



Press Release
June 24, 2014

**CONGRESSMAN HANK JOHNSON WRITES SECRETARY OF DEFENSE
CHUCK HAGEL, AND ADDS LANGUAGE TO 2014 DEFENSE
AUTHORIZATION BILL REPORT, AS HE CONTINUES HIS PUSH TO
OBTAIN FEDERAL ADVERTISING DOLLARS FOR AFRICAN AMERICAN
BROADCASTERS**

Congressman Hank Johnson (D-GA), continued and expanded his advocacy to obtain federal advertising dollars on behalf of Black broadcasters. Congressman Johnson wrote a letter to Secretary of Defense Chuck Hagel, a copy of which is attached. In the letter Congressman Johnson expressed his concern that African American broadcasters “are not receiving advertising dollars commensurate with the audiences they serve.” He then proceeded to ask the Secretary to provide him detailed information regarding the advertising expenditures and subcontracting expenditures being made under the advertising contracts that have been issued by the U.S. Army, Navy and Air Force. Congressman Johnson said:

Please provide a list of every broadcast entity with which the services placed advertising, either directly or indirectly through ad agencies, buying services or representation firms. For each such broadcast entity provide the name, address, telephone number, email address and contact person for each entity, and the total amount of dollars and percentage of total broadcast advertising dollars each entity received.

In addition, as he did last year, Congressman Johnson added language to the Defense Authorization Act for 2015, directing the Department of Defense as follows:

DIVERSITY OF THE ARMED FORCES

The committee continues to support efforts by the services to ensure diversity among the force. The committee remains concerned that the efforts by the services to ensure that our Nation's military is reflective of American society are being reduced due to the current budget

environment. The committee understands the challenges that the services are facing, but urges the services to maintain, and where possible, increase their advertising within minority communities, to support their commitment to ensuring a strong diverse force. Recruitment advertising within minority communities is an important avenue toward building interest and understanding in serving our Nation in uniform. The committee urges the services and the Department of Defense to maintain a commitment to diversity recruiting and retention.

Jim Winston, Executive Director of NABOB commented, "From our prior efforts, we know that obtaining cooperation from the Department of Defense can be a very difficult and time consuming task. NABOB is greatly appreciative of Congressman Johnson's efforts in this area, and we look forward to continuing to work with him on this important federal advertising initiative."

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Press Contact:

James L. Winston
Executive Director and General Counsel
National Association of Black Owned
Broadcasters, Inc.
1201 Connecticut Avenue, N.W.
Suite 200
Washington DC 20036
PHONE: (202) 463-8970
FAX: (202) 429-0657
EMAIL: jwinston@nabob.org
NABOB: www.nabob.org