

Outreach Subcommittee Recommendation to the
Federal Communications Commission's
Advisory Committee on Diversity for Communications in the Digital Age:

Recommendation on Diversity Guides

Adopted by the full Committee, June 10, 2008

The Subcommittee on Outreach proposes that the full Advisory Committee recommend to the Commission that two guides be prepared, each aimed at a different audience.

A Company Guide would be directed to corporations and trade associations in the media and telecommunications industries. It would identify best practices aimed at promoting ownership diversity in the industry at large, including, *e.g.*, marketing of assets for sale, mentoring of entrepreneurs and potential entrepreneurs, structuring of joint ventures, and procurement. The Company Guide would also include some history about the FCC's efforts to promote ownership diversity, and set out a business case for why the industry should undertake voluntary efforts to promote industry-wide ownership diversity. OCBO staff would prepare the Company Guide in consultation with members of the Diversity Committee.

An Entrepreneurs Guide would be directed to small businesses and new entrants, as well as established companies in other fields who are seeking to expand into industries regulated by the Commission. The Entrepreneurs Guide would have these chapters:

1. How to raise capital
2. How to negotiate joint ventures
3. How to negotiate acquisitions
4. How to develop a new media strategy
5. FCC policies affecting new entrants and entrepreneurs
6. Non-FCC regulated procurement opportunities

Exhibits to the Entrepreneurs Guide could include materials about the Commission, how to apply for licenses and authorizations, and sources of capital and professional assistance.

The chapters in the Entrepreneurs Guide would be written by an outside contractor, at an estimated cost to the Commission of \$25,000 (the same amount the Commission paid in 2004 to underwrite the cost of producing "Workplace Diversity: A Global Necessity and an Ongoing Commitment" (2004)). OCBO would prepare the Exhibits to the Entrepreneurs Guide.