

Civil Rights Forum

on
communications
policy



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Contact: Kofi Ofori or Mark Lloyd
(202) 887-0301

FOR IMMEDIATE RELEASE

The Civil Rights Forum on Communications Policy releases the results of a year-long study on discriminatory advertising practices and their impact on minority-owned and minority-formatted broadcasters: *When Being Number One is Not Enough.*

The central finding of the report is that radio stations which are successful in attracting large minority audiences still do not attract the dollars their ratings should earn. Kofi Ofori, the Director of Research for the Civil Rights Forum, said "Our findings show that many advertisers continue to believe negative stereotypes about Hispanics and African-Americans. Despite the proven buying power of minorities, too many advertisers do not value this growing segment of the market." According to the report, minority owned or formatted stations did only about three-fourths as well as similarly situated general market stations.

The research report is a combination of quantitative data market analysis, surveys and interviews with both advertisers and broadcasters.

The study was commissioned by the Federal Communications Commission and stems from a mandate of the 1996 Telecommunications Act to identify and begin to eliminate barriers to competition in the communications industry.

The study recommends that the FCC work with the Federal Trade Commission to adopt policies that would ban discrimination in the advertising industry. Second, the study recommends that the White House issue an executive order that would prohibit federal agencies from contracting services from advertising agencies that engage in discriminatory advertising practices.

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818 18th St, NW, Suite 505, Washington, DC 20006

Voice: (202) 887-0301 Fax: (202) 887-0305

E-mail: forum@civilrightsforum.org Website: www.civilrightsforum.org