

Nondiscrimination In Advertising

Applicant, licensee of WFDC-DT, Arlington, VA, is a subsidiary of Univision Communications Inc. (“Univision”). As a Spanish language broadcaster, Univision appreciates the importance of non-discrimination in advertising and the Commission’s goal of protecting Spanish language broadcasters from such discrimination. In fact, Univision was an active participant in the American Association of Advertising Agencies’ adoption of a Fair Play Charter in 2018, aimed at elimination “No-Hispanic” dictates and other discriminatory media buying.

The Station is party to a Sales and Marketing Agreement with Entravision Communications Corporation (“Entravision”), a Univision affiliate which is the owner of WMDO-CA, Washington, DC. Pursuant to that Agreement, Entravision sells local advertising time of the Station, while Univision sells the Station’s national advertising time. The Station does not discriminate in advertising on the basis of race or ethnicity in advertising sales, either locally or nationally. Entravision has confirmed to Univision that it includes a non-discrimination clause in its advertising contracts with local advertisers who purchase time on the Station through Entravision.