

October 21, 2010

Ms. Marlene Dortch
Secretary
Federal Communications Commission
445 12th Street S.W.
Washington, D.C. 20554

Re: *Ex-Parte* Letter in Review of Media Bureau Data Practices, MB Dkt. No. 10-103

Dear Ms. Dortch:

We, the undersigned, respectfully urge the Media Bureau to promptly reinstate collection of Equal Employment Opportunity (EEO) data. Specifically, we urge the Bureau to restore broadcasters' obligation to annually complete EEO Form 395-B and to make that information publicly available in an accessible and transparent format.

As highlighted in the National Hispanic Media Coalition's (NHMC) reply comment in the above-referenced docket, in the past, Form 395 data enabled the public, civil rights and public interest organizations, academics and others to study broadcaster diversity. Indeed, this data allowed for the public – as opposed to regulators – to hold broadcasters accountable when their employment practices failed to reflect the diversity of their communities of license. Organizations such as NHMC used this data to issue broadcaster diversity reports and to target outreach to broadcasters that needed help diversifying their recruitment efforts.

Without this data, broadcasters' diversity efforts, some of them substantial, are unknown to everyone, including the public that they are supposed to serve. Meanwhile, recent studies show that broadcasters are becoming even less diverse in an increasingly multicultural society.

For these reasons, we request your prompt attention to this request.

Respectfully submitted,

1. Access Humboldt
2. AfterDark CATV PRO
3. Alliance for Community Media
4. Alliance for Women in Media
5. Asian American Justice Center
6. Benton Foundation
7. Center for Media Justice
8. Chicago Media Action
9. Committee for Hispanic Children and Families, Inc.
10. Common Cause
11. Communication Workers of America
12. Dr. Clara E. Rodriguez, Professor, Fordham University, Department of Sociology & Anthropology
13. Free Press
14. Future of Music Coalition
15. Hispanic Association of Colleges and Universities (HACU)
16. Hispanic National Bar Association

17. Industry Ears
18. Media Access Project
19. Media Alliance
20. Media and Democracy Coalition
21. Media Working Group
22. Minority Media and Telecommunications Council
23. National Association of Hispanic Federal Executives
24. National Association of Hispanic Journalists
25. National Association of Hispanic Publications
26. National Association of Latino Independent Producers (NALIP)
27. National Conference of Puerto Rican Women, Inc. (NACOPRW)
28. New America Foundation, Open Technology Initiative
29. National Hispana Leadership Institute (NHLI)
30. National Hispanic Media Coalition (NHMC)
31. National Institute of Latino Policy (NiLP)
32. Office of Communication, United Church of Christ, Inc.
33. Public Knowledge
34. Reclaim the Media
35. SueWilsonReports
36. The Transmission Project
37. United States Hispanic Leadership Institute
38. UNITY: Journalists of Color
39. Women in Media & News (WIMN)

CC: William Lake, Chairman Genachowski, Commissioner Copps, Commissioner McDowell,
Commission Clyburn, Commissioner Baker