

April 28, 2025

The Honorable Brendan Carr
Chairman

The Honorable Geoffrey Starks
Commissioner

The Honorable Nathan Simington
Commissioner

The Honorable Anna M. Gomez
Commissioner

Federal Communications Commission
45 L Street, NE,
Washington, D.C. 20554

Dear Chairman Carr, Commissioner Starks, Commissioner Simington, and Commissioner Gomez:

As organizations representing the interests of local and diverse communities across the country and voracious consumers of local broadcast media, we write in strong support of your efforts to modernize the Federal Communications Commission's ("FCC") regulations governing broadcast ownership. Today's media ecosystem has drastically changed, and regulations must modernize with the times, specifically by repealing the 39 percent national television cap and modernizing the local television and local radio ownership rules.

When broadcast ownership restrictions were put in place in the 1940s, broadcasters competed amongst each other for viewership, listenership, and advertising revenue. However, while that era is over, broadcast ownership regulations remain. Today, local broadcasters compete with the largest technology companies in the world for audience and advertising revenue. Yet big tech companies operate without any regulations. If local broadcasters hope to compete, we need your immediate help to level the regulatory playing field. Otherwise valued local broadcast radio and television programming could disappear entirely.

As community organizations, we cannot over-emphasize the importance of local broadcasting. It meets us where we are and provides us with the local news and information, sports, weather, traffic and emergency alerts when we need it. Local broadcasters are valued as trusted sources of news and information, serving as the

antidote to the misinformation and disinformation that runs rampant on social media platforms.

Local broadcasting also uniquely protects invaluable community connections and ensures that diverse voices within communities can thrive. Yet if broadcasters cannot compete on a level playing field, the development of content that is relevant to local communities that promotes diverse viewpoints will also cease to thrive. Local broadcasters care about covering the local Friday night football games, Sunday morning religious services, local evening news and morning traffic and weather reports before viewers and listeners start their day. This is something that TikTok or YouTube simply cannot replicate, nor do they try.

For these reasons, it is imperative that the FCC modernize broadcasting ownership regulations now – before it is too late.

Thank you again for your commitment to modernizing the existing broadcast ownership rules and supporting local broadcasters and local communities. We look forward to working with you in this regard.

Sincerely,

Amy Hinojosa
President & CEO
MANA – A National Latina Organization

Felix Sanchez
Chairman & Co-Founder
National Hispanic Foundation for the Arts

Marc Morial
President
National Urban League

Frankie Miranda
President & CEO
Hispanic Federation