



# Press Statement

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## **Entrepreneurs Steven C. Roberts and Rodney S. Sampson Join MMTC Board of Directors**

### **Roberts to Join FCC OCBO's Roundtable Discussion on Diversity and Government Advertising; Sampson Leads Multicultural Delegation to SXSW Interactive**

**Washington, DC (March 17, 2016):** The Multicultural Media, Telecom and Internet Council (MMTC) has welcomed two new members to its board of directors: **Steven C. Roberts**, Founder and President of The Roberts Companies, and **Rodney S. Sampson**, Founder and CEO of the Opportunity Ecosystem. Roberts and Sampson have both been friends and advisors to MMTC for several years and were inducted into MMTC's Hall of Fame in 2014 and 2015, respectively.

"It is fitting that as we celebrate our thirtieth year of advocacy on behalf of multicultural and women entrepreneurs, we have added two members to our team who embody the image of what multicultural success looks like," stated MMTC President and CEO **Kim M. Keenan**. "With their leadership and expertise, MMTC will be even better positioned to facilitate newer and more innovative opportunities for diverse entrepreneurs."

#### **Steven C. Roberts to Join FCC Roundtable March 23**

As Founder and President of The Roberts Companies, a privately held multifaceted business organization, Steven C. Roberts has created and managed over sixty companies within the past thirty years in various business sectors, including real estate, broadcasting, and wireless. Among his many accomplishments, Roberts, who is based in St. Louis, Missouri, grew a Sprint digital-affiliated television network in the Midwest into the largest private cellular and broadcast tower real estate portfolio in the U.S. Roberts has served on six public company boards in the banking, manufacturing, and telecommunications sectors, and served on the Federal Communications Commission's Advisory Committee on Diversity for Communications in the Digital Age.

"It is an honor to join the board of an organization with such a rich history of working to improve opportunities for diverse entrepreneurs," stated Roberts. "I have known and supported MMTC for many years, with a strong affinity for the work that they do. I look forward to working even more closely with MMTC as we continue to impact the nation's media, telecom, and tech industries."

On March 23, from 10:00 am to 12:00 pm, Roberts will serve as a panelist at the Federal Communications Commission's (FCC) "Roundtable Discussion on Government Advertising," hosted by the FCC's Office of Communications Business Opportunities (OCBO). The event will examine strategies for how women- and minority-owned companies and advertising agencies can participate in advertising procurement business opportunities, and how diverse businesses can assist the federal government in getting its messages out to multicultural communities. The event is open to the public and is live-streamed. More information on how to attend in-person or view the live stream is available on the FCC's OCBO [website](#).

#### **Rodney S. Sampson Hosts SXSW Delegation**

Rodney S. Sampson is a veteran technology entrepreneur, angel investor, and author of four books, including *Kingonomics: Twelve Innovative Currencies for Transforming Your Business & Life, Inspired by Dr. Martin Luther King, Jr.* Sampson works to reduce the nation's poverty and wealth gap by advancing the cause of innovation, coding, entrepreneurship, investment, and capital formation as a way of life for all, with an emphasis on underrepresented communities. To advance this cause, Sampson launched the Opportunity Ecosystem, which includes Opportunity Hub (OHUB), the nation's largest majority minority-owned, multi-campus co-working space, entrepreneurship school, pre-accelerator, and incubator. OHUB merged with TechSquare Labs in October 2015. MMTC partnered with Sampson on MMTC's *Net Equality Tour*, launched in July 2015 during the *Steve Harvey Neighborhood Awards* in Atlanta, GA, where OHUB is headquartered.

“Since its inception, MMTC has been instrumental in creating real opportunities for minorities in disruptive industries that create jobs and wealth,” Sampson stated. “To this end, I’m honored to join the board as MMTC evolves into the innovation economy.”

Sampson recently took a delegation of over 30 influencers and leaders, including MMTC President and CEO **Kim Keenan** and Vice President and COO **Maurita Coley**, to Austin, Texas, to participate in South by Southwest (SXSW), the world’s largest innovation, interactive, and technology conference, connecting the innovators, entrepreneurs, and investors who are driving every industry, including media, telecom, and Internet, into the future.

The OHUB SXSW delegation featured events at the District of Columbia's We-DC House with presentations by billionaire **Steve Case**; Washington, D.C., **Mayor Muriel Bowser**; U.S. Chief Technology Officer **Megan Smith**; and The Iron Yard CEO **Peter Barth**. Branded #OHUBSXSW and #HBCUSXSW, OHUB’s delegation is the largest delegation of African American and minority college students, influencers, startups, investors, and aspiring angels of color at SXSW. Sampson was also a presenter at the NextGen Crowdfunding’s Ignition 1.0 Crowdfunding event during the SXSW Interactive Tradeshow. Sampson’s Opportunity Hub made it possible for over 50 student entrepreneurs from HBCUs across the country to attend SXSW for the first time. OHUB was also the first black-owned company to exhibit and present during the SXSW Interactive Tradeshow.

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**About MMTC:**

The Multicultural Media, Telecom and Internet Council (MMTC) is a non-partisan, national nonprofit organization dedicated to promoting and preserving equal opportunity and civil rights in the mass media, telecommunications and broadband industries, and closing the digital divide. MMTC is generally recognized as the nation’s leading advocate for minority advancement in communications.