



**“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 12<sup>th</sup> 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 —

**Panel 1: Success Stories from Pioneers**

10:30 am:

**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**

10:30 am — **Panel 2: Success Stories from Today’s Radio Entrepreneurs**  
11:15 am: 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

11:15 pm — **Panel 3: Success Stories from Today’s Television Entrepreneurs**  
12:00 pm 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

12:00 pm — **Remarks**  
12:05 pm: **FCC Commissioner Brendan Carr**

12:05 pm — **Lunch/Networking Break**  
1:15 pm:

1:15 pm — **Panel 4: Success Stories from Today’s Broadband and OTT Entrepreneurs and Content Providers**  
2:00 pm 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

2:00 pm – **Panel 5: How Diverse Entrepreneurs Can Use Mergers and Acquisitions as an Opportunity for Entry and Growth**  
2:45 pm Moderators: James Winston, President, NABOB; Brent Wilkes, President/Founder, Wilkes Strategies  
*Panelists:* David Honig, President Emeritus, MMTTC; DuJuan McCoy, President/CEO, Bayou City Broadcasting; Jane Mago, former General Counsel, NAB; Caroline Beasley, CEO, Beasley Media Group, LLC

2:45 pm – **Networking Break**  
3:00 pm

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**