



# SEEING BEYOND

June 2, 2010

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

Re: MB Docket No. 10-56

Dear Chairman Genachowski and Commissioners:

On behalf of the National Black Caucus of State Legislators, I write today in regard to the Comcast-NBC Universal joint partnership proposal currently under review by the Federal Communication Commission (FCC).

We strongly believe that Comcast's commitment to promoting diversity in programming, as well as its support for the economic advancement of communities of color, provides ample evidence that the new Comcast-NBC Universal will promote the important value of diversity, a critical element of the FCC's review.

At a time when there was a dearth of outlets for quality African American television programming, Comcast partnered with minority-owned programmers to launch TV One, which has become a mainstay for older African American audiences. There remains a great deal more than can be done to offer communities of color additional media outlets addressing their views and experiences, but Comcast's strong commitment in offering programming that speaks to African American audiences is something that few other companies can claim.

Comcast has also been a long-time support of Black Entertainment Television (BET), a pioneer in African American ownership, production and distribution of cable content for decades. Today Comcast brings BET into 18.9 million homes, making it the channel's largest distributor. And we understand that Comcast will continue to support BET by launching BET Centric to a national audience. It's worth noting that the channel will compete directly with TV One for the 25-to 54-year old African-American audiences as well as a multicultural cross-section of viewers, which gives us confidence that Comcast is interested in serving the interest of a diverse audience with a multitude of options, not just its own content.

Within its own business, Comcast has also supported the economic advancement of African Americans. At a time when America's education system continues to fail African American students, and wide disparities remain in access to educational opportunities, Comcast has sought to support the economic hopes and dreams of its

minority employees. Comcast has a record of investing in the continuing education of its employees so that they may advance within its corporate ranks.

We note that Comcast is ranked among the "Most Admired Employers for Minority Professionals" by U.S. Black Engineer and Women of Color magazines, among many recognitions it has received as a great place for minorities to work. The company has also demonstrated a commitment to supporting minority-owned businesses: its supplier diversity program was recognized by Diversitybusiness.com, which named Comcast to its "Top 50 Organizations for Multicultural Business Opportunities" list.

We have also found Comcast to be a positive force in African American communities across the country through its support for charitable organizations. Comcast has a national partnership with the National Urban League to create job training and youth leadership development products and is a supporter of the NAACP and the National Action Network, three of the nation's largest and most influential civil rights organizations. The company also has long supported "City Year", which offers American's inner cities youth with volunteer opportunities. Comcast has also strongly supported the efforts of Big Brothers Big Sisters and other United Way agencies. And since last year, Comcast has supported the Digital Connectors program created by One Economy, which is dedicated to promoting digital literacy in low-income communities.

We believe Comcast's proven track record of supporting diversity makes the Comcast-NBC Universal joint partnership a positive development for the African American community. We hope you will keep our views on this matter in mind as the commission considers the companies' proposal to merge.

Finally, as NBCSL President, I have had the opportunity to meet with Executive Vice President David Cohen and members of his team to discuss corporate social responsibility under the new venture. I have been assured that under the new venture communities across the nation and the public at large will continue to benefit.

Thank you in advance for your consideration of this matter and for your commitment to promoting diversity at the Federal Communications Commission. We stand ready to further discuss this joint partnership with you or members of your staff.

Sincerely,



Calvin Smyre  
NBCSL President  
Georgia House of Representatives

cc: Commissioner Michael J. Copps  
Commissioner Robert McDowell  
Commissioner Mignon Clyburn  
Commissioner Meredith Attwell Baker