

1 [Resolution urging NBC-Universal to reconsider its decision to eliminate local Spanish
2 newscasts at KSTS-48 Telemundo.]

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4 **news newscasts at KSTS-48 Telemundo.**

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6 WHEREAS, The Spanish speaking population in the US is large enough to warrant having
7 television channels and local news coverage in Spanish; and,

8 WHEREAS, English language television stations in this country have broadcast in Spanish
9 on Saturdays since 1958; and,

10 WHEREAS, Full time Spanish speaking television stations began operating in 1960; and,

11 WHEREAS, The public, including Spanish speaking viewers, own the airwaves; and,

12 WHEREAS, The broadcasters, who lease airwaves, must meet requirements and obtain a
13 license to operate from the Federal Communications Commission (FCC); and,

14 WHEREAS, Section 307 of the Communications Act of 1934 includes a provision that
15 requires broadcasters to be responsive to the needs of the local community and contribute to
16 the common good in order to obtain a license; and,

17 WHEREAS, KSTS-48 Telemundo has been serving the Spanish speaking community in
18 the San Francisco Bay Area since November 1st. 1987; and,

19 WHEREAS, NBC-Universal, which owns Telemundo, announced on October 19th, 2006,
20 that it will eliminate local newscasts at six Telemundo stations –including KSTS-48 and
21 replace them with a regional newscast out of Fort Worth, Texas; and;

22 WHEREAS, This structural change means that the estimated 1.4 million Latinos living in
23 the San Francisco Bay Area will loose access to information and to a platform for voicing their
24 concerns and struggles; and,

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1 WHEREAS, This would also negatively impact viewers from surrounding counties, most of
2 which are highly populated by farmworkers and immigrants who heavily rely upon “Noticiero
3 48” on its 6pm and 11pm editions for news and information; and,

4 WHEREAS, “Noticiero 48” on its 6pm and 11pm editions serves 9 counties, regularly
5 covers the State’s Capitol, and its news coverage is instrumental for families to learn about
6 health, education, civic participation, human and immigrant rights, and many other issues;
7 and,

8 WHEREAS, “Noticiero 48” on its 6pm and 11pm editions has preserved the Hispanic
9 Cultural Heritage through special coverage of The Day of the Dead, Our Lady of Guadalupe
10 Day, and Cinco de Mayo festivities; and,

11 WHEREAS, “Noticiero 48” on its 6pm and 11pm editions was instrumental in
12 disseminating information during key struggles for equality such as the Driver’s License Bill,
13 the December 12, 2003 boycott, and the May 1, 2006 marches organized by immigrant
14 families and their supporters; and,

15 WHEREAS, The quantity of local information would be reduced from two 30 minutes
16 “Noticiero 48” editions to sporadic news segments that would last only a few minutes; and,

17 WHEREAS, The relationship between KSTS-48 Telemundo and under-served, under-
18 represented families would be minimal if not lost, because there would not be enough
19 reporters and news-photographers to cover their struggles and causes; and,

20 WHEREAS, When NBC-Universal purchased Telemundo in October 2001, they promised
21 the viewers and the FCC that they would provide better local coverage and more resources
22 for local communities; and,

23 WHEREAS, Breaking that promise shows that NBC-Universal has no commitment to
24 Latinos and that NBC-Universal does not care if its actions are a great disservice to the
25 Spanish speaking community; and,

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BOARD OF SUPERVISORS

1 WHEREAS, NBC-Universal has double standards as none of NBC-Universal’s English
2 stations have had their newscasts cut off while 6 Spanish stations have; and,

3 WHEREAS, NBC-Universal is, in fact, undermining the Latino community as a whole and
4 its decision to cut off Spanish local newscasts could even further be considered as an act of
5 racism, discrimination and xenophobia towards Spanish speaking Latinos; and,

6 WHEREAS, There has not been a process to address the viewers’ concerns about losing
7 “Noticiero 48” on its 6pm and 11pm editions; and,

8 WHEREAS, NBC-Universal’s decision to eliminate “Noticiero 48” on its 6pm and 11 pm
9 editions is an example of the negative impact of media consolidation on localism; and,

10 WHEREAS, The Federal Communications Commission is conducting a comprehensive
11 review of rules governing media ownership and consolidation so that localism can be
12 protected; therefore, be it,

13 RESOLVED, That the Board of Supervisors of the City and County of San Francisco urges
14 NBC-Universal to reconsider eliminating KSTS-48 Telemundo “Noticiero 48” at 6pm and
15 11pm as a demonstration of good faith and commitment to Latinos in the San Francisco Bay
16 Area and surrounding counties.

17 FURTHER RESOLVED, That the Board of Supervisors of the City and County of San
18 Francisco urges the FCC to investigate the impact of consolidation on ethnic and immigrant
19 communities.

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