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FAX COVER PAGE

PAGES: including cover

DATE: November 15, 2006

FROM: Barry A. Friedman
202.973.2789
Barry.Friedman@ThompsonHine.com

TO: Mr. Milton Brown

PHONE:

FAX: 202-501-8013

Ex Parte Notifications

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THOMPSON HINE LLP
ATTORNEYS AT LAW1920 N Street, N.W.
Suite 800
Washington, D.C. 20036-1600www.ThompsonHine.com
Phone 202.331.8800
Fax 202.331.8330



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November 15, 2006

National Telecommunications and Information
Administration
U.S. Department of Commerce
1401 Constitution Avenue, N.W.
Washington, D.C. 20230

RE: Notice of *Ex Parte* Presentation
Digital to Analog Converter Box Coupon Public Meetings

Dear Sir:

This notice of *ex parte* presentation is being submitted on behalf of Entravision Communications Corporation ("Entravision"), the owner and operator of 54 full-service, Class A, and low-power television stations, nearly all broadcasting in the Spanish language, and in connection with the National Telecommunications and Information Administration's ("NTIA") notice to the public concerning *Digital to Analog Converter Box Coupon Public Meetings*. 71 Fed. Reg. 65476 (November 8, 2006).

The undersigned, counsel to Entravision, appeared for Entravision at a meeting with the NTIA staff held on November 14, 2006 in order to clarify the Comments that Entravision had earlier submitted in connection with the NTIA's *Request for Comment and Notice of Proposed Rules to Implement and Administer a Coupon Program for Digital-to-Analog Converter Boxes*. 71 Fed. Reg. 42067 (July 25, 2006). The substantive matters presented to the NTIA at the meeting were as follows:

- That the NTIA should recognize that Spanish-speakers have historically relied solely on over-the-air television signals provided by Spanish-language broadcasters as these were the only sources of entertainment, news, sports, and public affairs programming that met the needs and interests of Latinos.
- That Latinos have not been significant users of cable and satellite services as these services have not, until recently, sought to serve or market to Latinos and represented an unnecessary economic expenditure for most Latinos.
- That Latinos tend to have lower income levels and greater need for the assistance offered by the coupon program than other socio-economic groups in the general community.

Barry.Friedman@ThompsonHine.com Phone 202.973.2789 Fax 202.331.8330

1836532

THOMPSON HINE LLP
ATTORNEYS AT LAW

1920 N Street, N.W.
Washington, D.C. 20036-1600

www.ThompsonHine.com
Phone 202.331.8800
Fax 202.331.8330

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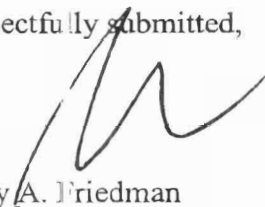
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- That the NTIA needs to recognize that Mexico will not be converting to digital television service on the same schedule with the United States and that the NTIA must undertake a special effort to get converter boxes into border area Spanish-speakers' hands so that they will continue to have access to U.S.-based television stations, which they currently rely on and which serve the needs and interests of Latinos residing in the United States.
- That the NTIA must work with Spanish-language broadcasters, Latino leaders, and local Latino community members so that a multi-media message is presented to Latinos as to the need to secure converter boxes and that the program is an effort meant only to ensure their continued ability to view Spanish-language over-the-air television despite the digital transition.

Should there be any questions in regard hereto, please communicate with the undersigned.

Respectfully submitted,



Barry A. Friedman

cc: Mr. Walter F. Ulloa
Mr. Philip C. Wilkinson
Mr. Mark Boelke



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Administration
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1401 Constitution Avenue, N.W.
Washington, D.C. 20230

RE: Notice of *Ex Parte* Presentation
Digital to Analog Converter Box Coupon Public Meetings

Dear Sir:

This notice of *ex parte* presentation is being submitted on behalf of Sunbelt Multimedia Co. ("Sunbelt"), the owner and operator of UHF Television Station KTLM(TV), Rio Grande City, Texas, and in connection with the National Telecommunications and Information Administration's ("NTIA") notice to the public concerning *Digital to Analog Converter Box Coupon Public Meetings*. 71 Fed. Reg. 65476 (November 8, 2006).

The undersigned, counsel to Sunbelt, appeared for Sunbelt at a meeting with the NTIA staff held on November 14, 2006 in order to clarify the Comments that Sunbelt had earlier submitted in connection with the NTIA's *Request for Comment and Notice of Proposed Rules to Implement and Administer a Coupon Program for Digital-to-Analog Converter Boxes*. 71 Fed. Reg. 42067 (July 25, 2006). The substantive matters presented to the NTIA at the meeting were as follows:

- That the Spanish-speaking community required a special outreach effort on the NTIA's part owing to high use of over-the-air analog television monitors by Latinos and limited penetration of multichannel video program delivery service providers in the Latino community.
- That Latinos tend to have lower income levels and greater need for the assistance offered by the coupon program than other socio-economic groups in the community.
- That the Rio Grande Valley of Texas, where Sunbelt is located and operates, has a particular need for funds to be set aside and converter boxes earmarked owing to the high level of poverty and predominance of Latinos in this area that borders on Mexico.
- That the NTIA needs to recognize that Mexico will not be converting to digital television service on the same schedule with the United States and that the NTIA must undertake a special effort to get converter boxes into border area Spanish-speakers' hands so that they

Barry.Friedman@ThompsonHine.com Phone 202.973.2789 Fax 202.331.8330

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Washington, D.C. 20036-1600

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Fax 202.331.8330

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will continue to have access to U.S.-based television stations, which are the only television stations that regularly provide news, information, weather, and emergency announcements directed to Spanish-speakers in the border area. Without access to U.S.-based television stations, homeland security services will be unable to reach and alert substantial numbers of Latinos in the Rio Grande Valley to emergency information.

- TI at the NTIA, in administering the converter box program, must recognize that living arrangements of Hispanics in the border region often involve multi-generational families, extended families, and rentals, which require recognition that multiple converter boxes should be made available even though only a single residence or residential structure is involved and could be considered to be a single household.

Should there be any questions in regard hereto, please communicate with the undersigned.

Respectfully submitted,



Barry A. Friedman

cc: Mr. S. F. Vale