

**Recommendations to Encourage Financial and Operational Support for
Diverse Broadcasters**

**Submitted by the
Broadcast Subgroup
of the
Access to Capital Working Group**

FCC Advisory Committee on Diversity and Digital Empowerment

ADOPTED: June 24, 2021

1. Should the FCC recharter the ACDDE, the Subgroup recommends that future committee members be charged with updating the *Advertising Best Practices Guide for Diverse Broadcasters* guide as new data on advertising practices become available.

2. The FCC should consider continuing the ongoing dialogue with Nielsen to better understand the changing technology and methodology that may both help and hinder minority broadcast ownership. The FCC should also consider working with Nielsen to finalize and update the “Tool Kit” begun and linked to in the Broadcast Subgroup Final Report to serve as a one-stop resource for broadcast owners and operators. Here are links to the most recent Nielsen updates:

[Nielsen Audience Measurement](#)

[National TV Measurement](#)

[Nielsen Audience Outcomes](#)

[Nielsen Client Learning](#)

[Media Insights](#)

[Nielsen Panels & Nielsen TV and Radio Ratings](#)

<https://www.nielsen.com/us/en/about-us/diversity-and-inclusion/>

<https://www.nielsen.com/us/en/insights/demographics/>

3. The FCC should consider taking up a formal study of the current state of minority and other disadvantaged broadcasters in the United States to gain insight on how to better address barriers to entry into broadcast ownership and better understand the challenges preventing long term station operation success.

4. The subgroup considers the FCC to have been well served by the ACDDE and recommends that its recharter become a priority for the agency.