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DATE: 8/3/10  
TO: FCC Chairman  
FROM:

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- Debra Anderson
- Elizabeth King
- Keyshana Williams
- Michelle Anderson-Lee
- Nuku Ofori
- Brenden Chalney
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SUBJECT: Comcast-NBC Support Letter

RECIPIENT'S FAX #: 202-418-2800

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COMMENTS: Please call with any questions  
-> Nuku Ofori

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**Congress of the United States**  
**Washington, DC 20515**

July 28, 2010

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

Dear Chairman Genachowski:

The purpose of this letter is to express our support for the proposed joint venture between Comcast Corporation (Comcast) and General Electric (GE) as they seek to create a stronger and more vibrant NBC Universal (NBCU). This transaction offers to America's minority communities one of the most comprehensive set of business opportunities in the history of the communications industry. We believe that Comcast, a quintessential American success story, will be a trusted steward of the NBCU assets and a corporate leader for diversity in the industry, and that they will set a model for others to follow.

Since its founding by Ralph Roberts in 1963, Comcast has proven to be a responsible, community-minded corporate citizen that has developed a strong relationship with diverse communities through its dedication to promote diversity in programming, employment, and procurement. Comcast is an industry leader in providing diverse programming, distributing over 130 broadcast and cable networks geared toward minority communities. The Comcast On Demand platform has also provided programming opportunities to services like Hip Hop on Demand and Black Cinema on Demand. In addition, Comcast can be deservedly proud of its role in helping to launch TVOne, a new cable/satellite television network that offers programming for primarily African American adults.

Moreover, 40 percent of Comcast's approximately 100,000 employees today are minority and 24 percent are African American, making Comcast one of the country's largest employers of people of color, particularly African Americans. The company's supplier diversity program continues to grow, reaching nearly \$1 billion in goods and services contracted with minority and women owned businesses in 2009 alone. Year after year, Comcast has been recognized for its diversity performance in both employment and procurement.

In connection with this proposed transaction, Comcast has volunteered a number of important diversity-related commitments, which it has enhanced through a series of agreements with national diversity leaders. In addition, people of color will have a full opportunity to participate in the bidding for a broadcast television station in Los Angeles that will be sold by NBCU. The new cable networks in which people of color are substantial owners will have unprecedented programming opportunities.

Expanding on its original public interest commitments, Comcast will now add ten independently owned and operated cable networks to its cable systems over the next eight years after the

closing of this transaction. At least eight of these ten new networks will have a majority minority ownership interest, and at least four of these networks will be networks in which African Americans have a majority ownership interest.

Comcast has also committed to help owners of diverse content use its innovative On Demand and On Demand Online platforms to reach niche audiences. Significantly, Comcast has announced that it will establish a venture capital fund to create opportunities for minority entrepreneurs to facilitate early stage financing of minority businesses in this new media environment. And finally, in order to advise and monitor the company in its efforts to deliver on these commitments, Comcast has announced that it will create a model Joint Diversity Advisory Council.

The breadth of these commitments, which extend to nearly every aspect of the company's business, is unlike the practice of any American media, entertainment and communications company. When added to the numerous other public interest benefits of this transaction, including delivering the digital media future faster and strengthening the role of traditional local broadcasting, the case for timely federal approval of this transaction is very powerful.

Comcast's recognition of the opportunities that this transaction can provide to minority communities, coupled with its public interest and diversity commitments, lead us to support this transaction and recommend its approval.

Sincerely,

Chub Felt

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Ed Brown

Yvette D. Davis

Larry B. Baker

ESJ E. Long

Shirley M. Chitt

Donna Payne

Alced. Hastings

Edith B. Jones

