

1. Record Nr.	UNINA9910699516803321
Autore	Ofori Kofi Asiedu
Titolo	When being no. 1 is not enough [[electronic resource]] : the impact of advertising practices on minority-owned & minority-formatted broadcast stations // a report prepared by the Civil Rights Forum on Communications Policy ; Kofi Asiedu Ofori, principal investigator
Pubbl/distr/stampa	Washington, D.C. : , : Office of Communications Business Opportunities, Federal Communications Commission, , 2001
Edizione	[Last reviewed/updated: 2001-07-09.]
Descrizione fisica	1 online resource : illustrations
Soggetti	Minorities in broadcasting - United States Taxation of advertising - United States Radio advertising - United States Television advertising - United States African American consumers Hispanic American consumers
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Title from the Synopsis page; description based on screen of 2001-08-11. "FCC presented with advertising study which reveals a tale of two systems; study shows broadcasters serving the minority community earn less per listener."
Nota di bibliografia	Includes bibliographical references.