



PUBLIC NOTICE

Federal Communications Commission
445 12th St., S.W.
Washington, D.C. 20554

News Media Information 202 / 418-0500
Internet: <http://www.fcc.gov>
TTY: 1-888-835-5322

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**MEDIA BUREAU SEEKS COMMENT ON
HISPANIC TELEVISION STUDY AS PART OF QUADRENNIAL REVIEW OF MEDIA
OWNERSHIP RULES AND DIVERSITY OF OWNERSHIP OF BROADCAST MEDIA**

MB Docket Nos. 14-50, 09-182, 07-294

Comment Deadline: May 26, 2016

Reply Comment Deadline: June 3, 2016

By this Public Notice, the Media Bureau and the Office of Strategic Planning and Policy Analysis seek public comment on the final *Hispanic Television Study*.¹ The goal of the study was to examine the nexus between ownership, programming, and viewing in order to expand the discussion and understanding of these interrelationships, particularly among Hispanic television station owners and Hispanic audiences. The *Hispanic Television Study* is the latest contribution to the increasing body of empirical analysis on media ownership, localism, and diversity, and marks a milestone in the Commission's long-standing efforts to examine and encourage diversity in broadcast ownership among new entrants, including women and minorities.

The study examined the correlations between Hispanic ownership, programming, and viewing of television stations by constructing a dataset based on the 39 geographic television markets where 2011 ownership reports showed that there is Hispanic ownership of a television station(s) and for which the Nielsen Company measures Hispanic viewing separately, excluding Puerto Rico. In total, these markets contain 78.8 percent of all Hispanic television households in the U.S. and 42.6 percent of total U.S. television households. With the addition of programming data and viewership data for every station with measured viewing in these 39 markets, the study developed a significant dataset. The *Hispanic Television Study* is the most comprehensive study to utilize improved Form 323 broadcast ownership data as a core analytical tool. As detailed in the study, analysis of the dataset yielded a number of interesting results. The *Hispanic Television Study* was peer reviewed and revised, consistent with the peer review report. We invite comments on our methodology, the results, and the peer review report.

The final *Hispanic Television Study* and peer review report is available for review and download at the following website: https://www.fcc.gov/media/peer_review/peerreview. Comments on the *Hispanic*

¹ Prior to peer review, the study was posted on the Commission's website. *FCC Posts Hispanic Television Study for Review*, News Release (OSP/MB rel. April 28, 2016), https://apps.fcc.gov/edocs_public/attachmatch/DOC-339106A1.pdf.

Television Study and the peer review will be included as part of the record in the ongoing proceeding examining media ownership, including diversity of ownership.

Filing Requirements. Pursuant to sections 1.415 and 1.419 of the Commission's rules,² interested parties may file comments and reply comments on or before the dates indicated on the first page of this document. Comments may be filed using the ECFS.³

- Electronic Filers: Comments may be filed electronically using the Internet by accessing the ECFS: <http://apps.fcc.gov/ecfs/>.
- Paper Filers: Parties who choose to file by paper must file an original and one copy of each filing. If more than one docket or rulemaking number appears in the caption of this proceeding, filers must submit two additional copies for each additional docket or rulemaking number.

Filings can be sent by hand or messenger delivery, by commercial overnight courier, or by first-class or overnight U.S. Postal Service mail. All filings must be addressed to the Commission's Secretary, Office of the Secretary, Federal Communications Commission.

- All hand-delivered or messenger-delivered paper filings for the Commission's Secretary must be delivered to FCC Headquarters at 445 12th St., SW, Room TW-A325, Washington, DC 20554. The filing hours are 8:00 a.m. to 7:00 p.m. All hand deliveries must be held together with rubber bands or fasteners. Any envelopes and boxes must be disposed of before entering the building.
- Commercial overnight mail (other than U.S. Postal Service Express Mail and Priority Mail) must be sent to 9300 East Hampton Drive, Capitol Heights, MD 20743.
- U.S. Postal Service first-class, Express, and Priority mail must be addressed to 445 12th Street, SW, Washington DC 20554.

People with Disabilities: To request materials in accessible formats for people with disabilities (braille, large print, electronic files, audio format), send an e-mail to fcc504@fcc.gov or call the Consumer & Governmental Affairs Bureau at 202-418-0530 (voice), 202-418-0432 (tty).

Ex Parte Rules. This proceeding is a "permit-but-disclose" proceeding in accordance with the Commission's *ex parte* rules.⁴ Persons making *ex parte* presentations must file a copy of any written presentation or a memorandum summarizing any oral presentation within two business days after the presentation (unless a different deadline applicable to the Sunshine period applies). Persons making oral *ex parte* presentations are reminded that memoranda summarizing the presentation must (1) list all persons attending or otherwise participating in the meeting at which the *ex parte* presentation was made, and (2) summarize all data presented and arguments made during the presentation.⁵ If the presentation consisted in whole or in part of the presentation of data or arguments already reflected in the presenter's

² 47 C.F.R. §§ 1.415, 1.419.

³ See *Electronic Filing of Documents in Rulemaking Proceedings*, Report and Order, 13 FCC Rcd 11322 (1998).

⁴ 47 C.F.R. §§ 1.1200 *et seq.*

⁵ See *id.* § 1.1206(b). Memoranda must contain a summary of the substance of the *ex parte* presentation and not merely a listing of the subjects discussed. More than a one or two sentence description of the views and arguments presented is generally required. See *id.* § 1.1206(b)(1).

written comments, memoranda or other filings in the proceeding, the presenter may provide citations to page and/or paragraph numbers where such data or arguments can be found) in lieu of summarizing them in the memorandum. Documents shown or given to Commission staff during *ex parte* meetings are deemed to be written *ex parte* presentations and must be filed consistent with Section 1.1206(b) of the rules. In proceedings governed by Section 1.49(f) or for which the Commission has made available a method of electronic filing, written *ex parte* presentations and memoranda summarizing oral *ex parte* presentations, and all attachments thereto, must be filed through the electronic comment filing system available for that proceeding, and must be filed in their native format (e.g., .doc, .xml, .ppt, searchable.pdf). Participants in this proceeding should familiarize themselves with the Commission's *ex parte* rules.

For additional information, contact Brendan Holland, Brendan.Holland@fcc.gov, Chief, Industry Analysis Division, Media Bureau, (202) 418-2757; Andrew Wise, Andrew.Wise@fcc.gov, Deputy Chief, Industry Analysis Division, Media Bureau, (202) 418-7026; or Janice Wise, Janice.Wise@fcc.gov, Director of Media Relations, Media Bureau, (202) 418-8165.

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