

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As AWM looks to the future and the impact it is poised to make moving forward, the next generation of inspiring women will be recognized as the *6@Sixty to Watch* (in alphabetical order):

Samatha Bee
Lindsay Czarniak

Sarah Hyland
Julissa Marengo

Amber Riley
Katherine Schwarzenegger

“We are delighted to honor the women who inspire the AWM community to become successful media professionals,” said AWM President Erin M. Fuller, CAE. “We also appreciate the support of our many partners and their long-term commitment to promoting women in media.”

The November 3, 2011 Anniversary Luncheon is made possible through the generous support of the following sponsors: BMI, Katz Media Group and NCTA. Sponsored tables are available by contacting AWM Headquarters at 703-506-3290 or click [here](#). Tickets are [also available](#).

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Lisa Ling Lends Voice to Latest PSA from Alliance for Women in Media and the Dove Movement for Self-Esteem

Radio PSAs Build Self-Esteem in Girls, Inspire them to Reach their Full Potential

September 22, 2011 (McLean, VA) – In 2010, [The Alliance for Women in Media](#) and the [Dove Movement for Self-Esteem](#) [launched a radio public service announcement \(PSA\) campaign](#) to inspire parents and mentors to help girls reach their full potential. **We are pleased to announce that the fourth in the series of PSAs, narrated by Lisa Ling, is [now available to download](#).**

The first three recordings, voiced by Katie Couric, Gayle King, and Amy Poehler, were instrumental in raising awareness about the importance of mentoring and building positive self-esteem among girls and women. With the support of Alliance for Women in Media's thousands of stakeholders, these PSAs run throughout the year on radio stations nationwide and contribute to the Dove Movement for Self-Esteem goal to educate and encourage the next generation to build a positive relationship with beauty.

Lisa Ling is a stalwart champion and role model for young girls. A former co-host of *The View*, she was also the host of a powerful documentary for the Oxygen Network, *Who Cares About Girls*, that chronicled how the world treats young women and inspired others to stand up for girls. Lisa co-wrote a book titled, *Mother, Daughter, Sister, Bride: Rituals of Womanhood*. She is currently the host of the OWN Network's [Our America with Lisa Ling](#).

"Dove continues to strategically and creatively use many forms of media to raise awareness of girls' self-esteem issues," said Erin M. Fuller, CAE, president of the Alliance for Women in Media. "AWM is delighted with work with Lisa Ling and Dove to promote the positive message to girls that genuine beauty starts from the inside. We are so proud of our members featured in this smart, innovative PSA campaign."

"The Dove brand and the Alliance for Women in Media share the common goal of building positive self esteem in the next generation through education and mentorship," said Rob Candelino, Marketing Director Personal Wash U.S., Unilever. "We are proud to build upon our longstanding relationship with the Alliance for Women in Media through this new PSA campaign to help girls reach their full potential."

The Alliance for Women in Media has partnered with the Dove since 2004. Dove is committed to inspiring all women and girls to reach their full potential. The Dove Movement for Self-Esteem invites all women to join us in creating a world where beauty is a source of confidence, not anxiety. To date, Dove has reached over 7 million girls globally with self-esteem programming and has set a goal of reaching 15 million girls by 2015. For more information or to access free tools to take simple actions to build self-esteem in the next generation, visit Dove.com.

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About Dove

Dove, manufactured by Unilever, is the No. 1 personal wash brand nationwide. One in every three households uses a Dove product^[1], which includes beauty bars, body washes, anti-perspirant/deodorants, body mists, hair care and styling aids. Dove Men+Care™ is the newest range of products from Dove, developed specially for men. Dove is available nationwide in food, drug and mass outlet stores. Dove is committed to inspiring all women and girls to reach their full potential by caring for themselves and each other. The Dove Movement for Self-Esteem invites all women to join the brand in creating a world where beauty is a source of confidence, not anxiety. For more information visit www.dove.com, www.dovemovement.com or www.facebook.com/dove

^[1] AC Nielsen (2004)



ALLIANCE FOR
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FOUNDATION

CELEBRATING 60 YEARS

November 2, 2011
New York City, NY

Symposium on Media Branding to Women

PC RICHARD & SON THEATER
32 AVENUE OF THE AMERICAS, NEW YORK, NY
9:00AM - 2:00PM

Our one-day programs include prominent keynote speakers as well as power panels with leading experts.

As the primary decision-makers for most consumer purchases, women have been consistently targeted for key branding messages. With the advent of sophisticated social media strategies – and the incredible amounts of data now available regarding preferences in content, products and information delivery – media branding to women has become a new art as well as a corporate necessity. Join experts in data tracking, collection and analysis, media branding and content delivery as we explore this new area, what it means for media, and what it means for women.

PANELS INCLUDE:

Know Your Audience: Meet Today's Female Consumer

Women dominate consumer spending so it's critical to understand the unique perspectives of female buyers. Our expert panel will review the latest trends on what influences a woman's decision on what she watches, listens to, clicks, reads and buys. Whether you want to reach tweens or attract boomers, find out how to use the latest data trends and tools to build a brand focused on today's savvy female audience.

Mommy Bloggers: Hear Them Roar

Women have always relied on recommendations from friends and family, but digital media has given female net promoters new unparalleled reach and influence. Mommy Bloggers are such a dominant influence today that they are now often the first to receive product trials. We'll discuss why recommendations from "regular women" are particularly effective, what word-of-mouth means in the digital age and how to harness this power to meet your business goals.

Creating New Niches in Established Brands

ESPN launched espnW to better connect women and sports, and Nintendo's marketing for Wii Fit welcomed women into gaming. These are just a few examples of the thoughtful and strategic approaches established brands have made to reach women. In this panel, we'll learn how brands made this leap, explore how to determine if your brand should take advantage of niche branding.

To register please visit
www.allwomeninmedia.org/events/new_york.html.
Registration is free, but space is limited.

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KATZ MEDIA GROUP





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CELEBRATING 60 YEARS

September 13, 2011
Chicago, IL

Symposium on Digital Literacy for Women & Girls

CHICAGO TRIBUNE BUILDING
435 N. MICHIGAN AVE., CHICAGO, IL
9:00AM - 2:00PM

Our one-day programs include prominent keynote speakers as well as power panels with leading experts. Companies represented include Common Sense Media, DePaul University, Fisher Communications, Harpo Media, NCTA, and Starcom MediaVest Group.

Digital literacy involves both a working knowledge of current high-technology, as well as an understanding of how it can be used. In today's competitive workforce, how are women leveraging the opportunity to deal with the ongoing biases against science and technology education for women and girls? Join us for a discussion with top experts, educators and employers for a discussion on this issue which impacts our global economy.

PANELS INCLUDE:

Navigating the Digital Literacy Challenge for Girls

Recent incidents of cyber bullying have brought to light the need to inform young adults about digital citizenship and conduct. As a result of this session, we will walk away with guidelines in how to ensure young girls today are utilizing our digital media resources to appropriately navigate school and home life.

Training Employees for Your Digital Demands

Whether you are launching a new multi-media platform or reimagining your current marketing strategy to fit the latest gadget, your employees need access to the most current training. Hear how industry leaders are implementing successful training programs to ensure their companies' economic vitality.

The Next Big Thing in the Digital World

Learn from the top innovators in the digital world what is emerging today and what's just around the corner. Whether it is on your TV, radio, phone, tablet — we'll be talking about it.

To register please visit
www.allwomeninmedia.org/events/chicago.html.

Registration is free, but space is limited.

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ALLIANCE FOR
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CELEBRATING 60 YEARS

March 25, 2011
Washington, D.C.

Symposium on Women's Media Ownership

As the Alliance for Women in Media celebrates our 60th Anniversary, we are calling attention throughout the year to critical issues that continue to impact women media professionals.

Our one-day programs include prominent keynote speakers as well as power panels with leading experts. If you have an interest in women in media, communications policy, or women's economic empowerment, these are must-attend events.

THE ALLIANCE FOR WOMEN IN MEDIA FOUNDATION

in partnership with

**GEORGETOWN LAW's
Institute for Public Representation**

and



1867

**HOWARD
UNIVERSITY**

School of Communications

are pleased to present a

Symposium on Women's Media Ownership
on March 25, 2011, in Washington, D.C.

Our first Symposium examines women and media ownership. Although women represent more than 50% of the population, women own only 6% radio stations and 5% of TV stations in the U.S. In an era of increased consolidation in the media industry, how does this impact opportunities for women to contribute to management and content, as well as have a share in overall success? Join us as we look at where we have been, where we are today and what must be done to move forward.

Sponsorship opportunities available.

Registration is complimentary, but space is limited. To RSVP, please [click here](#) or go to our online store by clicking "Login" at www.allwomeninmedia.org.

For more information, please contact AWM at
703.506.3290 or info@allwomeninmedia.org

MARCH 2011 SYMPOSIUM SPONSOR:



National Cable & Telecommunications Association

WWW.ALLWOMENINMEDIA.ORG