October 2, 2026

Marlene H. Dortch, Secretary
Federal Communications Commission
Office of the Secretary
45 L Street NE
Washington, DC 20554

Re: MB Docket No. 26-240 — Comments Opposing the Proposed Transfer of Control of Spanish Broadcasting System, Inc.

Dear Ms. Dortch:

The Hispanic Marketing Council (HMC) respectfully submits these comments regarding the Federal Communications Commission's review of the proposed transfer of control involving Spanish Broadcasting System, Inc. (SBS), as well as the related Petition for Declaratory Ruling concerning ownership.

HMC is the only national trade organization representing marketing, communications, and media companies that engage with the U.S. Hispanic community. Our interest in this proceeding extends beyond the circumstances of any individual company or transaction. Rather, we believe the Commission's consideration of this matter presents an important opportunity to examine the broader public-interest implications of the proposed ownership structure and its potential impact on the U.S. Hispanic community.

The decision before the Commission is significant not only for the parties involved, but also for the communities served by the broadcast licenses at issue and for the American public more broadly.
SBS operates several leading Hispanic radio stations in key U.S. markets. These stations provide news, information, emergency communications, entertainment, and opportunities for community engagement to millions of Americans. These services can be particularly important in markets where Spanish-language media plays a significant role in connecting audiences with information and with the communities in which they live.

Accordingly, a change in ownership has the potential to affect the audiences, programming, services, and communities served by the licenses involved. The Hispanic population is an integral part of the nation's economic, cultural, and civic landscape, and the media institutions that serve these communities play an important role in that broader landscape. Their significance therefore extends beyond the interests of any individual company or transaction.

Hispanic Marketing Council (HMC)
P.O. Box 3915
Merrifield, VA 22116-3915

In HMC's view, this proceeding is not simply a question of ownership of a media company. It also concerns how the public-interest responsibilities associated with these broadcast licenses will continue to be fulfilled, including the provision of Spanish-language news, information, emergency communications, and community service.

For these reasons, HMC respectfully encourages the Commission to undertake a thorough and careful review of the broader public-interest implications of the proposed ownership structure before reaching a final determination. We also encourage the Commission to ensure that its review provides sufficient opportunity for investigation, discussion, public input, and analysis of the potential effects on the audiences and communities served by the licenses.

HMC appreciates the Commission's consideration of these comments and respectfully urges the Commission to give appropriate consideration to the interests of the millions of Americans who rely on Spanish-language media as an important source of information, connection, and community engagement.

Respectfully,

Horacio Gavilan
Executive Director
Hispanic Marketing Council

Hispanic Marketing Council (HMC)
P.O. Box 3915
Merrifield, VA 22116-3915