“Exploring Strategies That Have Advanced Media Diversity”
Broadcast Symposium
CO-SPONSORED BY THE

MEDIA BUREAU
AND THE
BROADCAST DIVERSITY AND DEVELOPMENT WORKING GROUP OF THE
ADVISORY COMMITTEE ON DIVERSITY AND DIGITAL EMPOWERMENT

Federal Communications Commission
445 12th Street, S.W., Room TW-C305, Washington, D.C. 20554

March 7, 2019
9:00 a.m. – 6:00 p.m.

9:00 am: Introduction
Sarah Whitesell, Deputy Bureau Chief, Media Bureau
FCC Chairman Ajit Pai

Remarks
Kristen Welker, NBC News White House Correspondent

Welcome Remarks
FCC Commissioner Michael O’Reilly
FCC Commissioner Geoffrey Starks
Diane Sutter, Chair, ACDDE
Henry Rivera, Chair, Broadcast Diversity and Development Working Group, ACDDE

9:45 am — 10:30 am: Panel 1: Success Stories from Pioneers
Moderators: Sherman Kizart, Managing Director and Founder, Kizart Media Partners and Suzanne Gougherty, Director, MMTC Broadcasting, LLC
Panelists: Steven C. Roberts, President, Roberts Radio Broadcasting; Raúl Alarcón, Chairman/CEO, Spanish Broadcasting System; Russell M. Perry, Founder/Chairman, Perry Publishing and Broadcasting; Johnny Shaw, Founder/CEO, Shaw Broadcasting, LLC
Panel 2: Success Stories from Today’s Radio Entrepreneurs

Moderators: Sara Lomax-Reese, President/CEO, WURD Radio; Michelle Duke, Vice President, NAB Education Foundation

Panelists: Dr. Nimisha Shukla, CEO, South Asian Broadcasting; Pedro Zamora, President, Zamora Entertainment; Chesley Maddox-Dorsey, CEO, American Urban Radio Networks; Melody Spann Cooper, Chair, Midway Broadcasting Group, WVON Chicago; Mark Lipp, Partner, Fletcher, Heald & Hildreth

Panel 3: Success Stories from Today’s Television Entrepreneurs

Moderator: Dr. Nicol Turner-Lee, Fellow, Brookings Institution

Panelists: DuJuan McCoy, President/CEO, Bayou City Broadcasting; Ernesto Schweikert, President, Crocodile Broadcasting; Maxwell Agha, CEO, ICN-FV; Don Jackson, Chairman/CEO, Central City Productions; Jeff Chang, President/CEO, Chang Media Group

Remarks

FCC Commissioner Brendan Carr

Lunch/Networking Break

Panel 4: Success Stories from Today’s Broadband and OTT Entrepreneurs and Content Providers

Moderators: Dr. Jannette Dates, Dean Emerita, Howard University School of Communications; Alfredo Rodriguez, Vice President, DISHLatino

Panelists: Frank Washington, Broadcast Investor; Victor Cerda, Senior VP, v-me Media; Paula Madison, Chairman/CEO, Madison Media Management, LLC; Dr. Sheila Brooks, Founder/CEO, SRB Communications, LLC; Augusto Valdez, Principal, Condista

Panel 5: How Diverse Entrepreneurs Can Use Mergers and Acquisitions as an Opportunity for Entry and Growth

Moderators: James Winston, President, NABOB; Brent Wilkes, President/Founder, Wilkes Strategies

Panelists: David Honig, President Emeritus, MMTC; DuJuan McCoy, President/CEO, Bayou City Broadcasting; Jane Mago, former General Counsel, NAB; Caroline Beasley, CEO, Beasley Media Group, LLC

Networking Break
3:00 pm – 3:45 pm  
Panel 6: The Important Role of Lenders and Investors in Creating Success Stories  
Moderators: John Oxendine, President/CEO, Blackstar, LLC; Ronald Busby, President/CEO, U.S. Black Chambers, Inc.  
Panelists: Deana Myers, Research Director, TMT Kagan; Garret Komjathy, Senior V.P., Media & Communications Division, U.S. Bank; Daniel J. Damon, Managing Director, Loan Capital Markets, U.S. Bank; Brian McNeill, Managing Director, Alta Communications

3:45 pm – 4:30 pm  
Panel 7: The Important Role of Incubators and Mentors in Creating Success Stories  
Moderators: Orlando Rosales, President, Media Vista Group; Dr. Ronald Johnson, Advisor, Wireless Infrastructure Association  
Panelists: Jeffrey Smulyan, Chairman/CEO, Emmis Communications; Brian Lawlor, President, E.W. Scripps TV Stations Group; Kim Guthrie, President, Cox Media Group

4:30 pm – 5:15 pm  
Panel 8: Success Stories from Organizations Whose Mission It is to Foster Minority and Women Entrepreneurs  
Moderator: Marcellus Alexander, President, NAB Education Foundation  
Panelists: Diane Sutter, President/CEO, ShootingStar Broadcasting; Maria Brennan, President/CEO, Women in Cable Telecommunications; Dr. Rahsaan Harris, President, Emma Bowen Foundation for Minority Interests in Media

5:15 pm – 5:20 pm  
Closing Remarks  
Diane Sutter, Chair, ACDDE  
Jamila Bess Johnson, Designated Federal Officer, ACDDE

5:20 pm – 6:00 pm  
Networking Session