



VIA ELECTRONIC FILING

March 16, 2016

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

Re: Broadcast Television Spectrum Incentive Auction, GN Docket Number 12-268

Dear Ms. Dortch:

The National Hispanic Media Coalition (“NHMC”) writes to express its support for Latina Broadcasters of Daytona Beach, LLC (“Latina Broadcasters”) to be reinstated in the March 29, 2016 Broadcast Television Spectrum Incentive Auction. Such action would demonstrate the Commission’s long-stated commitment to media ownership diversity.

Latina Broadcasters’ owner, Nora Crosby Soto, is devoted to presenting diverse content and unique viewpoints to the communities she serves. She is an extraordinary woman who has overcome challenging life obstacles to become one of the few Latinas in this country to own a television station. Nora and I share a deep commitment to shattering stereotypes and developing content that serves the Latino community. In addition, Nora has transformed the lives of countless Latinos and has opened her studio doors to become a training ground for youth seeking careers in the broadcasting industry.

For thirty years, NHMC has fought to promote media diversity and ensure fair treatment for Latino-owned media outlets. Leading up to the Auction, NHMC recognized the inevitable impact it could have on broadcast ownership diversity and unsuccessfully urged the FCC to take even the most modest steps towards understanding its impact. Although NHMC anticipated that some diverse broadcasters might choose to exit the market through the Auction, it could never have fathomed the FCC taking purposeful action that imperils the station of a diverse owner.

Latina Broadcasters’ exclusion from the Auction could cause its station to go dark, depriving the Latino community in the Daytona Beach area of vital programming. Moreover, it would deny it

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important protections should it choose to remain on the air post-Auction, such as allowing it to seek a capital infusion through channel-sharing or moving to the VHF band, or fully selling its valuable asset.

For these reasons, and others stated in Latina Broadcasters' petition for review to the United States Court of Appeals for the D.C. Circuit, NHMC respectfully requests that the Commission reconsider its decision to exclude WDYB from the Auction.

Respectfully,

A handwritten signature in black ink, appearing to read "Alex Nogales".

Alex Nogales
President & CEO