

July 28, 2022

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The Honorable Jessica Rosenworcel
Chairwoman
Federal Communications Commission
45 L St NE
Washington, D.C. 20002

RE: Latino Media Network applications 0000194661, 0000194638, 0000194656 to purchase TelevisaUnivision radio stations

Dear Chairwoman Rosenworcel:

I write in support of increasing competition and diversity among licensees that benefit from our public airwaves. Radio spectrum is a vital and finite national resource. As such, Congress has an important role to ensure that spectrum best serves the public interest. Latino Media Network's applications to purchase 18 AM and FM radio stations from TelevisaUnivision would increase competition among AM and FM channels and have a marked impact on the number of radio stations owned and operated by Latinos in the United States.

The Latino Media Network will be a media company owned by Latinos, for Latinos. Diverse representation and ownership is critical to help Latinos make sense of the world and their place in it by inspiring, informing and celebrating the community. Stephanie Valencia and her co-founder, Jess Morales Rocketto, have brought together a leadership team with extensive experience in radio specifically and a wide variety of media content businesses. This team has bought and sold over 50 radio stations, previously worked in senior leadership roles at Univision in both the TV and Radio divisions, and developed successful, impactful content for a wide variety of audiences.

In 2020, a Government Accountability Office (GAO) report on the lack of Latino representation in the media and entertainment industry found that Latinos as well as Black and Asian Americans were uniquely underrepresented in the media and entertainment workforce compared to other industries.¹ Increasing diversity in media ownership and media content not only ensures that historically marginalized communities have a voice in our national discussion, it also benefits market competition and stimulates economic growth by uplifting these communities. More than most other demographics, Latinos rely on free, local TV and radio broadcast stations.

¹ Government Accountability Office, "Workforce Diversity: Analysis of Federal Data Shows Hispanics Are Underrepresented in the Media Industry." GAO-21-105322 Hispanic Employment. Released September 21, 2021.

As such, over-the-air TV and radio, multicast networks and Spanish-language programming provide a vital resource for Latino communities throughout the United States.²

I also want to recognize the leadership of Stephanie Valencia, a co-founder of the Latino Media Network. Born and raised in New Mexico, Stephanie is a social entrepreneur, public servant, and author. She has held leadership roles in tech, philanthropy, and government. She has successfully founded and grown several organizations that have served the Latino community for decades. I am heartened by the FCC's continued commitment to its statutory mandate to cultivate diversity in the media landscape. It is imperative that the Latino community has a stake in the programming and operations of these radio stations.

Thank you for your time and attention to this critical issue. I urge you to fairly consider the application submitted by the Latino Media Network under the Federal Communications Commission's statutes, rules, and guidelines.

Sincerely,



Ben Ray Luján
United States Senator
New Mexico

² Woods and Poole Economics, "An Analysis of the Importance of Commercial Local Radio and Television Broadcasting to the United States Economy." Released 2017.