



700 N. Central Avenue, 6th Floor
Glendale, CA 91203

December 9, 2021

The Honorable Maria Cantwell
Chairman, Senate Committee on Commerce,
Science, and Transportation
The United States Senate
Washington, DC

The Honorable Ben Ray Luján
Chairman, Senate Subcommittee on
Communications, Media, and Broadband
The United States Senate
Washington, DC

The Honorable Roger Wicker
Ranking Member, Senate Committee on
Commerce, Science, and Transportation
The United States Senate
Washington, DC

The Honorable John Thune
Ranking Member, Senate Subcommittee on
Communications, Media, and Broadband
The United States Senate
Washington, DC

Dear Chairmen Cantwell and Luján, and Ranking Members Wicker and Thune,

As the CEO of one of the few minority-owned-and-managed media companies in the country, I offer my full support for Gigi Sohn's confirmation to be FCC Commissioner and urge the Senate Commerce Committee to confirm her nomination without hesitation.

Latino-owned Fuse Media is a multicultural focused, multiplatform entertainment company that serves its millennial and Gen-Z audience through a portfolio of streaming and television brands. With a mandate to keep inclusion and representation at the forefront of all creative and business decisions, I am proud to state that 100% of Fuse original series include Latinos and people of color. But we cannot do this job alone and, as a champion of diversity and inclusion in media and media ownership, Ms. Sohn has proven herself to be a much-needed advocate for communities that continue to be underrepresented in media, despite their prevalence in society.

We know that media plays a critical role in the way we perceive ourselves and others, yet underrepresented communities still struggle to find content that genuinely, accurately, and respectfully reflects their cultures and experiences. While U.S. Census data show Latinos comprising nearly 20% of the US population, the most recent Annenberg Inclusion Initiative study revealed that across media, only about 5% of speaking or named characters during 2019 featured a Hispanic or Latino actor. Many of those roles tend to reinforce negative stereotypes.

It therefore is imperative that smaller, independent media companies committed to equal and positive presentation of underrepresented minorities are given room and resources to thrive in an increasingly consolidated media landscape. Ms. Sohn has proven her commitment to ensuring such equity.



Fuse Media believes that audiences and consumers will benefit from Gigi Sohn's confirmation as FCC Commissioner. Her commitment to diversity of ownership and viewpoints, along with her support for independent voices, will allow entertainment providers and companies of all sizes to be on a more level playing field, ultimately creating opportunities for more representation and inclusion in media.

Sincerely,

A handwritten signature in black ink, appearing to read "Miguel Roggero".

Miguel Roggero
Chief Executive Officer

cc:

Senator Amy Klobuchar
Senator Richard Blumenthal
Senator Brian Schatz
Senator Ed Markey
Senator Gary Peters
Senator Tammy Baldwin
Senator Tammy Duckworth
Senator Jon Tester
Senator Kyrsten Sinema
Senator Jacky Rosen
Senator John Hickenlooper
Senator Raphael Warnock

Senator Roy Blunt
Senator Ted Cruz
Senator Deb Fischer
Senator Jerry Moran
Senator Dan Sullivan
Senator Marsha Blackburn
Senator Todd Young
Senator Mike Lee
Senator Ron Johnson
Senator Shelley Moore Capito
Senator Rick Scott
Senator Cynthia Lummis