



# Greater Washington Urban League, Inc.

*Empowering Communities. Changing Lives.*

**Maudine R. Cooper**  
*President & CEO*

May 3, 2010

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*RE: MB Docket 10-56*

Dear Chairman and Commissioners:

The Greater Washington Urban League thanks you for the opportunity to submit this letter regarding NBC and Comcast. NBC, through its local affiliate WRC-TV (NBC4), has been a partner with us for more than 15 years, providing invaluable resources in our work to move Washington area residents to economic self-sufficiency. Over the years, NBC4 has been represented on our Board of Directors and employees of NBC4 have served on program advisory and special events committees. There is a long list of services that NBC4 has contributed to the League including in-kind and financial resources; however, I will only highlight a few. Feel free to request additional information if necessary.

As an organization that implements more than 20 distinct programs, the League needs an ongoing stream of volunteers to supplement the work of staff. The League has been invited to participate in several NBC4 on air promotions to recruit volunteers and we received outstanding feedback from the efforts. NBC4 has provided in-kind videotaping of League programs for special events that total tens of thousands of dollars over a decade. On air reporters at NBC4 have volunteered to host and emcee League programs as well.

In 2008, NBC4, through its foundation, supported the League's National Achievers Society, an honor society that works to keep middle and high school youth on the right path toward graduation. NBC4 staff, including news anchors/reporters, participated in activities of the National Achievers Society. They talked to the youth and also offered training for making presentations and tutorial assistance in

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United Way Designate Agency #8214  
CFC #17794

studying for the SAT. This past decade saw NBC4 providing gift cards for toys and clothing to the League for the low-income children whom we prepare holiday gifts each year. Most of the children reside in subsidized housing in the Columbia Heights section of the city where the League is located.

Not only has the station been supportive of the work of the League, but it has an outstandingly robust community service program. We have seen the station's outstanding support for the work of other community groups as well: the National Council of Negro Women's Black Family Reunion, Hispanic Heritage Month, the Black History Month Essay Contest and its own 4Your Health and Fitness Expo, in which the League also participates. NBC4 is an outstanding civic citizen in the Washington, DC community

We would be remiss if we did not mention that Comcast is also a long-time partner of the League and has been extremely supportive as well. Comcast also serves on the League's Board of Directors and the company has provided generous resources in support of our programs in education, employment and training, housing and community development and our efforts that led to our securing a new headquarters and program facility. Comcast has also invited us to be interviewed on its Comcast Local Edition program on various occasions to share information about our programs.

We are cognizant, too, that Comcast has stated publicly and for the record that as a component of the joint venture it will increase the number of hours of local programming and support NBC's local news operations and free television.

Again, thank you for the opportunity to submit these comments.

Sincerely,

A handwritten signature in black ink that reads "Maudine R. Cooper". The signature is written in a cursive style with a large, stylized initial "M".

Maudine R. Cooper