



July 12, 2011

VIA ECFS

Chairman Julius Genachowski
Federal Communications Commission
445 12th Street SW
Washington, DC 20554

Re: *Creation of A Low Power Radio Service, MM Docket No. 99-25;
Amendment of Service and Eligibility rules for FM Broadcast Translator Stations,
MB Docket No. 07-172*

Dear Chairman Genachowski,

The National Hispanic Media Coalition (“NHMC”) has long been an ardent supporter of the Local Community Radio Act, along with many allies, and we are pleased to see the Commission moving forward with the implementation of the Act. NHMC believes that low power, or LPFM, stations have the potential of introducing a number of new and diverse voices to the media landscape and we are pleased with the Commission’s careful balancing of the interests of existing broadcasters and potential new entrants as it carries out the directive from Congress. NHMC hopes that the Commission continues to implement the Act in the spirit of the compromise and fairness that exists in the legislation.

As the Commission has recognized, LPFM stations provide new channels for those seeking to broadcast to the public. As traditional broadcast stations have expensive barriers to entry, LPFM stations are cheaper and provide an excellent way for Latinos and other people of color to be heard over the airwaves. LPFM stations currently broadcast from college campuses, garages, backyard shacks, and local churches, and are aimed specifically at listeners in their surrounding neighborhoods. And many air more than just independent music. Some are providing local news and information that, in extreme cases, have kept people alive. Many also serve smaller markets with niche content, such as Spanish-language radio, that our constituents rely on. The media plays an important role in all of our lives, and increasing diversity of ownership of broadcast stations will ensure that all viewpoints are heard.

NHMC is pleased that the Commission is implementing Congress’ directive that the Commission “ensure that licenses are available to ... low-power FM stations” as well as

translator stations and booster stations.¹ The careful and detailed analysis put forth by the Commission reflects the balance sought by the Act. By securing spectrum for LPFM stations in urban markets, while licensing new translators in markets where LPFM stations will be plentiful, the Commission has found a satisfactory balance and should be commended.

NHMC will continue working with the Commission and with our many allies to see to it that diversity continues to grow over our airwaves so that all ideas, and people, are given the tools necessary to be a part of our democracy.

Respectfully submitted,

A handwritten signature in black ink, appearing to read 'M. Scurato', written in a cursive style.

Michael J. Scurato
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National Hispanic Media Coalition
(202) 596-5711

cc: Commissioner Michael Copps; Commissioner Robert McDowell;
Commissioner Mignon Clyburn

¹ Local Community Radio Act, Pub.L. 111-371, §5.