



Congress of the United States
House of Representatives

Congressman Joe Baca
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*MB
Comcast/NBCU
PG
56
12/11*

"Fighting for California's 43rd District"

Facsimile Transmission from Rep. Baca

Date: 08/03/2010

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TO: Chairman Julius Genachowski FROM:

COMPANY: FCC

FAX NUMBER: 202-418-2806

RE: Member of Congress Comment Letter
re: MB Docket: 10-54

- Linda Macias, COS
- Jenny Sarabia, LD
- John Lowrey, CD
- Brenda D. Villanueva
- Jack Cummins
- Natalie Fernandez
- Linda Stela Manus
- Jennifer Hernandez

PAGES (including cover): 4

NOTES:

Attention: Diane Atkinson

*Note:
Rep. Joe Baca would like to be notified
when this letter is posted to the
Comcast Corporation and NBC Universal
(MB Docket 10-54) webpage. Thank you.*

Congress of the United States

Washington, DC 20515

July 22, 2010

The Honorable Julius Genachowski
Chairman
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

Re: MB Docket No. 10-56

Chairman Genachowski:

We are writing as Hispanic Members of Congress to encourage a timely and favorable review within the applicable laws, rules and regulations of Comcast and General Electric's (GE) proposed NBC Universal (NBCU) joint venture. While a thorough review is called for, we believe that the benefits that this transaction carries are easily sufficient to allay any concerns that might be created by what is essentially a vertical combination of NBCU's content with Comcast's multiple distribution platforms. Consumers will benefit from the sustained innovation and investment that NBCU will gain from Comcast, jobs in the industry will be preserved and ultimately created, and new programming opportunities will rise out of the new company's need to continue growing.

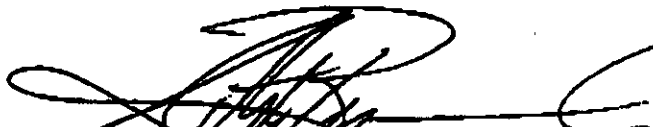
Comcast and NBCU have made substantial commitments to the Hispanic community, which will set the standard for responsible corporate citizenship and serve as a model for other information, communications, and technology companies in the United States. When the companies announced their intention to form a joint venture, they also announced a series of important commitments to diverse communities, especially the growing Hispanic community. Recognizing that the new entity's programming will speak to more Hispanic viewers than ever before and that a significant amount of Hispanic households continue to rely on over-the-air broadcasting, Comcast and NBCU committed that the new NBCU will strengthen Telemundo and will launch a new multicast channel on Telemundo's digital broadcast spectrum. The new NBCU also will significantly increase Telemundo and mun2 programming choices available On Demand and online.

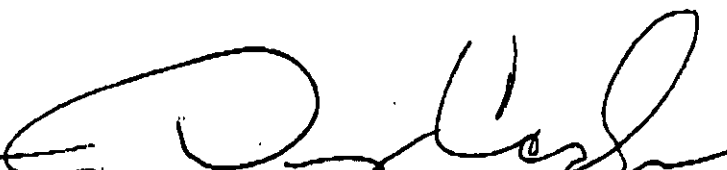
Comcast and NBCU have recently expanded these initial commitments with the announcement that Comcast will add independently-owned and operated cable networks with substantial Latino ownership interests, will expand the carriage of existing Latino-owned channels, and will establish an external Hispanic Advisory Council, as well as diversity councils representing other communities, to advise on their groundbreaking diversity initiatives. These steps will provide solid metrics that can be monitored and tracked as the joint venture moves forward. It is our understanding that Comcast, NBCU and a group of prominent organizations in the Hispanic community have reached an agreement that confirms and provides for ongoing review of these commitments. We look forward to playing a role in this oversight of the Comcast/NBCU commitments and the performance of the media industry in general.


The Comcast/NBCU joint venture will be a significant positive step for Hispanics in America. The communities we represent will have more programming and ownership opportunities, greater access to information and entertainment, and more opportunities for corporate engagement and civic participation than ever before. We urge you to approve this transaction this year, so that the companies can start delivering on their promises without delay. We also request that this letter be made available as part of the public record accessible for all interested parties. Thank you for your thorough, yet prompt, review of this joint venture going forward.


Sincerely,


Member of Congress

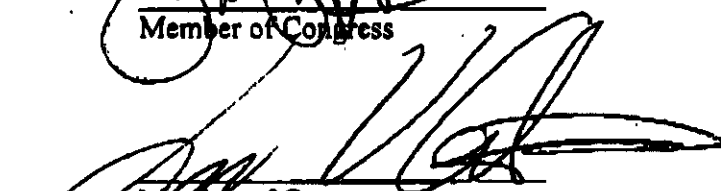

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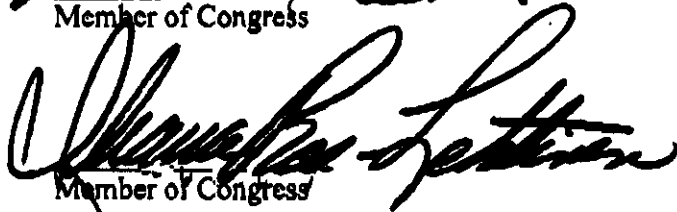

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Signers to the letter:

**Rep. Joe Baca
Rep. Silvestre Reyes
Rep. Albio Sires
Rep. Pedro Pierluisi
Rep. Jim Costa
Rep. Gregorio Sablan
Rep. Mario Diaz-Balart**

**Rep. Dennis Cardoza
Rep. Solomon Ortiz
Rep. Luis Gutierrez
Rep. Henry Cuellar
Rep. Lincoln Diaz-Balart
Rep. Ileana Ros-Lehtinen**

**cc: Commissioner Michael J. Copps
Commissioner Robert M. McDowell
Commissioner Mignon Clyburn
Commissioner Meredith Attwell Baker
Mrs. Terri Glaze, Director, Office of Legislative Affairs, Federal Communications
Commission**