



Federal Communications Commission
Washington, D.C. 20554
July 19, 2011

In Reply Refer to:
1800B3-TSN

Hispanic Target Media, Inc.
c/o Meredith S. Senter, Jr., Esq.
Lerman Senter PLLC
2000 K Street, N.W.
Suite 600
Washington, DC 20006

Re: FM Broadcast Auction 91

New (FM), Kerman, California
Facility ID No. 189478
File No. BNPH-20110630AGU

New (FM), Snyder, Texas
Facility ID No. 189476
File No. BNPH-20110630AHH

New (FM), Alamogordo, New Mexico
Facility ID No. 189481
File No. BNPH-20110630AGY

New (FM), Trona, California
Facility ID No. 189475
File No. BNPH-20110630AGO

New (FM), Colorado City, Texas
Facility ID No. 189482
File No. BNPH-20110630AHF

New (FM), King City, California
Facility ID No. 189479
File No. BNPH-20110630AGV

New (FM), Panhandle, Texas
Facility ID No. 189483
File No. BNPH-20110630AHD

New (FM), Cambria, California
Facility ID No. 189477
File No. BNPH-20110630AGR

New (FM), Waterford, California
Facility ID No. 189480
File No. BNPH-20110630AGX

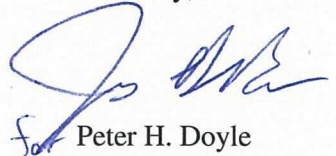
Dear Applicant:

We have before us the above-captioned Form 301 applications, filed by Hispanic Target Media, Inc. ("HTM") after the conclusion of FM Auction 91 ("Auction 91").¹

HTM was the provisional winning bidder of the nine construction permits listed above, in Auction 91. In the *Auction 91 Closing Public Notice*, the staff directed HTM and other successful Auction 91 bidders to file a complete FCC Form 301 application prior to midnight, Eastern Time, on June 30, 2011.² Although HTM's Form 301 applications were timely filed, in each instance HTM has specified the allotment coordinates as the coordinates for its station transmitter, stating that it specified those coordinates only to comply with the June 30, 2011, filing deadline. Because HTM states that it has no assurance that it can utilize the coordinates and facilities specified in its Form 301 applications as its proposed antenna sites, the staff is unable to commence application processing.

The Auction 91 Closing Public Notice provides that "[e]ach Auction 91 winning bidder must file an accurate and complete long-form application for each construction permit for which it was the winning bidder in Auction 91."³ We find that the FCC Form 301 applications filed by HTM are not accurate and complete, as detailed above. We will provide HTM 30 days from the date of this letter to amend its complete FCC Form 301 applications for the nine construction permits specified above, to bring these applications into compliance with all applicable Commission rules. Further action on the subject applications will be withheld for a period of thirty (30) days from the date of this letter to provide an opportunity to file the requested amendments. The amended Form 301 applications must be filed electronically through the Media Bureau's Consolidated Database System (CDBS) online electronic filing system. Failure to timely file the amended and rule-compliant FCC Form 301 applications, **on or before August 18, 2011**, will result in dismissal of the FCC Form 301 applications for failure to prosecute, pursuant to Section 73.3568 of the Commission's Rules.⁴ Please note, we will not entertain requests for extension of time.

Sincerely,



Peter H. Doyle
Chief, Audio Division
Media Bureau

cc: Hispanic Target Media

¹ See *Auction of FM Broadcast Construction Permits Closes; Winning Bidders Announced for Auction 91*, Public Notice, 26 FCC Rcd 7541 (MB/WTB 2011) ("*Auction 91 Closing Public Notice*").

² *Id.*, 26 FCC Rcd at 7546.

³ *Id.*

⁴ 47 C.F.R. § 73.3568.