



National Hispanic Media Coalition  
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Alex Nogales

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Marlene H. Dortch  
Secretary  
Federal Communications Commission  
445 Twelfth Street, S.W.  
Washington, DC 20554

Dear Ms. Dortch,

The National Hispanic Media Coalition (NHMC) has always advocated for high-quality, and freely available noncommercial programming that services the Latino community. This programming should be both educational and informational, as well as entertaining, be it in Spanish or in English. We support any and all entities providing such programming and applaud and support one of the latest entrants, V-me.

We are a non-profit, media civil rights and advocacy organization established in 1986. Our mission is to 1) increase the number of American Latinos employed in all facets of the media industry, 2) improve the image of American Latinos as portrayed by the media, and 3) advocate for media and telecommunications policies that benefit the Latino community.

Since its inception, V-me has designed its programming to offer choice, quality and education in many forms to our community, which unfortunately is still underserved in the areas of educational, cultural, and public affair programs. We encourage more, not less, production and distribution of this type of programming and believe that satellite services should present more, not less, non-commercial programming for American Latinos. Public TV's provision of V-me for free to satellite, and satellite's distribution of V-me as a DBS "set-aside" channel, helps make this service accessible to the families who need and want it the most. We support this provision for V-me and any other entity offering these services and needing distribution.

The Federal Communications Commission has encouraged the development and distribution of noncommercial educational programming by means of public/private partnerships between PBS and well known producers like Ken Burns. It should also encourage public/private partnerships when the end result is intended to benefit the Hispanic community.

If you need any further information on our position on this matter, please feel free to contact me.

Sincerely,

Alex Nogales  
President & CEO

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