



September 11, 2006

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Mr. Milton Brown
Office of the Chief Counsel
National Telecommunications and
Information Administration
U.S. Department of Commerce
1401 Constitution Ave, NW
Washington, DC 20230

RE: Docket Number 060512129-6129-01

Dear Mr. Brown:

As you may know the Hispanic community is the fastest growing minority population in the U.S., constituting 43.5 million of an estimated 299 million Americans. By the year 2020, citizens of Hispanic origin will comprise 17 percent of the U.S. population. It is plausible to assume that Hispanic households because the median family income for Hispanics is well below the national average, \$34,397 compared to \$50,046, will be very dependent upon the DTV conversion coupon subsidy program in order to maintain access to over-the-air broadcast programming. The program ensures a continuation of over-the-air broadcasting to households after the government-mandated shut off of analog television broadcast signals occurs. The United States is the third largest Hispanic consumer marketplace in the world. It is clear that the successful implementation of the program is extremely important to the Hispanic community. Because of the unique importance of this to the Hispanic population, it is imperative that the National Telecommunications and Information Administration (NTIA) ensure that the program includes a significant public education and outreach effort targeted to the Hispanic population.

The United States Hispanic Chamber of Commerce (USHCC) Foundation wants to ensure successful implementation of the DTV coupon subsidy program and we would like to offer our services to ensure this end. We urge NTIA to include a program component that focuses specifically on the Hispanic population. The USHCC Foundation is well positioned – given our access to over 200 local Hispanic Chambers of Commerce and Hispanic business organizations and our connection with millions of Hispanic consumers, to ensure that the DTV coupon subsidy program is effectively understood and implemented with respect to Hispanic Americans. Through our network of relationships with business and consumers, we are uniquely qualified to provide a 360-degree solution that will ensure that Hispanic Americans are not left behind with respect to this important program.

The USHCC Foundation is part of many successful private and public sector relationships. All of our projects and initiatives seek to directly touch and positively impact our core constituencies. Some partnership examples are as follows:

"WHERE LATINO ENTREPRENEUR AND BUSINESS OPPORTUNITY MEET"

Casa Cyber Community Technology and Small Business Incubation Project funded by the AT&T Foundation. This project has created twenty (20) Casa Cyber Community Technology Centers – community-based, small business incubation centers operated in conjunction with local Hispanic Chambers of Commerce. This project not only penetrates into our local Hispanic chambers of commerce but reaches to the broader Hispanic business community which is comprised of over 2 million Hispanic owned business.

National Latino Youth Entrepreneurship BizFest Training Program funded through a five (5) year grant from Ford Motor Company Fund, teaches Latino high school students in markets across the country the basics of entrepreneurship and the mechanics of a business of business plan that is then presented in a business plan competition. Each and every year this program reaches over 150 students. Through those 150 students we are able to connect with parents, siblings and other family members and educate them on issues of importance.

USHCC Foundation Web Portal and online television channel which is supported by a two-year grant by the Verizon Foundation and is a project that brings expanded online business and educational resources to our chamber network and core constituent groups, Hispanic entrepreneurs, students and private sector partners. With this portal site comes the creation of our USHCC Foundation TV which is an “Online Video On-Demand” site streaming video content of pertinence to the chamber network. The USHCC Foundation web presence can be viewed at www.ushccfoundation.org and with all of our current video content viewable through our USHCC Foundation TV located at www.ushccfoundationtv.org.

Live Web Casting of USHCC and USHCC Foundation Events has been made possible through a partnership with H&R Block. This partnership allows the USHCC Foundation the ability to live web cast, via USHCC Foundation TV, timely events like the USHCC National Convention and Business Expo, USHCC Annual Legislative Conference, USHCC Foundation BizFest Trainings and policy meetings with USHCC Foundation partners and executives of local Hispanic chambers of Commerce. This real time broadcast seen through USHCC Foundation TV allow members of the chamber network who may not be able to be at events in person, the opportunity to view proceedings online.

And the above is just a sampling of the many successful strategies we have implemented to educate and advocate on behalf of our extensive and growing Hispanic stakeholder groups from across the Nation. Strategically the USHCC Foundation is positioned to leverage partnerships and reach out to stakeholders such as business owners and associations, entrepreneurs, educational facilities, consumers, media and affiliated organizations. Through the strength of our network the USHCC Foundation can effectively communicate, educate, provide technical assistance and promote the DTV coupon program to the public and private Hispanic population. Our relationships, local and national will bear the assets necessary to successfully connect the end-users in the Hispanic community.

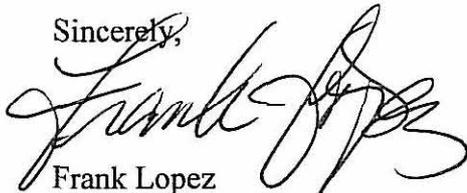
The Foundation also has an outstanding working relationship at the federal level with Members of Congress and Administration as well as with state and local

political and business leaders. The strength of our relationships at federal, state, and local levels is evidenced in the many successful public education and outreach programs we have conducted (see our website for more information www.usbccfoundation.org). To assist you in carrying out a successful DTV coupon program, we can utilize these relationships and our expertise in conducting national outreach and educational efforts.

We urge the NTIA to include specific outreach component to the Hispanic community in any RFP announced for the DTV conversion coupon program. The USHCC Foundation is willing to support and promote the agency in this effort. We can and are willing to play a critical role in the administration of the DTV conversion coupon program.

Thank you for your consideration.

Sincerely,

A handwritten signature in black ink, appearing to read "Frank Lopez", written in a cursive style.

Frank Lopez
President & CEO