



**National
Puerto
Rican
Coalition,
Inc. ®**

August 13, 2010

Chairman Julius Genachowski
Commissioner Michael J. Copps
Commissioner Robert M. McDowell
Commissioner Mignon Clyburn
Commissioner Meredith Attwell Baker
Federal Communications Commission
445 12th Street SW
Washington, DC 20554

RE: MB Docket No. 10-56

Dear Chairman Genachowski and Commissioners:

The National Puerto Rican Coalition (NPRC) is glad to present reply comments in your review of the NBC-Comcast joint venture. In our view, particularly in light of the recent Memorandum of Understanding between the companies and key Hispanic leaders, this joint venture will lead to valuable benefits and unprecedented advances in media diversity for Hispanics and other people of color.

The Memorandum contains some of the boldest commitments to improving diversity in media ever on record, Comcast's commitment to adding ten new independent channels in the eight years following closure of the deal are noteworthy for their aggressive approach for bridging the minority ownership gap in concrete terms with a timetable. Separately, Comcast and NBC Universal will literally invest in the future of minority-owned new media companies by creating a \$20 million venture capital fund impacting all communities.

Comcast further agreed to divest its interest in an NBC-owned broadcast TV station in Los Angeles, paving the way for minority ownership of a major market media outlet. Comcast has specifically agreed to increase the diversity of its OnDemand and online content, two areas where it is already among the industry leaders, while investing heavily in the NBC broadcast affiliates so heavily relied upon by low-income families and seniors for news and entertainment.

The companies have made significant commitments in other areas, including corporate governance (Comcast pledged to add a Hispanic leader to the Board of Directors with two years of the deal's closure), employee diversity (plans to increase diversity hires at the vice-president level and above, working with Hispanic organizations to identify external candidates), supplier diversity (partnering with Hispanic procurement groups to increase use of Hispanic vendors) and philanthropy (increased scholarship, internship and digital literacy work with Hispanic youth).

1444 I Street, N.W.
Suite 800
Washington, DC
20005

W: 202-223-3915
F: 202-429-2223

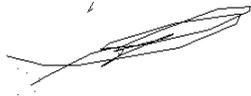
E-mail:
nprc@nprcinc.org

Website:
www.nprcinc.org

Most importantly, Comcast has announced pending completion of the joint venture review, the formation of a nine-member Hispanic Advisory Committee that will serve as part of a larger external diversity council that will ensure that these commitments will be carried out properly and in a timely manner.

NPRC is confident that this joint venture will live up to the high standard of excellence the companies have set forth in the Memorandum. In order to see that these benefits reach our community without delay, I urge you to swiftly approve their application.

Sincerely,

A handwritten signature in black ink, appearing to read 'Rafael A. Fantauzzi', written in a cursive style.

Rafael A. Fantauzzi
President & CEO