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June 4, 2003

The Honorable Michael K. Powell
Chairman
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

Re: Docket No. MB-02-235

Via FAX: 202-418-0232

Dear Mr. Chairman:

On behalf of the Mexican American Grocers Association's (MAGA) 16,000 members across the country and in Mexico, I would like to take this opportunity to commend you on your efforts to restructure and deregulate the broadcasting sector.

We at MAGA believe this will provide a wide range of choices for the public and better prices, and also allow Hispanic media organizations an opportunity to compete with America's media conglomerate on a more level playing field. As you are aware, on a national basis, advertisers allocate only about 4% of their media budget towards the Hispanic media. This is also the reason why we strongly support the proposed merger between Univision Communications, Inc. and Hispanic Broadcasting Corporation.

Mr. Chairman, I know you agree with me when I say we live in challenging times. It tests the memory to remember a more challenging climate for business. Every week, it seems, brings more challenges and confusion: one set of government indicators suggests the economy is poised to make a rebound, and the next set signals the opposite.

As a Board Member of the National Hispanic Media Coalition, the Greenlining Institute, and as President & CEO of the Mexican American Grocers Association for the past 20 years, I have witnessed firsthand Univision's commitment to the Hispanic community. Univision has worked tirelessly to provide economic stability and prosperity to our community by providing jobs, scholarships, sponsorships of schools, churches, youth groups, etc.

As you know, the Hispanic consumer purchasing power is \$560-billion strong and is increasing by \$1-billion every 3 weeks. And by 2010, Hispanic purchasing power will surpass the \$1-trillion plateau. By adding radio to Univision's television offerings, it

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will only enhance and deepen the commitment and relationship they have with the growing Hispanic community. I understand and realize that you have received numerous communications regarding this merger, pro and con.

It is my hope and desire that above all else, we all understand the importance of freedom of speech and open communication in a free society.

The merger of Univision and Hispanic Broadcasting Corporation will open many new doors of opportunity, growth, and fairness. I urge you and your fellow commissioners to vote yes.

Sincerely



Steven A. Soto
President & CEO

cc: Kathleen Q. Abernathy
Michael Copps
Kevin J. Martin
Jonathan S. Atelstein
Xavier Becerra ✓