

## League of United Latin American Citizens

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August 19, 2010

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RE: MB Docket No. 10-56

Washington, DC 20554

Dear Chairman Genachowski and Commissioners:

On behalf of the League of United Latin American Citizens, the nation's largest Latino civil rights organization, I write today to lend my vote of confidence to the proposed joint venture between Comcast and NBC Universal.

For years, LULAC has approached media and technology issues with a keen eye toward Latino civil rights: from access to broadband to media ownership diversity to the National Broadband Plan and a focus on low adoption rates in the Latino community. We have done this both as an advocate in Washington and through programs such as our local technology centers and our partnership with the Digital Connectors program. Naturally, the marriage of Comcast and NBC's programming assets is of great importance to LULAC, and we have watched with great interest the public developments with the venture.

We were pleased to be involved in the creation of the unprecedented Memorandum of Understanding (MOU) that was signed between Comcast, NBC Universal, and leading Latino organizations. The MOU reflects an historic agreement of additional commitments aimed toward achieving new diversity benchmarks in corporate governance, employment, procurement, programming, and philanthropy. The formation of a nine-member Hispanic Advisory committee, tasked with advising and benchmarking the companies' progress in meeting these new goals, is a welcome additional condition that gives the MOU real teeth that will continue long after the close public scrutiny of the proposed venture has faded.

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With the goal of preserving and enhancing a diverse marketplace, Comcast and NBC Universal have also pledged to:

- Divest its interest in an NBC-owned broadcast TV station in Los Angeles with the aim of increasing minority ownership in major media markets;
- Significantly increase the diversity of its OnDemand and online content including expanded foreign language programming; and,
- Expand its investments in NBC broadcast affiliates to protect programming delivery within low-income and senior citizen communities.

The MOU and subsequent commitments show that the new company will work diligently – and with appropriate oversight from our community leaders – to build upon their past successes. I hope that the Commission takes seriously these new pledges and will consider Latino community's support for this venture.

Thank you for your consideration of our views.

Sincerely,

Brent A. Wilkes

**LULAC National Executive Director** 

Brent Wilkes