

**Claudia Lezcano**  
**Partner/Management Supervisor**  
**J. WALTER THOMPSON U.S.A.**

Marlene H. Dortch  
Secretary  
Federal Communications Commission  
445 12<sup>th</sup> Street, SW  
Washington, DC 20554

RE: Applications for Transfer of Control of Hispanic Broadcasting Corp. and Univision Communications, Inc., MB Docket No. 02-235

Dear Ms. Dortch,

I am Claudia Lezcano, a Partner/Management Supervisor with J. Walter Thompson U.S.A.

My experience is currently with a General Market agency, handling both General and Multicultural Automotive/Dealer Advertising throughout the U.S. My career began at a U.S. Hispanic agency and I eventually joined a large General Market agency.

Today, in 2003, I view the U.S. Hispanic media market as a market that is separate from the "General Market", primarily due to a) Spanish language preference of the U.S. Hispanic Market, and b) the fact that Hispanic media better caters to the Hispanic segments' cultural differences, variances, and preferences.

As will be shown below, there is ample evidence and factual corroboration to conclude that the U.S. Hispanic media market is a separate market.

Research shows that the Hispanic population segment prefers to be reached with an advertising message in Spanish. It is the language they use at home and the language this segment is most comfortable speaking when communicating to their families about purchasing decisions, family matters, etc. Additionally, via programming, music, community involvement and festivals, Hispanic Radio and TV more effectively address the cultural roots and backgrounds of the Hispanic consumer base. General Market is not yet "representative" of the changing face of the U.S. market which is more and more Hispanic every day.

I hope the information provided here will be useful in your consideration of the U.S. Hispanic media market as a separate media market in the United States.

Sincerely,

Claudia Lezcano