



## National Hispanic Media Coalition

2514 S. Grand Avenue, Los Angeles, CA 90007 • Tel: (213) 746-6988 • Fax: (213) 746-1305

The Honorable Michael K. Powell  
Chairman  
Federal Communication Commission  
445 12<sup>th</sup> Street, SW  
Washington, DC 20554

RE: Docket No. MB-02-235

Dear Mr. Chairman,

The National Hispanic Media Coalition (NHMC) wants to go on record as endorsing the proposed merger between Univision Communications Inc. (Univision) and Hispanic Broadcasting Corporation (HBC).

We believe this merger will promote the growth of Hispanic radio and television job opportunities for Hispanics. As you know, the English language radio and television networks have a poor record of employing Hispanics in any significant numbers, particularly in managerial positions.

By contrast, half of the Board of Directors at Univision is Hispanic, and Hispanics fill the vast majority of key management positions within the company. The president of the network is Hispanic, as are the presidents of programming, of the music group, and of Univision-on-line.

Additionally, virtually all of the local Univision station managers and news directors at both the network and local station level are Hispanics. Over 130 Hispanic women hold management positions and include more Latina station managers than any other U.S. media company. Eighty percent of Univision employees are also Hispanic. Clearly, Univision is a Hispanic company in its management, in its programming, in its community service and in its importance in the life of Spanish language speakers across the nation every day.

We believe that the combined Univision and HBC resources will provide enhanced services to our community. This merger will result in a significant strengthening and growth of media services available to us. By adding radio to Univision's offerings, we believe Univision will only enhance and deepened the relationship the company has built with our community. We have worked with Univision on many occasions and appreciate the company's commitment to the betterment of our community. They are one of the few television companies that still do public service announcements in any significant number and that support outreach efforts on behalf of the Hispanic community.

The growth of Univision and its policies of training and promoting Hispanics have created a significant base of Hispanics who now have the expertise to own and operate a broadcast station or network. Walter Ulloa, CEO of Entravision, is an excellent example of these policies. As a

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Walter Ulloa, Chairman, Entravision Communications \* Jeff Valdez, Co-Chairman, Si TV

former Univision manager and lawyer, he gained the skills necessary to venture out on his own and build a powerful radio and television media company.

Critics of this merger point out that Univision is not Hispanic owned. Neither is Telemundo, yet it was acquired by General Electric without fanfare. Further, Univision is a publicly traded company. Jerry Perenchio may be its head, but as with Michael Eisner at Disney and CEOs at the other media companies, the Board of Directors can remove Mr. Perenchio if Univision does not perform at expected standards.

Secondly, and just as perplexing, is the accusation that the Univision merger with HBC is a “conservative takeover” of the Hispanic broadcasting industry. If the charge of being conservative were leveled at FOX, we would be inclined to agree, but as regular viewers of Univision news, no such “conservative” viewpoint is apparent. Perhaps the critics see something the rest of us are ignorant about.

The National Hispanic Media Coalition is very concerned about the concentration of ownership in the media, and specifically about the pending rule changes at the FCC this coming week. However, the criticism leveled at this Spanish language network, Univision, appears to be subjected to a double-standard that did not exist in the case of NBC acquiring Telemundo or Viacom acquiring Infinity Broadcasting. The scale of those acquisitions was infinitely greater than the proposed merger of HBC and Univision, infinitely greater. Yet, critics have paid more attention to this merger than existed in previous other mergers and acquisitions. We do not understand why, and object to the double standard.

The NHMC endorses this merger because the opportunities for Hispanics exist at Univision as they do not exist at any other media company. Univision has served our community well in its outreach and news services and we believe that Univision’s employment policies give Hispanics the opportunities and expertise needed to grow professionally, and if the ownership rules don’t change drastically next week, even keep open the possibility for Hispanics to own media properties, as occurred in the case of Walter Ulloa. All in all, Univision’s record with the Hispanic community is a very good one and very deserving of our support. Consequently, the National Hispanic Media Coalition is proud to endorse the proposed merger between it and HBC.

Sincerely,

Alex Nogales,  
President/CEO