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LAW OFFICES
SMITHWICK & BELENDIUK, P.C.

5028 WISCONSIN AVENUE, N.W.
SUITE 301
WASHINGTON, D.C. 20016
TELEPHONE (202) 363-4050
FACSIMILE (202) 363-4266

GARY S. SMITHWICK
ARTHUR V. BELENDIUK

DIRECT DIAL NUMBER: (202) 363-4559
E-MAIL ADDRESS: abelendiuk@fccworld.com

COUNSEL

RECEIVED WILLIAM M. BARNARD

JUN 18 2003

FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF THE SECRETARY

June 18, 2003

Marlene H. Dortch, Esquire
Secretary
Federal Communications Commission
Portals II, Filing Counter TW-A325
445 12th Street, N.W.
Washington, D.C. 20554

Re: Applications for Transfer of Control of Hispanic
Broadcasting Corp., and Certain Subsidiaries, Licensees
of KGBT(AM), Harlingen, Texas *et al.* (Docket No. MB
02-235, FCC File Nos. BTC-20020723ABL *et al.*)

Dear Ms. Dortch:

On June 2, 2003 the FCC adopted a *Report and Order* that set limits on media concentration. Of specific relevance to the above referenced merger applications, the *Report and Order* replaced the signal contour method of defining radio markets with a geographic market approach utilizing Arbitron geographic market data. As the Commission stated the "signal contour method created anomalies in ownership of local radio stations that Congress could not have intended when it established the local radio ownership limits in 1996."¹

On June 2, 2003 the Media Bureau released a *Public Notice*² announcing processing guidelines for broadcast station applications, including applications for transfer of control of radio authorizations. Applications pending as of June 2, 2003, the adoption date of the *Report and Order*, must be amended to demonstrate compliance with the new ownership rules. It has come to the attention of the National Hispanic Policy Institute, Inc. ("NHPI") that Univision Communications, Inc. ("Univision"), in

¹ FCC *New Release*, dated June 2, 2003.

² *Public Notice*, DA 03-1877, released June 2, 2003.

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SMITHWICK & BELENDIUK, P.C.

Marlene H. Dortch
June 18, 2003
Page 2

conversations with members of the FCC staff, claims that no amendment is required for the Commission to find that the proposed merger fully complies with the new radio media concentrations rules. Nothing could be further from the truth.

In adopting the new ownership rules, the FCC retained the current limits on local radio ownership. Thus, for example, in markets with 45 or more radio stations, a company may own, operate or control up to 8 commercial radio stations, not more than 5 of which may be in the same service, AM or FM.³ By adopting Arbitron's geographic market method the FCC closed a "loophole by applying a more rational market definition than radio signal contours." Before the FCC can act on the proposed merger, the applicants must amend their applications and demonstrate that the above captioned applications fully comply with the Commission's new multiple ownership rules.⁴

A cursory examination of the radio station clusters currently owned or operated by Hispanic Broadcasting Corporation ("HBC") shows that the proposed transfer of control to Univision does not conform to the FCC's new radio multiple ownership rules in several markets. For example, in both the Houston and San Antonio markets HBC controls or operates 6 FM stations.⁵ This is above the permitted maximum of 5 stations in the same service class. The FCC grand-fathered nonconforming radio station clusters, but prohibited the sale of above-cap clusters, unless such sale is to a small business or a minority owned company. Univision is neither a small business nor a minority owned company.

In Houston and San Antonio, HBC will have to divest at least one FM station in each market. In San Antonio, HBC may be required to divest up to two FM stations. San Antonio is a relatively small market. There may be fewer than 45 stations in the San Antonio market, when the Arbitron method is applied. Likewise, in Dallas, Phoenix and Albuquerque HBC owns or operates 5 FM stations in each market. An amendment is required so that the Commission can properly determine whether each of these markets has at least 45 radio stations. If there are fewer than 45 stations in any market, HBC may be required to divest additional stations in order to comply with Section 73.3555 of the Commission's rules, as revised.

The above information concerning the number of stations HBC owns or controls was extracted from its SEC Form 10-K for the period ended December 31, 2002. Since then HBC has acquired additional stations that must be accounted for in a multiple

³ See, Section 73.3555(a)(1)(i).

⁴ It would violate the mandate of *Melody Music* for the FCC to grant the merger applications while requiring other similarly situated parties to prove that they comply with the with Section 73.3555 of the Commission's rules, as revised. See, *Melody Music v. F.C.C.*, 120 U.S. App. D.C. 241, 345 F.2d 730, 732 (D.C. Cir. 1965).

⁵ See, HBC Form 10-K, pertinent portions attached hereto as Exhibit 1.

SMITHWICK & BELENDIUK, P.C.

Marlene H. Dortch
June 18, 2003
Page 3

ownership study consistent with the Commission's new Arbitron geographic market method.

On June 6, 2003 HBC filed an amendment to one of its pending applications for transfer of control (BTCH-20020723ACD) reporting that it had acquired 6 additional radio stations, 4 in Puerto Rico, 1 in California and 1 in Texas. Though this amendment was filed after the *Report and Order* was adopted, HBC failed to submit an Arbitron geographic market study demonstrating that the proposed amendment complies with the new ownership rules.

As a separate matter, HBC's June 6, 2003 amendment is a major amendment within the meaning of Section 73.3578 (b) of the Commission's rules.⁶ That section provides that "any amendment which would require the filing of FCC Forms 314, 315, or 345 (see §73.3540), if the change were made in an original application for assignment or transfer of control, shall be considered to be a major amendment." Section 73.3540 provides that applications for transfer of control of a license must be filed on FCC Form 315. Accordingly, a new public notice for the pending application must be issued.

HBC's amendment claims that an FCC public notice is not required because HBC had previously filed separate applications requesting authority to assign the licenses to HBC as controlled by Univision. These applications, however, were dismissed and the FCC never acted on the applications. In essence, HBC is requesting that the FCC act as if the applications were granted and treat HBC's amendment as a type of a "short form" (FCC Form 316) application, which does not require public notice. The transfer of control of radio station licenses from one unrelated corporate entity to another cannot be approved on a short form application. Such an action requires processing on a "long form" i.e. an FCC Form 315. Simply stated, the Communications Act and the Commission's rules require public notice of HBC's major amendment. To do as HBC suggests would cut-off the fundamental procedural rights of interested parties to review the application, as amended, and, if necessary, to file petitions to deny.

In addition to requiring HBC to submit a multiple ownership study consistent with the Arbitron method, the FCC should require Univision to submit a separate multiple ownership study that shows Entravision Communications Corporation's ("Entravision") radio station holdings. This will give the FCC an opportunity to compare the overlap of radio station holdings between HBC and Entravision. For example, in Los Angeles Entravision owns or operates 6 FM stations,⁷ while HBC owns or operates 4 FM stations. This would give Univision constructive control of 10 FM radio stations in a single market. In Dallas and Phoenix, HBC and Entravision control or operate 8 FM stations in

⁶ Compare, 47 USC §309 (d).

⁷ See, Entravision Form 10-K, pertinent portions attached hereto as Exhibit 2.

SMITHWICK & BELENDIUK, P.C.

Marlene H. Dortch

June 18, 2003

Page 4

each market. In McAllen and Albuquerque, HBC and Entravision control or operate 6 FM stations in each market. There are, no doubt, other markets where the combined interests of HBC and Entravision would violate the revised FCC multiple ownership rules, but it is difficult to glean this information from the two companies' SEC Forms 10-K. A detailed ownership study is required before the full extent of the overlap can be analyzed and understood.

Entravision is the largest Univision television affiliate group. As Entravision freely admits, "Univision has significant influence over our business." NHPI has repeatedly challenged the idea that the mere conversion of Univision's voting shares into non-voting shares is sufficient for the Commission to conclude that Univision's future interest in Entravision will be non-attributable. In determining whether an interest is attributable, the Commission seeks to determine whether the rights or relationships it confers will allow the holder to influence the core operations of the licensee such that it should be subject to the multiple ownership rules.⁸ "A finding necessary for attribution relates to the finding of control or influence over the core operations of the licensee."⁹

Based on the cumulative effect of the relationships, both as they exist today and as proposed, Univision will continue to exert significant influence over the core operations of Entravision. While Univision states that it will convert its voting shares and relinquish its right to appoint Entravision's directors, it will still retain the exclusive right to make national sales on behalf Entravision. Section 73.658(i) prohibits a television network from representing individual stations, affiliated with the network, for the sale of non-network time. In the 1970s Univision's predecessor, Spanish International Network ("SIN") argued that as a fledgling network a waiver of this rule was required to enhance the development of Spanish language television. SIN received a temporary waiver of the rule in 1978 and Univision was granted a permanent waiver in 1990.¹⁰ The FCC maintained the rule for other, non-Spanish language, television networks reasoning that without the rule networks would be able to exert undue influence over affiliate programming decisions. *Id.*

Univision has come a long way from being a fledgling network in need of the Commission's protection. In fact, Univision has pointed to enhanced competition as a basis for the merger and stated that the merger will allow it to compete with general market media. With its proposal to acquire HBC, Univision now wants to run with the big dogs. It should be required to abide by the same rules.

⁸ *Review of the Commission's Regulations Governing Attribution of Broadcast and Cable/MDS Interests*, 14 FCC Rcd 12559, 12581 (1999).

⁹ *Id.* at 12580.

¹⁰ *Amendment of §73.658(i) of the Commission's Rules*, 5 FCC Rcd 7280 (1990).

SMITHWICK & BELENDIUK, P.C.

Marlene H. Dortch
June 18, 2003
Page 5

The FCC implemented Section 73.658(i) to prevent networks from exerting influence over their affiliates and national advertising rates. The U.S. Court of Appeals for the District of Columbia, in upholding this section of the rules, cited with approval the Commission's language that

a great many instances (exist) where the networks, because of their control over affiliation, can influence affiliates in their choice of spot representative and thus restrain competition and interfere with the independent responsibilities of the station licensees involved; and the networks' dual role in representing affiliates for sales of non-network national spot time as well as network time enables them to restrain competition between network and national spot television in a manner which can restrict the licensee's freedom and independence of action.¹¹

Univision seeks to retain its right to influence Entravision through its control of national spot sales. According to Entravision, national spot sales represent 46% of its television revenues.¹² The right to sell national spot advertising alone gives Univision significant rights to influence Entravision, including, as the Commission has stated, the power to influence programming decisions. Univision's control over national sales will give it limitless opportunities to control and influence Entravision's radio station operations.

Radio and television stations do not exist in a vacuum. Commonly owned radio stations and television stations often cross-promote and cooperate in making advertising sales. Univision and Entravision are no exception. For example, an article in the *Los Angeles Times* discusses how deejays from Entravision's Los Angeles radio stations made an appearance on a television station owned by Walter Ulloa, Entravision's chairman and chief executive, to promote "LATV Live" a Latino music and dance program.¹³

Stations with common ownership often share management and sales staff. Attached hereto as Exhibit 4 is an Entravision press release appointing "Alex Sanchez as General Manager of its Monterey/Salinas California-based radio and television stations, including, UNIVISION 67 KSMS, TELEFUTURA 33 KDJT, KLOK-FM 99.5, KSES-FM 107.1, and KMBX-AM 700. Effective immediately, Mr. Sanchez will oversee all operations at these stations, including advertising sales, local news programming and

¹¹ *Metropolitan Television Company v. FCC*, 289 F.2d 874, 876 (D.C. Cir. 1961) citing *Report and Order Amending §3.658 of the Commission's Rules*, 19 Rad. Reg. 1501, 1517 (1959).

¹² See, Entravision Form 10-K.

¹³ See Exhibit 3.

SMITHWICK & BELENDIUK, P.C.

Marlene H. Dortch
June 18, 2003
Page 6

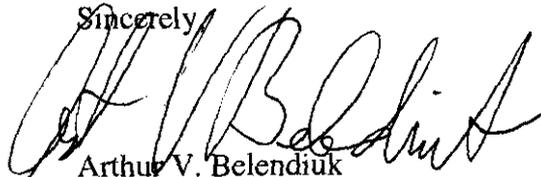
administration." This type of arrangement, which includes common management and sales staffs between commonly owned radio and television stations, is not unusual. See e.g. Exhibits 5 and 6 hereto.

In describing national spot sales in its SEC Form 10-K, Entravision states "The Univision representative works closely with each station's national sales manager." Through its control of national spot sales, Univision will be able to influence all aspects of Entravision's radio station operations. All Univision has to do is call Mr. Sanchez.

The very nature of the business will permit Univision to effectively control Entravision's radio operations. Univision television stations and Entravision radio stations can be expected to cooperate in promoting certain programs or live events. Univision television personalities will appear on Entravision radio stations and Entravision personnel will appear on Univision owned stations. HBC and Entravision will cooperate in promoting Univision programs and events in markets where they both own radio stations. Univision, through its control of affiliation agreements and national spot sales, will control Entravision and its personnel. Can Mr. Sanchez, or any market manager, be expected to say no to any request or demand from Univision, when 46% of his market's television revenues are controlled by Univision?

The potential harm from this merger to the Hispanic broadcasting industry is tremendous. The potential harm to the broadcasting industry is equally great. If Univision can effectively control 10 FM radio stations in Los Angeles, what is to stop other large broadcast companies from following in Univision's footsteps? A finding that Univision's ownership interest in Entravision is non-attributable would undermine the spirit and purpose of the FCC's newly adopted *Report and Order* particularly since the Commission acknowledged that there were problems with radio clusters in certain markets. The Commission should conclude that Univision's interest in Entravision is attributable. Should the Commission ultimately decide that the acquisition of HBC is in the public interest, which NHPI strongly opposes, it cannot do so without first requiring divestiture consistent with the revised multiple ownership rules.

Sincerely,



Arthur V. Belendiuk

Counsel to National Hispanic Policy
Institute, Inc.

SMITHWICK & BELENDIUK, P.C.

Marlene H. Dortch
June 18, 2003
Page 7

cc: Chairman Michael K. Powell
Commissioner Kathleen Q. Abernathy
Commissioner Michael J. Copps
Commissioner Kevin J. Martin
Commissioner Jonathan S. Adelstein
David Brown, Esquire (Media Bureau, FCC)
Barbara Kreisman, Esquire (Video Division, Media Bureau, FCC)
Lawrence N. Cohn, Esquire
(Counsel for The Shareholders of Hispanic Broadcasting Corp.)
Scott R. Flick, Esquire (Counsel for Univision Communications, Inc.)
Harry F. Cole, Esquire (Counsel to Elgin FM Limited Partnership)

Enclosures

Exhibit 1

10-K 1 a2107188z10-k.htm 10-K

Use these links to rapidly review the document
[INDEX](#)

**UNITED STATES
SECURITIES AND EXCHANGE COMMISSION**
WASHINGTON, DC 20549

FORM 10-K

- Annual report pursuant to Section 13 or 15(d) of the Securities Exchange Act of 1934
For the fiscal year ended December 31, 2002, or
- Transition report pursuant to Section 13 or 15(d) of the Securities Exchange Act of 1934
For the transition period from _____ to _____

Commission File Number
0-24516



HISPANIC BROADCASTING CORPORATION
(Exact name of registrant as specified in its charter)

Delaware
(State of Incorporation)

99-0113417
(I.R.S. Employer Identification No.)

3102 Oak Lawn Avenue, Suite 215
Dallas, Texas 75219
Telephone (214) 525-7700
(Address, including zip code, and telephone number,
including area code, of registrant's principal executive offices)

Securities registered pursuant to Section 12(b) of the Act: Class A Common Stock

Securities registered pursuant to Section 12(g) of the Act: None

Indicate by check mark whether the registrant (1) has filed all reports required to be filed by Section 13 or 15(d) of the Securities Exchange Act of 1934 during the preceding 12 months (or for such shorter period that the registrant was required

<u>Item 14.</u>	Controls and Procedures	62
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PART IV.

<u>Item 15.</u>	Exhibits, Financial Statement Schedules, and Reports on Form 8-K	63
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PART I.**ITEM 1. BUSINESS****General**

Hispanic Broadcasting Corporation (the "Company") is the largest Spanish-language radio broadcasting company, as measured in gross revenues, and the 9th largest radio broadcaster in the United States^(a). As of December 31, 2002, the Company owned and operated 62 radio stations in 15 markets. Our stations are located in 15 of the top twenty-five largest Hispanic markets in the United States, including Los Angeles, New York, Miami, Chicago, Houston, San Francisco/San Jose, Dallas/Fort Worth, San Antonio, McAllen/Brownsville/Harlingen, Phoenix, San Diego, El Paso, Fresno, Las Vegas and Albuquerque. In addition, we also operate HBC Radio Network, which is one of the largest Spanish-language radio broadcast networks in the United States in terms of audience delivery, and HBCi which operates the Company's Internet website at www.hispanicbroadcasting.com and a network of Hispanic community-focused bilingual websites at www.netmio.com.

The Company's annual reports on Form 10-K, quarterly reports on Form 10-Q, current reports on Form 8-K, and amendments to reports filed pursuant to Sections 13(a) and 15(d) of the Securities Exchange Act of 1934 ("Exchange Act") will be available free of charge on the Company's website at www.hispanicbroadcasting.com, beginning on April 1, 2003 and, in the future for so long as the Company remains subject to the reporting requirements of the Exchange Act, as soon as reasonably practicable after the reports are filed with or furnished to the Securities and Exchange Commission.

Our strategy is to own and program top performing Spanish-language and other Hispanic-targeted radio stations, principally in the 15 largest Hispanic markets in the United States. The Company programs 47 radio formats on 62 radio stations. As of the Fall 2002 Arbitron Ratings Book, we operated the leading Spanish-language radio station in the adult 25-54 age group, as measured by audience share, in 9 of the 15 largest markets and, during this same period, we operated 14 top-ten ranked radio stations, regardless of language or format, in such station's market.

We intend to acquire or develop Hispanic-targeted radio stations in the leading Hispanic markets. The Company historically has acquired under-performing radio stations with good signal coverage of the target population and converted the existing station format to a Hispanic-targeted format. In addition, the Company also seeks to acquire radio stations whose radio signals might eventually be upgraded or improved. The Company's acquisition strategy typically results in a new, start-up acquisition generating operating losses for 12 to 18 months from the date of that acquisition. We believe that the largest Hispanic markets are generally underserved by the existing Hispanic-targeted radio stations. As a result, we expect our acquisitions will achieve an acceptable level of profitability as we build audiences and as more and more advertisers target Hispanics.

On June 11, 2002, the Company entered into an Agreement and Plan of Reorganization with Univision Communications Inc. ("Univision") and Univision Acquisition Corporation, a wholly-owned subsidiary of Univision. Pursuant to the terms of the agreement, the Company will become a wholly-owned subsidiary of Univision. Univision is a Spanish-language media company based in the United States. Its operations include: Univision Network, a Spanish-language broadcast television network located in the United States; TeleFutura Network, a 24-hour general-interest Spanish-language broadcast television network; Univision Television Group, which owns and operates 22 Univision Network television stations and 1 UPN television station; TeleFutura Television Group, which owns and operates 27 TeleFutura Network television stations; Galavisión, a Spanish-language cable network; Univision Music Group, which includes the Univision Music label, Fonovisa Records label, and a 50% interest in Mexican based Disa Records label as well as Fonomusic and America Musical Publishing companies; and Univision Online, an Internet company in the U.S. Hispanic market located at

www.univision.com.

(a) The Company's ranking as a U.S. radio broadcaster is provided by BIA Research, Inc.

3

In the merger, the stockholders of the Company will exchange each share of their capital stock in the Company for the right to receive 0.85 share of the Class A common stock of Univision. As a result of the merger, the stockholders of the Company will acquire approximately 93 million shares of Class A common stock of Univision, which will, assuming no exercise of options or warrants, represent approximately 29% of the outstanding shares of Univision and approximately 14% of the outstanding voting power of Univision as of March 15, 2003.

The stockholders of the Company and Univision each approved the merger on February 28, 2003. On March 26, 2003, the Company and Univision reached an agreement with the United States Department of Justice ("DOJ") regarding the merger. The closing of the merger also is conditioned on the approval of the Federal Communications Commission (the "FCC") and other customary closing conditions. We anticipate receiving FCC approval during April 2003 and closing the merger shortly thereafter.

4

The following table sets forth certain information regarding the radio stations that we owned and programmed as of December 31, 2002:

Ranking of Market by Hispanic Population ^(a)	Market	No. of Stations	
		AM	FM
1	Los Angeles	1	4
2	New York	1	1
3	Miami	2	2
4	Chicago	2	1
5	Houston	2	6
6	San Francisco/San Jose	0	3
7	Dallas/Fort Worth	2	5
8	San Antonio	2	6
9	McAllen/Brownsville/Harlingen	1	2
10	Phoenix	0	5
11	San Diego	0	2
13	El Paso	2	1
16	Fresno	0	1
17	Las Vegas	1	2
20	Albuquerque	0	5
	Total	16	46

(a) Ranking of the principal radio market served by the Company's station(s) among all U.S. radio markets by Hispanic population as reported by 2002 Arbitron Metro.

The Company believes Hispanic-targeted radio broadcasting has significant growth potential for the following reasons:

- *The U.S. Hispanic population is growing rapidly.* The U.S. Hispanic population grew from an estimated 22.6 million (approximately 9% of the total U.S. population) at the end of 1990, to an estimated 37 million (approximately 13% of the total U.S. population) by the end of the year 2001. The growth rate is approximately seven times the growth rate for the non-Hispanic population in the U.S. during the same period.
- *The U.S. Hispanic population is concentrated in 15 markets.* Approximately 58.9% (approximately 21.8 million) of all U.S. Hispanics live in the top 15 markets. The U.S. Hispanic population in the top 15 markets, as a percentage of total population in such markets, has increased from 18.2% in 1990 to approximately 25.7% in 2002. The percentage concentration of Hispanics in the top 15 markets is approximately twice the percentage of Hispanics in the U.S., as a whole. Since 1990, the Hispanic population growth has represented approximately 54.8% of the total population growth in the Top 15 Hispanic markets.
- *U.S. Hispanics represent an attractive consumer market.* Advertisers target Hispanics because, on average, they are younger, their households are larger in size and they routinely spend greater percentages of their income on many different kinds of goods and services than do non-Hispanic households. U.S. Hispanic buying power represents approximately 7.6% of the total U.S. buying power. The Company believes that as a result, advertisers have substantially increased their use of Spanish media. Total Spanish-language advertising revenues have increased from approximately \$1.2 billion in 1996 to an estimated \$2.5 billion in 2002. This represents a compound annual growth rate of approximately 12.7%, which is substantially greater than the estimated growth rate for total advertising for the comparable period.

5

The Company was incorporated under the laws of the State of Delaware in 1992. The Company's principal executive offices are located at 3102 Oak Lawn Avenue, Suite 215, Dallas, Texas 75219 and the telephone number is (214) 525-7700.

Hispanic-Targeted Radio

Due to differences in origin, Hispanics are not a homogeneous group. The music, culture, customs and Spanish dialects vary from one radio market to another. Consequently, the Company programs its stations in a manner responsive to the local preferences of the target demographic audience in each of the markets it serves. A well-researched mix of Spanish-language music and on-air programming at an individual station can attract a wide audience targeted by advertisers. Programming is continuously monitored to maintain its quality and relevance to the target audience. Most music formats are primarily variations of Regional Mexican, Tropical, Tejano and Contemporary music styles. Hispanics who may use English along with Spanish, or perhaps favor English over Spanish, are also reached by the Company's stations through English-language formats tailored to the tastes of Hispanic audiences. The Company currently programs stations in the classis rock, smooth jazz, and rhythmic/contemporary hit formats in this fashion. A brief description of the Company's primary programming formats follows:

Regional Mexican. Regional Mexican consists of various types of music played in different regions of Mexico. Ranchera music, originating in Jalisco, Mexico, is a traditional folkloric music commonly referred to as Mariachi music. Mariachi music features acoustical instruments and is considered the music indigenous to Mexicans who have lived in the country towns. Nortena means northern, and is representative of Northern Mexico. Featuring an accordion, Nortena has a Polka sound with a distinct Mexican flavor. Banda is a regional music from the state of Sinaloa, Mexico and is popular in California. Banda is reminiscent of marching band music with mostly brass orchestrations. Mexican Cumbia represents a regional Mexican version of the tropical cumbia style. Grupo music is a synthesizer based modern version of traditional regional music and it covers all the principal styles of the regional genre.

Tropical. The Tropical format primarily consists of Salsa, Merengue, and Cumbia music. Salsa is dance music combining Latin Caribbean rhythms with jazz. Salsa includes music from Puerto Rico, Cuba, and the Dominican Republic and is popular with Hispanics living in New York, Miami and Chicago. Merengue music is up-tempo dance music originating in the Dominican Republic. There are also regional derivatives of tropical in Mexico, Central and South America, all based substantially on the Colombian cumbia style.

Tejano. Tejano music originated in Texas and is based on Mexican themes but is indigenous to Texas. It is a combination of contemporary rock, Ranchera, and country music. The lyrics are primarily sung in Spanish. The on-air talent speak in Spanish and English.

Contemporary. The Contemporary format includes pop, Latin rock, and ballads. This format is similar to English adult contemporary and contemporary hit radio stations. A contemporary station may focus on softer music or may be quite up tempo depending on the age target.

Full Service. The Full Service format includes all the traditional radio services: music, news, sports, traffic reports, special information programs and weather.

News/Talk. News includes local, national, international reports and weather, business, traffic and sports. Talk includes commentary, analysis, discussion, interviews, call-ins and information shows.

Mexican Spanish Oldies. The Spanish Oldies format includes songs of all styles that were hits in Mexico in the 1960s and 1970s.

6

Rhythmic. The Rhythmic format includes Latin-oriented hip-hop, top 40 and contemporary music. The on-air talent speak primarily in English.

Company's Stations

The following table sets forth information regarding the formats and target demographics of the radio stations owned and programmed by the Company as of December 31, 2002:

Ranking of Market by Hispanic Population ^(a)	Market ^(b)	Station	Station Format	Primary Demographic Market
1	Los Angeles	KLVE(FM)	Contemporary	A 25-54
		KSCA(FM)	Regional Mexican	A 25-54
		KTNQ(AM)	Spanish Oldies	A 35+
		KRCD(FM)	Spanish Oldies	A 35+
		KRCV(FM)	Spanish Oldies	A 35+
2	New York	WCAA(FM)	Contemporary	A 18-34
		WADO(AM)	News/Talk	A 35+
3	Miami	WAMR(FM)	Contemporary	A 25-54
		WRTO(FM)	Tropical	A 18-34
		WAQI(AM)	News/Talk	A 35+
		WQBA(AM)	News/Talk	A 35+
4	Chicago	WOJO(FM)	Regional Mexican	A 18-49
		WIND(AM)	News/Talk	A 25-54
		WVIV(AM)	Contemporary	A 18-49
5	Houston	KLTN(FM)	Regional Mexican	A 18-49
		KOVE(FM)	Contemporary	A 18-49
		KPTY(FM)	Rhythmic (English)	A 18-34
		KLTO(FM)	Rhythmic (English)	A 18-34
		KOBT(FM)	Contemporary	A 18-34
		KLAT(AM)	Full Service	A 25-54
		KRTX(AM)	Tejano	A 25-54

		KQBU(FM)	Regional Mexican	A 18-49
6	San Francisco San Jose	KSOL(FM) KSQL(FM) KEMR(FM)	Regional Mexican Regional Mexican Contemporary	A 18-49 A 18-49 A 18-49
7	Dallas/Fort Worth	KLNO(FM) KHCK(FM) KDXX(FM) KDOS(FM) KESS(FM) KESS(AM) KHCK(AM)	Regional Mexican Tejano Contemporary Regional Mexican Regional Mexican Regional Mexican/Sports Tejano	A 18-49 A 25-49 A 18-49 A 18-49 A 18-49 A 18-54 A 25-49
8	San Antonio	KXTN(FM) KROM(FM) KXTN(AM) KCOR(AM)	Tejano Regional Mexican Tejano Contemporary	A 25-54 A 25-54 A 25-54 A 18-49

7

		KBBT(FM) KCOR(FM) KVCQ(FM)(c) KBAE(FM)(c)	Rhythmic (English) Contemporary N/A Oldies	A 18-34 A 18-49 N/A A 25-54
9	McAllen/Brownsville/Harlingen	KGBT(FM) KBTQ(FM) KGBT(AM)	Regional Mexican Rhythmic (English) News/Talk	A 25-54 A 18-34 A 25-54
10	Phoenix	KHOT(FM) KHOV(FM) KOMR(FM) KMRR(FM) KKMR(FM)	Regional Mexican Regional Mexican Contemporary Contemporary Contemporary	A 25-54 A 25-54 A 18-34 A 18-34 A 18-49
11	San Diego	KLQV(FM) KLNK(FM)	Contemporary Regional Mexican	A 25-54 A 18-49
13	El Paso	KBNA(FM) KBNA(AM) KAMA(AM)	Contemporary Contemporary Spanish Oldies	A 25-54 A 25-54 A 35+
16	Fresno	KZOL(FM)	Regional Mexican	A 18-49
17	Las Vegas	KISF(FM) KLSQ(AM) KQMR(FM)	Regional Mexican Spanish Oldies Contemporary	A 18-49 A 35+ F 25-54
20	Albuquerque	KJFA(FM) KIOT(FM) KVVF(FM) KKSS(FM) KAJZ(FM)	Regional Mexican Classic Rock (English) Contemporary Rhythmic (English) Smooth Jazz (English)	A 18-49 A 25-64 A 18-49 A 18-34 A 25-54

- (a) Statistical information contained herein regarding the radio industry and population ranking is taken from the 2002 Arbitron Hispanic Metro (MSA) Population Ranking, Adults 12+ excluding the embedded MSAs San Jose and Nassau/Suffolk.
- (b) Actual city of license may differ from the broader metropolitan market served.
- (c) A wholly-owned subsidiary of Hispanic Broadcasting Corporation owns 75.5% of Rawhide Radio, LLC which owns these radio stations.

The following table sets forth selected information with regard to Company owned radio station FCC licenses:

Station/Market	Date	License	Broadcast
	Acquired	Expiration Date	Frequency
KLVE(FM), Los Angeles, CA	10/85	12/01/05	107.5 MHz
KSCA(FM), Los Angeles, CA	09/99	12/01/05	101.9 MHz
KTNQ(AM), Los Angeles, CA	10/85	12/01/05	1020 kHz
KRCD(FM), Los Angeles, CA	01/00	12/01/05	103.9 MHz
KRCV(FM), Los Angeles, CA	01/00	12/10/05	98.3 MHz
WCAA(FM), New York, NY	05/98	06/01/06	105.9 MHz

8

WADO(AM), New York, NY	08/94	06/01/06	1280 kHz
WAMR(FM), Miami, FL	08/94	02/01/04	107.5 MHz
WRTO(FM), Miami, FL	10/89	02/01/04	98.3 MHz
WAQI(AM), Miami, FL	10/89	02/01/04	710 kHz
WQBA(AM), Miami, FL	08/94	02/01/04	1140 kHz
WOJO(FM), Chicago, IL	02/97	12/01/04	105.1 MHz
WIND(AM), Chicago, IL	02/97	12/01/04	560 kHz
WVIV(AM), Chicago, IL	07/95	12/01/04	1200 kHz
KLTN(FM), Houston, TX	05/98	08/01/05	102.9 MHz
KOVE(FM), Houston, TX	07/01	08/01/05	106.5 MHz
KPTY(FM), Houston, TX	02/97	08/01/05	104.9 MHz
KLTO(FM), Houston, TX	02/97	08/01/05	105.3 MHz
KOBT(FM), Houston, TX	02/97	08/01/05	100.7 MHz
KLAT(AM), Houston, TX	02/97	08/01/05	1010 kHz
KRTX(AM), Houston, TX	02/97	08/01/05	980 kHz
KQBU(FM), Houston, TX	02/97	08/01/05	93.3 MHz
KSOL(FM), San Francisco/San Jose, CA	02/97	12/01/05	98.9 MHz
KSQL(FM), San Francisco/San Jose, CA	02/97	12/01/05	99.1 MHz
KEMR(FM), San Francisco/San Jose, CA	04/02	12/01/05	105.7 MHz
KLNO(FM), Dallas/Ft. Worth, TX	09/99	08/01/05	94.1 MHz
KHCK(FM), Dallas/Ft. Worth, TX	07/95	08/01/05	99.1 MHz
KDXX(FM), Dallas/Ft. Worth, TX	06/95	08/01/05	107.1 MHz
KDOS(FM), Dallas/Ft. Worth, TX	04/95	08/01/05	107.9 MHz
KESS (FM), Dallas/Ft. Worth, TX	08/94	08/01/05	107.9 MHz
KESS(AM), Dallas/Ft. Worth, TX	08/94	08/01/05	1270 kHz
KHCK(AM), Dallas/Ft. Worth, TX	12/94	08/01/05	1480 kHz
KXTN(FM), San Antonio, TX	02/97	08/01/05	107.5 MHz
KROM(FM), San Antonio, TX	02/97	08/01/05	92.9 MHz
KXTN(AM), San Antonio, TX	02/97	08/01/05	1310 kHz
KCOR(AM), San Antonio, TX	02/97	08/01/05	1350 kHz
KBBT(FM), San Antonio, TX	09/00	08/01/05	98.5 MHz
KCOR(FM), San Antonio, TX	09/00	08/01/05	95.1 MHz
KVCQ(FM), San Antonio, TX	12/02	08/01/05	97.7 MHz
KBAE(FM), San Antonio, TX	12/02	08/01/05	96.3 MHz
KGBT(FM), McAllen/Brownsville/Harlingen, TX	02/97	08/01/05	98.5 MHz
KBTQ(FM), McAllen/Brownsville/Harlingen, TX	02/97	08/01/05	96.1 MHz
KGBT(AM), McAllen/Brownsville/Harlingen, TX	02/97	08/01/05	1530 kHz

KHOT(FM), Phoenix, AZ	04/99	10/01/05	105.9 MHz
KHOV(FM), Phoenix, AZ	10/01	10/01/05	105.3 MHz
KOMR(FM), Phoenix, AZ	10/01	10/01/05	106.3 MHz
KMRR(FM), Phoenix, AZ	10/01	10/01/05	100.3 MHz
KKMR(FM), Phoenix, AZ	10/01	10/01/05	106.5 MHz
KLQV(FM), San Diego, CA	08/98	12/01/05	102.9 MHz
KLNV(FM), San Diego, CA	08/98	12/01/05	106.5 MHz
KBNA(FM), El Paso, TX	02/97	08/01/05	97.5 MHz
KBNA(AM), El Paso, TX	02/97	08/01/05	920 kHz
KAMA(AM), El Paso, TX	02/97	08/01/05	750 kHz
KZOL(FM), Fresno, CA	03/02	12/01/05	107.9 MHz
KISF(FM), Las Vegas, NV	04/99	10/01/05	103.5 MHz

9

KLSQ(AM), Las Vegas, NV	08/95	10/01/05	870 kHz
KQMR(FM), Las Vegas, NV	03/02	10/01/05	99.3 MHz
KJFA(FM), Albuquerque, NM	08/02	10/01/05	101.3 MHz
KIOT(FM), Albuquerque, NM	08/02	10/01/05	102.5 MHz
KVVF(FM), Albuquerque, NM	08/02	10/01/05	101.7 MHz
KKSS(FM), Albuquerque, NM	08/02	10/01/05	105.1 MHz
KAJZ(FM), Albuquerque, NM	08/02	10/01/05	105.1 MHz

Competition

Radio broadcasting is a highly competitive business. The Company's radio stations compete for audiences and advertising revenues with other radio stations of all formats, as well as with other media, such as newspapers, magazines, television, cable television, outdoor advertising, online, and direct mail, within their respective markets. In addition, the radio broadcasting industry is subject to competition from new media technologies that are being developed or introduced such as (1) satellite-delivered digital audio radio service, which has resulted and is expected to result in the introduction of new subscriber based satellite radio services with numerous niche formats; and (2) audio programming by cable systems, direct broadcast satellite systems, Internet content providers, personal communications services and other digital audio broadcast formats.

The FCC adopted a plan in 1999 for the establishment of non-commercial "microbroadcasting" stations, low-powered FM stations that will be designed to serve small localized areas and that in some localized areas may cause interference with regular broadcast by existing radio stations. Satellite delivered audio provides a medium for the delivery by satellite or supplemental terrestrial means of multiple new audio programming formats to local and/or national audiences. XM Satellite Radio launched its commercial service on September 25, 2001 and Sirius Satellite Radio launched service on February 14, 2002. The Company entered into a Programming Partner Agreement with XM Satellite Radio in 1998, in which the Company agreed to develop, produce and supply to XM Satellite Radio certain Spanish-language programming to be distributed over one or more audio channels of the digital audio radio service implemented by XM Satellite Radio in the continental United States.

Audience ratings and market shares are subject to change and any adverse change in the Company's ratings in a particular market could have a material adverse effect on the revenues of stations located in that market. Future operations are further subject to many variables which could have an adverse effect upon the Company's financial performance. These variables include economic conditions, both general and relative to the broadcasting industry; shifts in population and other demographics; the level of competition for advertising dollars with other radio stations and other entertainment and communications media; fluctuations in operating costs; technological changes and innovations; changes in labor conditions; and changes in governmental regulations and policies and actions of federal regulatory bodies, including the FCC, the Federal Trade Commission ("FTC"), and the DOJ. Although the Company believes that each of its stations does or will be able to compete effectively in its respective market, there can be no assurance that any such station will be able to maintain or increase its current audience ratings and advertising revenues. Radio stations can quickly change formats. Any radio station could shift its format to duplicate the format of any of the Company's stations. If a station converted its programming to a format similar to that of a station owned by the Company, the ratings and operating income of the Company's station could be adversely affected.

Exhibit 2

10-K 1 d10k.htm FORM 10-K

Table of Contents

SECURITIES AND EXCHANGE COMMISSION
WASHINGTON, D.C. 20549

FORM 10-K

ANNUAL REPORT PURSUANT TO SECTION 13 OR 15(d) OF THE SECURITIES EXCHANGE ACT OF 1934

For the Fiscal Year Ended December 31, 2002

OR

TRANSITION REPORT PURSUANT TO SECTION 13 OR 15(d) OF THE SECURITIES EXCHANGE ACT OF 1934

For the Transition Period from _____ to _____

Commission File Number 1-15997

ENTRAVISION COMMUNICATIONS CORPORATION

(Exact name of registrant as specified in its charter)

Delaware
(State or other jurisdiction of
incorporation or organization)

95-4783236
(I.R.S. Employer
Identification No.)

2425 Olympic Boulevard, Suite 6000 West
Santa Monica, California 90404
(Address of principal executive offices, including zip code)

Registrant's telephone number, including area code: (310) 447-3870

Securities registered pursuant to Section 12(b) of the Act:

Title of each class	Name of each exchange on which registered
Class A Common Stock	The New York Stock Exchange

Securities registered pursuant to Section 12(g) of the Act:

None

Indicate by check mark whether the registrant (1) has filed all reports required to be filed by Section 13 or 15(d) of the Securities Exchange Act of 1934 during the preceding 12 months (or for such shorter period that the registrant was required to file such reports), and (2) has been subject to such filing requirements for the past 90 days. Yes No

Indicate by check mark if disclosure of delinquent filers pursuant to Item 405 of Regulation S-K is not contained herein, and will not be contained, to the best of the registrant's knowledge, in definitive proxy or information statements incorporated by reference in Part III of this Form 10-K or any amendment to this Form 10-K.

Indicate by check mark whether the registrant is an accelerated filer (as defined in Exchange Act Rule 12b-2). Yes No

The aggregate market value of voting stock held by non-affiliates of the registrant as of February 5, 2003 was approximately \$510,379,230 (based upon the closing price for shares of the registrant's Class A common stock as reported by The New York Stock Exchange for the last trading date prior to that date).

As of February 5, 2003, there were 70,448,864 shares, \$0.0001 par value per share, of the registrant's Class A common stock outstanding, 27,678,533 shares, \$0.0001 par value per share, of the registrant's Class B common stock outstanding and

Table of Contents

- (1) "CA" in call letters indicates station is under Class A television service.
- (2) We run the sales and marketing operations of this station under a marketing and sales arrangement.
- (3) Operated pursuant to a time brokerage agreement under which we grant to a third party the right to program the station.
- (4) We hold a minority, limited voting interest (neutral investment stock) in the entity that directly or indirectly holds the broadcast license for this station. We have been retained to provide the programming and related services available on this station under a time brokerage agreement. The station retains absolute control of the contents and other broadcast issues.

Television Advertising

Substantially all of the revenue from our television operations is derived from local, national and network advertising.

Local. Local advertising revenue is generated from commercial airtime and is sold directly by the station to an in-market advertiser or its agency. In 2002, local advertising accounted for approximately 52% of our total television revenue.

National. National advertising revenue represents commercial time sold to a national advertiser within a specific market by Univision, our national representative firm. For these sales, Univision is paid a 15% commission on the net revenue from each sale (gross revenue less agency commission). We target the largest national Spanish-language advertisers that collectively purchase the greatest share of national advertisements through Univision. The Univision representative works closely with each station's national sales manager. This has enabled us to secure major national advertisers, including Ford Motor Company, General Motors, Nissan, Toyota, McDonald's, Burger King and Verizon. We have a similar national advertising representative arrangement with Telemundo. XUPN/XETV are represented by Blair Television Inc. In 2002, national advertising accounted for approximately 46% of our total television revenue.

Network. Network compensation represents compensation for broadcasting network programming in two television markets. In 2002, network advertising accounted for approximately 2% of our total television revenue.

Television Marketing/Audience Research

We derive our revenue primarily from selling advertising time. The relative advertising rates charged by competing stations within a market depend primarily on four factors:

- the station's ratings (households or people viewing its programs as a percentage of total television households or people in the viewing area);
- audience share (households or people viewing its programs as a percentage of households or people actually watching television at a specific time);
- the time of day the advertising will run; and
- the demographic qualities of a program's viewers (primarily age and gender).

Nielsen ratings provide advertisers with the industry-accepted measure of television viewing. In recent years, Nielsen began a special service to measure Hispanic viewing. Nielsen has introduced improved methodology to its general market service that more accurately measures Hispanic viewing by using language spoken in the home in its metered market sample. Nielsen has also committed to add weighting by language spoken in Hispanic metered market households. We believe that these new methodologies will result in substantial ratings gains and allow us further to increase our advertising rates and narrow any disparities that have historically existed between English-language and Spanish-language advertising rates. We have made significant investments in experienced sales managers and account executives and have provided our sales professionals with research tools to continue to attract major advertisers.

The Nielsen rating services that we use are described below:

- *Nielsen Hispanic Station Index.* This service measures Hispanic household viewing at the local market level. Each sample also reflects the varying levels of language usage by Hispanics in each market in order to reflect more accurately the Hispanic household population in the relevant market. Nielsen Hispanic Station Index only measures the audience viewing of Hispanic households, that is, households where the head of the household is of Hispanic descent or origin. Although this offers improvements over previous measurement indices, we believe that it still under-reports the number of viewers watching our programming because we have viewers who do not live in Hispanic households.

Table of Contents**Radio****Overview**

We own and/or operate 58 radio stations, 57 of which are located in the top 50 Hispanic markets in the United States. Our radio stations cover in the aggregate approximately 56% of the Hispanic population in the United States. Our radio operations combine network programming with local time slots available for advertising, news, traffic, weather, promotions and community events. This strategy allows us to provide quality programming with significantly lower costs of operations than we could otherwise deliver solely with independent programming.

Radio Programming

Radio Network. Through our radio network, we broadcast into markets with an aggregate of 20 million U.S. Hispanics. Our network allows clients with national product distribution to deliver a uniform advertising message to the growing Hispanic market around the country in an efficient manner and at a cost that is generally lower than our English-language counterparts.

Although our network has a broad reach across the United States, technology allows our stations to offer the necessary local feel and to be responsive to local clients and community needs. Designated time slots are used for local advertising, news, traffic, weather, promotions and community events. The audience gets the benefit of a national radio sound along with local content. To further enhance this effect, our on-air personalities frequently travel to participate in local promotional events. For example, in selected key markets our on-air personalities appear at special events and client locations. We promote these events as “remotes” to bond the national personalities to local listeners. Furthermore, all of our stations can disconnect from the networks and operate independently in the case of a local emergency or a problem with our central satellite transmission.

Radio Formats. We produce programming in a variety of music formats that are simultaneously distributed via satellite with a digital CD-quality sound to our stations. We offer four primary formats that each appeal to different listener preferences:

- Radio Romantica is an adult-contemporary, romantic ballads/current hits format, targeting primarily female Hispanic listeners 18-49 years of age;
- Radio Tricolor is a personality-driven, Mexican country-style format, targeting primarily male Hispanic listeners 18-49 years of age;
- Super Estrella is a music-driven, pop and alternative Spanish-rock format, targeting primarily Hispanic listeners 18-34 years of age; and
- La Consentida is a Spanish Oldies format, targeting primarily Hispanic listeners 25-54 years of age.

Table of Contents**Our Radio Station Portfolio**

The following table lists information concerning each of our owned and/or operated radio stations and its respective market:

Market	Market Rank (by Hispanic Households)	Station	Frequency	Format
Los Angeles-San Diego-Ventura, California	1	KSSC-FM	107.1 MHz	Super Estrella (1)(2)
		KSSD-FM	107.1 MHz	Super Estrella (1)(2)
		KSSE-FM	107.1 MHz	Super Estrella (1)(2)
		KDLD-FM	103.1 MHz	Rhythmic Dance (English) (2)
		KDLE-FM	103.1 MHz	Rhythmic Dance (English) (2)
		KLYY-FM	97.5 MHz	Super Estrella (2)
Miami-Ft. Lauderdale-Hollywood, Florida	3	WLQY-AM	1320 kHz	Time Brokered (3)
Houston-Galveston, Texas	4	KGOL-AM	1180 kHz	Time Brokered (3)
Chicago, Illinois	5	WRZA-FM	99.9 MHz	Super Estrella (2)
		WZCH-FM	103.9 MHz	Super Estrella (2)
		WNDZ-AM	750 kHz	Time Brokered (3)
Dallas-Ft. Worth, Texas	6	KZMP-FM	101.7 MHz	Radio Tricolor (2)
		KRVA-AM	1600 kHz	Radio Romantica
		KKDL-FM	106.7 MHz	Rhythmic Dance (English)
		KZMP-AM	1540 kHz	Radio Tricolor (2)
		KTCY-FM	104.9 MHz	Super Estrella
San Francisco-San Jose, California	8	KBRG-FM	100.3 MHz	Radio Romantica
		KLOK-AM	1170 kHz	Radio Tricolor
Phoenix, Arizona	9	KLNZ-FM	103.5 MHz	Radio Tricolor
		KVVA-FM	107.1 MHz	Radio Romantica (2)
		KMIA-AM	710 kHz	La Consentida
		KDVA-FM	106.9 MHz	Radio Romantica (2)
Harlingen-Weslaco-Brownsville-McAllen, Texas	10	KFRQ-FM	94.5 MHz	Classic Rock (English)
		KKPS-FM	99.5 MHz	Tejano
		KVLY-FM	107.9 MHz	Adult Contemporary (English)
		KVPA-FM	101.1 MHz	Top 40 (English)
Albuquerque-Santa Fe, New Mexico	11	KRZY-FM	105.9 MHz	Radio Tricolor
		KRZY-AM	1450 kHz	La Consentida
El Paso, Texas	13	KINT-FM	93.9 MHz	La Caliente (2)
		KHRO-FM	94.7 MHz	Modern Rock (English)
		KOFX-FM	92.3 MHz	Oldies (English)
		KSVE-AM	1150 kHz	La Caliente (2)
		KBIV-AM	1650 kHz	(4)
Fresno, California	14	KZFO-FM	92.1 MHz	Super Estrella
Sacramento, California	15	KRRE-FM	104.3 MHz	Radio Romantica
		KRCX-FM	99.9 MHz	Radio Tricolor

Stockton, California		KCCL-FM	101.9	MHz	Oldies (English)
		KMIX-FM	100.9	MHz	Radio Tricolor
		KCVR-AM	1570	kHz	Radio Romantica (2)
Modesto, California		KCVR-FM	98.9	MHz	Radio Romantica (2)
		KTSE-FM	97.1	MHz	Super Estrella
Denver-Boulder, Colorado	16	KJMN-FM	92.1	MHz	Radio Romantica
		KMXA-	1090	kHz	La Consentida
		AM	96.5	MHz	Radio Tricolor
Aspen, Colorado		KXPK-FM	107.1	MHz	Radio Tricolor
		KPVW-FM			
Tucson/Nogales, Arizona	24	KZLZ-FM	105.3	MHz	Radio Tricolor
		KZNO-FM	98.3	MHz	Radio Tricolor (5)
Las Vegas, Nevada	25	KRRN-FM	92.7	MHz	Super Estrella
		KQRT-FM	105.1	MHz	Radio Tricolor
Monterey-Salinas-Santa Cruz, California	29	KLOK-FM	99.5	MHz	Radio Tricolor
		KSES-FM	107.1	MHz	Super Estrella
		KMBX-	700	kHz	La Consentida
		AM			
Yuma, Arizona-El Centro, California	35	KSEH-FM	94.5	MHz	Super Estrella
		KWST-AM	1430	kHz	Country (English)
		KMXX-FM	99.3	MHz	Radio Tricolor
Lubbock, Texas	39	KBZO-AM	1460	kHz	Radio Tricolor
Palm Springs, California	43	KLOB-FM	94.7	MHz	Radio Romantica
Reno, Nevada	55	KRNV-FM	101.7	MHz	Radio Tricolor

Market rank source: Nielsen Media Research 2003 universe estimates.

- (1) Operated pursuant to a time brokerage agreement under which Big City Radio grants to us the right to program the station pending the consummation of our purchase of the station.
- (2) Simulcast station.

Exhibit 3

Los Angeles Times

MONDAY JANUARY 26, 2002 SECTION C
COPYRIGHT 2002 / THE LOS ANGELES TIMES

(Mexican) American Bandstand Keeps Hopping

"LATV Live" has the look of a television show taken over by a band of Latino college kids with an unruly enthusiasm for music and esoteric tastes.

Instead of sharing their favorite music videos with their roommates, this kinetic crew of twentysomethings gets to play at being veejays in prime time on KJLA, a full-power station that reaches almost 3 million households in Southern California over the air (Channel 57), via satellite and on most area cable systems.

These veejays love the camera, you can tell. The women look sexy, the men act cool or try to. But they all look like people you might have met in L.A., the young, bilingual Latinos you see everywhere—except on television.

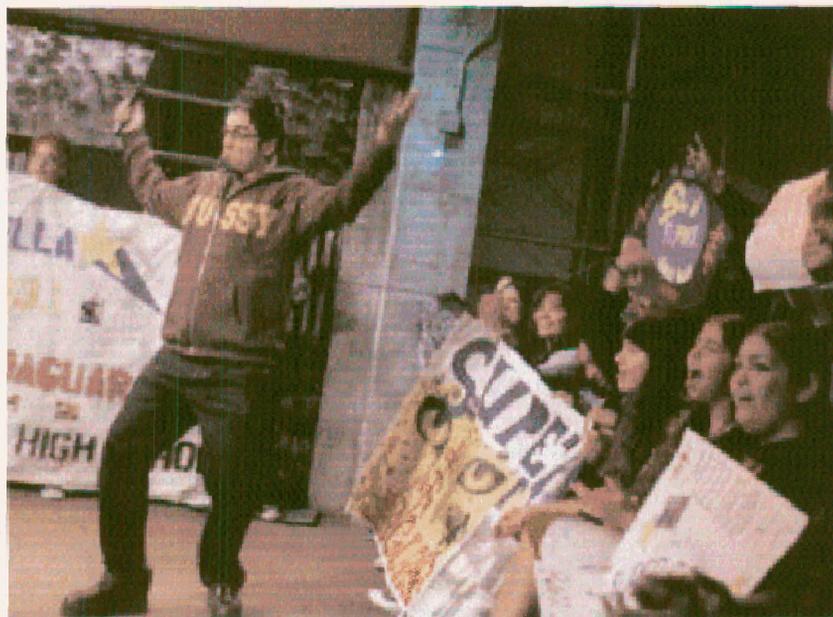
Yet there they are, rotating one-hour time slots as hosts of L.A.'s only locally produced music video broadcast. They work mostly in English, sometimes stumble over their Spanish and confess to being nervous about interviewing visiting celebrities. And rightfully so: Their fledgling show has drawn the top names in Latin pop and rock en español, from Juanes to Jaguares.

"It's a show that amazes me," says New York-based publicist Josh Norek, who represents such Latin alternative acts as Mexico's Julieta Venegas, who also appeared in person on "LATV." "They're really one of the only stations that regularly plays this music. For all of the acts I work with, 'LATV' is their only U.S. television appearance."

"LATV" is the moniker for a block of local programs produced at KJLA studios in West Los Angeles. But this is no piddling public access outlet; it's a 5-million-watt operation with annual revenues of almost \$5 million, mostly from religious shows, infomercials and shopping programs. The live Latin talent takes over from 8 to 10 p.m. Mondays through Wednesdays, with a "best of" on Thursday.

Despite its cachet, the show still has the edgy spontaneity of something that seems vaguely underground. The set has the air of a downtown artists' loft, industrial brick and concrete turned trendy on the cheap. The hosts interview guests on modern, brightly colored couches, while the rambunctious audience, many of its members too young to drive themselves to the studios, sits on bleachers, cheering like students at a high school pep rally.

"With 'LATV,' the secret is the interaction: You have the audience, you have the veejays, and once in a while they mess up, so they're real people," says Marcela Cuenza, a Los Angeles publicist and longtime rock en español fan. "It doesn't seem Hollywood.... It's more like 'Wayne's World.'"



The station's owner and president is Walter Ulloa, the Mexican American media entrepreneur who is also chairman and chief executive of Entravision Communication of Santa Monica, a Latino media conglomerate with 55 radio stations and 23 Univision network television affiliates in Latino markets throughout the country.

So although "LATV" may relish its role as the scrappy David fighting the Goliath of Spanish-language programming, it's actually all in the family. When deejays from the L.A. pop-rock Spanish radio station *Super Estralla* (97.5 FM and 103.1 FM) visited the set of "LATV Live" earlier this month to help celebrate the show's one-year anniversary, most viewers were unaware they were watching media synergy in action: Ulloa owns the radio station too.

Despite the corporate connections, KJLA has had to muscle its way into L.A. households, legally forcing cable companies to make room on their lineups for the scrappy newcomer, founded in 1990. The push paid off, as the station has more than tripled its cable penetration in the last three years, says Francis Wilkinson, general manager at KJLA, which can now be seen from Santa Maria to Santa Ana and from Brentwood to Barstow.

"It's kind of the age-old story of a smaller, minority-owned station having to fight to get its due rights in the marketplace," says Wilkinson.

Of course, KJLA's cable expansion means many more potential viewers for its music shows, which also include the weekly "Rok-a-Mole" (rhymes with "guacamole"), a pure rock en español show hosted on Friday nights by

rock en español one night not long ago at JC Fandango, a Latino nightclub in Anaheim.

"It was literally like taking blinders off," says Lopez. "I had no idea this music existed.... And it's the best thing in the world."

For Saucido, whose parents listened to both Eydie Gorme and Jimi Hendrix, "LATV" is a way of aiming at a crossover audience in reverse, exposing multiethnic audiences to Latin sounds.

"It's almost a re-acculturation," says Saucido, who sports spiky hair, a goatee and trendy, tinted glasses. "I want to get those other cats who love good music, whether Anglo, black, Latino or Asian.... If they can follow the host, and if the music is good, they'll watch the show."

Lopez and Saucido were the station's first music veejays, hosting the seminal show "Puro Pop," which aired once a week from a tiny studio in Tarzana. At one point, "LATV" featured a slew of other locally produced shows, one for salsa, another for tejano music and even a Spanish version of "Candid Camera" shot in Huntington Park.

Today, the lineup and the music have been consolidated into "LATV Live," which has become a potpourri of Latin styles. Although the veejays are encouraged to express their individuality on the air, they don't get to choose the music that's played.

Those decisions are made by Morales, the round-faced program director who started his career as an intern at a public access station in East L.A., where he was born and raised. Morales is best known as co-host of "Illegal Interns," a long-running music and talk show

Exhibit 4



- HOME
 - ABOUT US
 - MEDIA PROPERTIES
 - INVESTOR INFO
 - PRESS ROOM
 - EMPLOYMENT
 - US HISPANICS
-
- OVERVIEW
 - MANAGEMENT



PRESS ROOM

Entravision Communications Corporation (ticker: EVC, exchange: New York Exchange) News Release - Mar. 19, 2003

Entravision Communications Appoints Alex Sanchez General Manager of Its Monterey Broadcast Properties

SANTA MONICA, Calif., Mar 19, 2003 /PRNewswire-FirstCall via COMTE
 Entravision Communications Corporation (NYSE: EVC) announced today the appointment of Alex Sanchez as General Manager of its Monterey/Salinas California-based radio and television stations, including, UNIVISION 67, TELEFUTURA 33 KDJT, KLOK-FM 99.5, KSES-FM 107.1, and KMBX-AM. Effective immediately, Mr. Sanchez will oversee all operations at these stations, including advertising sales, local news programming and administrative

- Stock Quote
- Stock Chart
- Advanced Fundamentals
- Financial and News Releases
- Analysts
- SEC Filings
- Annual Report
- Presentations
- Audio Archives
- Event Calendar
- Mail Alert Selection
- Information Request

Alex Sanchez brings to Entravision 14 years of experience in radio and broadcasting. Most recently, Mr. Sanchez was Vice President/General Manager of Radio Unica New York and Vice President Network/General Manager of Unica Houston, where he designed and executed strategic sales/marketing programs and transformed operations resulting in significant revenue growth. Prior to joining Radio Unica, Mr. Sanchez was Vice President of Sales/Marketing and Executive Producer/On-Air Talent Host for the Dallas Cowboys Football Club in Dallas, Texas where he was responsible for successfully launching a language TV and radio network throughout the Southwestern U.S. and Mr. Sanchez began his career in broadcasting as a Local Account Executive at UNIVISION 41 KWEX-TV in San Antonio, Texas and later held several senior management positions at Telemundo Group, Inc.

"By appointing one management team to oversee all our broadcasting operations in the market, we're able to maximize cross platform opportunities as we control operating expenses," said Walter Ulloa, Chairman and CEO of Entravision. "We are excited to welcome Alex Sanchez to lead the Entravision team at our Monterey/Salinas television and radio stations. Alex's successful track record in developing and expanding Spanish-language broadcast operations in high-density Hispanic markets will be extremely valuable as we continue to build out Company assets and increase share in this fast growing market."

With five broadcast outlets in Monterey/Salinas, Entravision is well-positioned to reach the market's Hispanic community, which represents 41 percent of the population. The market's Hispanic community has a median age of 25 and a market buying power of \$3.1 billion. Entravision's UNIVISION 67 KSMI is currently the #1 rated television station in the market for Adults 18-34 and Adults 18-49. Additionally, KSES-FM is the #1 ranked radio station for 12+, Adults 18-34 and Adults 18-49, making Entravision's Monterey/Salinas

broadcasting properties the primary medium to reach Hispanics in the

Entravision Communications Corporation, is a diversified Spanish-language media company utilizing a combination of television, radio, outdoor and publishing operations to reach approximately 80% of Hispanic consumers in the United States, as well as the border markets of Mexico. Entravision's largest affiliate group of both the top-ranked Univision television network and Univision's TeleFutura network, with stations in 20 of the nation's top-20 Hispanic markets. The company also operates one of the nation's largest centrally programmed Spanish-language radio networks, which serves Hispanic markets via 58 owned and/or operated radio stations. The company's advertising operations consist of approximately 11,400 advertising faces concentrated primarily in Los Angeles and New York, and the company's publishing operations consist of El Diario/La Prensa in New York, the nation's oldest major Spanish-language daily newspaper. Entravision shares of Class A Common Stock are traded in the New York Stock Exchange under the symbol: EVC.

SOURCE Entravision Communications Corporation

CONTACT:

Kim Holt or Mike Smargiassi, both of Brainerd Communicators,
+1-212-986-6667, for Entravision Communications Corporation

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Datum	Entravision Communications Appoints Alex Sanchez General Manager ...						Alle N...	
19.03. / 14:37	<p>SANTA MONICA, Calif., March 19 /PRNewswire-FirstCall/ -- Entravision Communications Corp announced today the appointment of Alex Sanchez as General Manager of its Monterey/Salinas based radio and television stations, including, UNIVISION 67 KSMS, TELEFUTURA 33 KDJT, K KSES-FM 107.1, and KMBX-AM 700. Effective immediately, Mr. Sanchez will oversee all operations, including advertising sales, local news programming and administration.</p> <p>Alex Sanchez brings to Entravision 14 years of experience in radio and television broadcasting recently, Mr. Sanchez was Vice President/General Manager of Radio Unica New York and Vice Network/General Manager of Radio Unica Houston, where he designed and executed strategic sales/marketing programs and transformed operations resulting in significant revenue growth. Joining Radio Unica, Mr. Sanchez was Vice President of Sales/Marketing and Executive Producer. Talent Host for the Dallas Cowboys Football Club in Dallas, Texas where he was responsible for launching a Spanish-language TV and radio network throughout the Southwestern U.S. and Mr. Sanchez began his career in broadcasting as a Local Account Executive at UNIVISION 41 KW in San Antonio, Texas and later held several sales management positions at Telemundo Group, Inc.</p> <p>"By appointing one management team to oversee all our broadcasting assets in the market, maximize cross platform opportunities as well as control operating expenses," said Walter Ulloa, CEO of Entravision. "We are excited to welcome Alex Sanchez to lead the Entravision team in Monterey/Salinas television and radio stations. Alex's successful track record in developing a Spanish-language broadcasting outlets in high-density Hispanic markets will be extremely valuable and will continue to build out Company assets and increase share in this fast growing market."</p> <p>With five broadcast outlets in Monterey/Salinas, Entravision is well-positioned to reach the large Hispanic community, which represents 41 percent of the total population. The market's Hispanic community has a median age of 25 and market buying power of \$3.1 billion. Entravision's UNIVISION 67 KSMS is currently the #1 rated television station in the market for Adults 18-34 and Adults 18-34. Additionally, KSES-FM is the #1 ranked radio station for persons 12+, Adults 18-34 and Adults 18-34, making Entravision's Monterey/Salinas broadcasting properties the primary medium to reach the market.</p> <p>Entravision Communications Corporation, is a diversified Spanish-language media company with a combination of television, radio, outdoor and publishing operations to reach approximately 8 million consumers across the United States, as well as the border markets of Mexico. Entravision is an affiliate group of both the top-ranked Univision television network and Univision's TeleFutura television stations in 20 of the nation's top-50 Hispanic markets. The company also operates one of the largest centrally programmed Spanish-language radio networks, which serves 23 markets via radio and/or operated radio stations. The company's outdoor operations consist of approximately 100 advertising faces concentrated primarily in Los Angeles and New York, and the company's publishing operations consist of El Diario/La Prensa in New York, the nation's oldest major Spanish-language newspaper. Entravision shares of Class A Common Stock are traded in the New York Stock Exchange under the symbol: EVC.</p> <p>Entravision Communications Corporation</p> <p>© PR Newswire</p>							
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- HOME
- ABOUT US
- MEDIA PROPERTIES
- INVESTOR INFO
- PRESS ROOM
- EMPLOYMENT
- US HISPANICS

OVERVIEW MANAGEMENT



PRESS ROOM

Entravision Communications Corporation (ticker: EVC, exchange: New York Exchange) News Release - Jan. 30, 2003

Entravision Communications Appoints Margarita Wilder General Manager of Its NM Television and Radio Stations

SANTA MONICA, Calif., Jan. 30 /PRNewswire-FirstCall/ -- Entravision Communications Corporation (NYSE: EVC) announced today the appointment of Margarita Wilder as General Manager of the company's Albuquerque, NM television stations, Univision 41 KLUZ-TV and Telefutera 48 KTFA-TV and radio stations 1450 KRZY-AM and 105.9 KRZY-FM. Ms. Wilder will oversee all operations at the stations, including advertising sales, local news and programming and administration. She replaces Luis Hernandez, who has been named General Manager of Entravision's Denver television station group.

With over a decade of television advertising sales experience, Ms. Wilder brings to the position an astute knowledge of the Albuquerque, NM market. She has served as General Sales Manager of both KLUZ-TV and KTFA-TV. In that capacity, she is credited with increasing sales by 25% over the past two years while increasing rates by 58%. In addition to accelerating the stations' performance benchmarks for advertising sales, Ms. Wilder also managed the local and national sales teams and advertising inventory. Prior to joining KLUZ-TV and KTFA-TV, Ms. Wilder served on the advertising sales staff at Entravision's Univision affiliate in El Paso, TX, KINT-TV. There, Ms. Wilder was credited with developing new clients and exceeding monthly sales goals.

Walter Ulloa, Chairman and CEO of Entravision, commented, "We're excited to have Margarita take the reins at our Albuquerque television and radio stations. She has been a valuable contributor to the growth of these assets. We are confident in her abilities to maintain the rapid expansion of the station group and continue to realize the value of operating media assets in the fastest growing U.S. Hispanic markets."

Entravision Communications Corporation is a diversified Spanish-language company utilizing a combination of television, radio, outdoor and public relations operations to reach approximately 80% of Hispanic consumers across the United States, as well as the border markets of Mexico. Entravision is the largest affiliate group of both the top-ranked UNIVISION television network and Univision's Telefutera network, with stations in 20 of the nation's top-10 Hispanic markets. The company also operates one of the nation's largest centrally programmed Spanish-language radio networks, which serves major markets via 58 owned and/or operated radio stations. The company's operations consist of approximately 11,400 advertising faces concentrated

- Stock Quote
- Stock Chart
- Advanced Fundamentals
- Financial and News Releases
- Analysts
- SEC Filings
- Annual Report
- Presentations
- Audio Archives
- Event Calendar
- Mail Alert Selection
- Information Request

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- HOME
- ABOUT US
- MEDIA PROPERTIES
- INVESTOR INFO
- PRESS ROOM
- EMPLOYMENT
- US HISPANICS



PRESS ROOM

Entravision Communications Corporation (ticker: EVC, exchange: New York Exchange) News Release - Apr. 9, 2003

Entravision Communications Appoints Christopher Roman General Manager of Santa Barbara, California Television Stations

SANTA MONICA, Calif., April 9 /PRNewswire-FirstCall/ -- Entravision Communications Corporation (NYSE: EVC) announced today the appointment of Christopher Roman as General Manager of its Santa Barbara, California television stations, including UNIVISION KPMR-TV Channel 38 and the TELEFUTURA affiliate. Mr. Roman will manage all operations at these stations, including advertising sales, local news programming and administrative matters.

Christopher Roman brings to Entravision 27 years of marketing and advertising sales experience. For the past nine months, Mr. Roman has served as Sales Manager for Entravision's Palm Springs, California television and broadcasting properties, including UNIVISION KVER-TV, the TELEFUTURA affiliate and KLOB-FM. In this position, Mr. Roman was instrumental in increasing local television sales by 17 percent and local radio sales by 17 percent. Prior to joining Entravision, Mr. Roman served as the General Manager of TELEMUNDO KDRX-TV in Phoenix, Arizona, where he was responsible for supervising and training the sales team and executing sales, client marketing strategies. Mr. Roman was credited with coordinating a sale program and successfully initiating a new media team. His major accomplishments include achieving more than 65% sales growth in his first year and 30% in his second year, despite a declining NHI ratings trend.

Mr. Roman has previously held senior marketing/sales positions at Rer Communications in Las Vegas, Lezcano Associates in Miami, Univision Network in Los Angeles and Detroit, KTTV Fox Broadcasting in Los Angeles. Mr. Roman also held sales executive positions at Independent Television Sales in Los Angeles. Mr. Roman graduated from St. John's University with a Bachelor's Science degree in Communications.

Walter Ulloa, Chairman and CEO of Entravision, commented, "We are pleased to promote Christopher Roman to General Manager of our Santa Barbara television properties. Chris is a proven out-performer in developing and executing national, regional and local Hispanic advertising/marketing strategies. His extensive experience in the industry has been and will continue to be a key asset as we move towards our business goals of driving ratings and sales growth in the largest U.S. Hispanic markets."

Entravision Communications Corporation, is a diversified Spanish-language

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media company utilizing a combination of television, radio, outdoor and publishing operations to reach approximately 80% of Hispanic consumers in the United States, as well as the border markets of Mexico. Entravision is the largest affiliate group of both the top-ranked Univision television network and Univision's TeleFutura network, with stations in 20 of the nation's top-20 Hispanic markets. The company also operates one of the nation's largest centrally programmed Spanish-language radio networks, which serves markets via 58 owned and/or operated radio stations. The company's operations consist of approximately 11,400 advertising faces concentrated primarily in Los Angeles and New York, and the company's publishing operations consist of El Diario/la Prensa in New York, the nation's oldest major Spanish language daily newspaper. Entravision shares of Class A Common Stock are traded on the New York Stock Exchange under the symbol: EVC.

SOURCE Entravision Communications Corporation
04/09/2003

CONTACT:

Kim Holt or Mike Smargiassi, both of Brainerd Communicators, +1-212-666-6667, for Entravision Communications Corporation
Web site: <http://www.entravision.com>