October 1, 2010

ELECTRONIC FILING

Marlene H. Dortch
Secretary
Federal Communications Commission
445 Twelfth Street, S.W.
Washington, D.C. 20554

Re: Ex Parte Presentation in MB Docket No. 10-56

Dear Ms. Dortch:

Pursuant to Section 1.1206(b) of the Commission's Rules, this letter serves to notify the Commission that on September 30, 2010, Frank Washington, CEO and Founder of Crossings TV ("Crossings"), met with Marcia Glauberman, Jennifer Tatel, and William Freedman of the Media Bureau; John Flynn, James Bird, and Virginia Metallo of the Office of General Counsel; and Chuck Needy of the Office of Strategic Planning and Policy Analysis.

The parties discussed the above-captioned proceeding. Mr. Washington informed the FCC that Crossings is a leading multi-ethnic video programmer carried on cable systems nationwide, including cable systems owned by Comcast. Mr. Washington indicated his support for the proposed transaction and his opinion that the Commission should refrain from imposing conditions on the transaction, which would have the unintended consequence of decreasing diversity in television programming. He also provided the Commission staff members with the attached informational overview of Crossings.

Should you have any questions, please do not hesitate to contact me.

Sincerely,

/s/ Frank Washington

Frank Washington

Attachment

cc: Marcia Glauberman
Jennifer Tatel
William Freedman
John Flynn
James Bird
Virginia Metallo
Chuck Needy

CROSSINGS

Targeting the Future…Now

where cultures meet

Mission Statement

To fulfill the entertainment and information needs of ethnic communities through locally-oriented, produced and marketed programming, and digital content.

This provides an effective means for advertisers, government agencies, non-profit organizations, and others to reach targeted demographics with a unique, grassroots connection.

Crossings TV in California's Central Valley

where cultures meet

About Crossings TV in the Central Valley of California

Crossings TV is the only multicultural television station in the greater Central Valley of California. In a study by the Civil Rights Project at Harvard University and featured in TIME magazine, Sacramento was named the most diverse city in the United States. The city bustles with a variety of cultures and ethnic backgrounds. According to the U.S. Census Bureau, there are an estimated 649,000 Asian Americans and 120,000 first generation Russian/Ukrainian persons within Crossings TV's reach. Crossings TV serves the Cambodian, Chinese, Filipino, Hmong, Korean, Russian/Ukrainian, South Asian, Thai/Laotian, and Vietnamese communities in the Central Valley.

Chico, Oroville, Yuba City, Marysville, CA

Comcast Channel 238 (Digital Basic)

Sacramento, Stockton, Modesto, CA

Comcast Channel 238 (Digital Basic)

Additional coverage: Broadcast/Over-the-Air (analog) channel 8 – Can be seen in many areas within Sacramento, Roseville, El Dorado Hills and Rancho Cordova.

Fresno, Visalia, Merced, Hanford, Tulare, CA

Comcast Channel 238 (Digital Basic)

Crossings TV in New York City

About Crossings TV in New York City

A major gateway point for immigrants, New York City is culturally rich and diverse. The Asian population in New York City grew by 14 percent between 2000 and 2006, from 872,777 to 999,030, according to the Asian American Federation Census Information Center.

Time Warner Cable Coverage on Channel 503

Crossings TV serves Manhattan, Queens, Brooklyn, Staten Island, Mt. Vernon and Bergen County, New Jersey with programming in Chinese, Korean, Russian/Ukrainian, and Asian Indian.

Crossings TV is the vehicle

•Over Comcast Channel 238, Crossings reaches 850,000 households in the Central Valley of California.

•Crossings can be seen by 1.2 million households and an estimated target audience of 724,000 persons in New York City with Time Warner Cable.

• Comcast and Time Warner Cable are the two largest cable television providers in the world.

Channel 238
Sacramento/Stockton/Modesto/
Fresno/Chico
Since October 2005

Channel 503
New York City
Since December 2008

Opportunity: Growing U.S. Immigration

- Between 1966 and 2008, 55% of the US population's growth of 100 million came from legal immigrants and their US-born children.

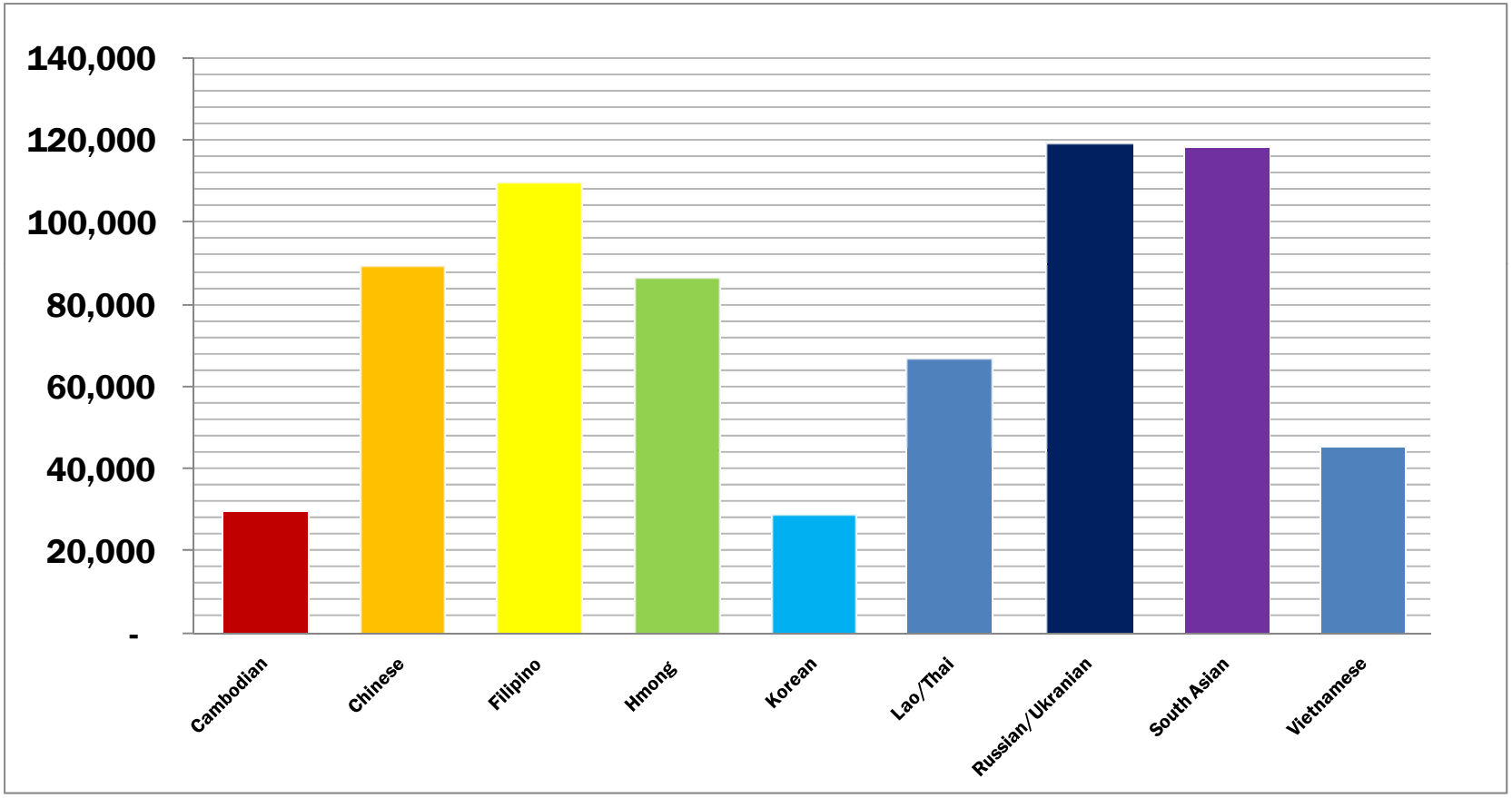
- 2007 Legal Permanent Resident Flow by Country of Birth (largest 4):
  - Mexico
  - China
  - Philippines
  - India

- **Over the next 50 years, ethnic minorities will make up 90% of the population growth. 82% of that growth will come from immigrants newly entering the United States.**

Sources: Presidential Task Force on New Americans, 12/08.

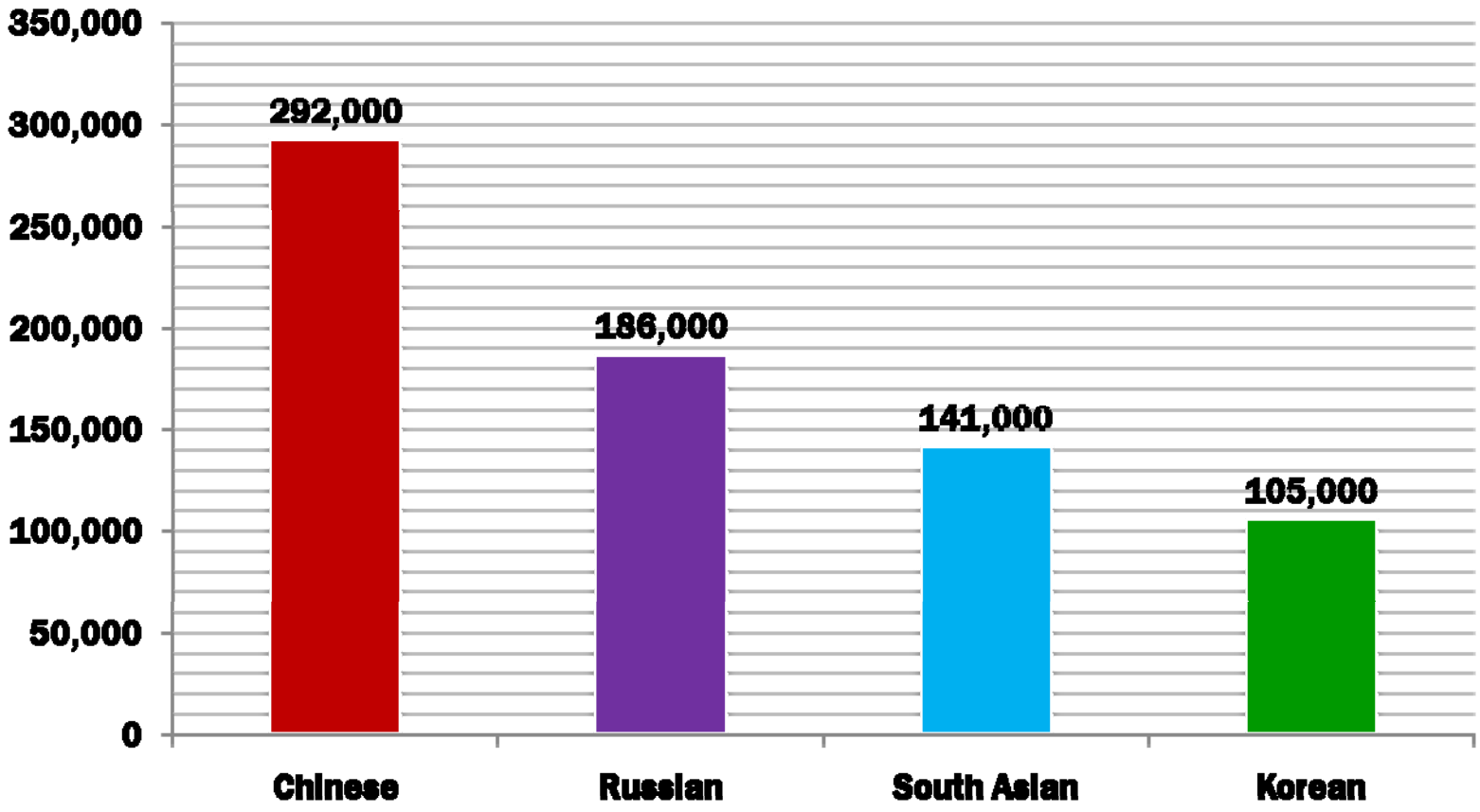
Selig Center for Economic Growth Report 2007

Multicultural Audiences for California's Central Valley



Source: Total Population 2000 American Community Survey (U.S. Census Bureau) except where * is indicated, which is 2004 American Community Survey.

Multicultural Audiences for New York City



Source: Total Population 2000 American Community Survey (U.S. Census Bureau) except where * is indicated, which is 2004 American Community Survey.

Multicultural Advertising Strategy for the Changing Landscape

"Minorities consume more media than the general market and respond directly to the media that are targeting them."
- Samuel Chisholm, CEO, The Chisholm-Mingo Group

"Ethnic media is visceral and emotional and speaks the language of the community. It is the ultimate sales tool."
- Byron Lewis, CEO, Uniworld (ad agency)

"Being a mainstream company is not going to work for you anymore. You have to be aware of cultural differences."
- William Orton, Director of Target Marketing, Metropolitan Life Insurance Company

"We began formally in the Asian market back in the early 1980's. There is certainly a good return on investment, more than anything else."
- William Orton, Director of Target Marketing, Metropolitan Life Insurance Company

"Almost 30 percent of the population is people of color, destined to be 53 percent by 2040. Who is committing marketing suicide by ignoring that market?"
- Al Schreiber, Managing Partner, New America Strategies Group

The Crossings Network

DMA	Projected Rollout
Central Valley, CA	Current
New York	Current
San Francisco	7/2011
Chicago	7/2011
Los Angeles	7/2011
Wash DC/Balt	7/2011
Houston	1/2012
Seattle	1/2012
San Diego	1/2012

Potential Asian Television Market

Market	Annual TV Advertising Sales	Asian Market TV Advertising Potential	Asian Market Potential as % of Market Sales
New York	$2,300,000,000	$55,228,000	2.4%
Los Angeles	$1,528,000,000	$40,145,000	2.6%
Chicago	$1,288,000,000	$15,391,000	1.2%
San Francisco	$718,000,000	$26,127,000	3.6%
Wash/Baltimore	$708,000,000	$11,986,000	1.7%
Houston	$522,000,000	$8,779,000	1.7%
Seattle	$393,000,000	$5,620,000	1.4%
Central Valley	$340,000,000	$8,019,000	2.4%
San Diego	$327,000,000	$7,354,000	2.2%
Total	**$8,124,000,000**	**$178,650,000**	**2.2%**

Source: Claritas/Nielsen Media Research

"Targeting 'multicultural' Americans will be paramount for [Coca Cola] over the next decade."
--Katie Bayne, North American CMO, Coca-Cola, Multichannel News 11/18/2009

Asian Television Competitive Landscape

(= credible competition)

Current Markets							
	Chinese	Filipino	Vietnam	Hmong	SoAsian	Korean	Russian
Central Valley	**76K**	**118K**	**42K**	**70K**	**74K**	**18K**	**120K**
New York City	**601K**	**196K**	32K	0	**501K**	**215K**	**682K**

Additional Target Markets						
	Chinese	Filipino	Vietnam.	SoAsian	Korean	Russian
Chicago	**85K**	**104K**	19K	**153K**	60K	**220K**
Houston	**66K**	33K	**79K**	**77K**	15K	24K
LA	**453K**	**452K**	**283K**	**134K**	319K	**225K**
San Diego	**38K**	**151K**	**39K**	14K	16K	**37K**
SF	**537K**	**376K**	**177K**	**183K**	71K	**110K**
Seattle	**68K**	**79K**	**54K**	31K	**59K**	**63K**
DC/Balt	**105K**	68K	64K	**127K**	**106K**	**147K**

Source: Claritas, Nielsen Media Research

BOLD = TARGET, NOT BOLD = NOT TARGET

www.CrossingsTV.com

Internet-extension

- Extends our platform.
- Drives viewership to Crossings television.
- Incremental revenue.
- Potential to supplant cable & satellite over time.

NO INTERNET REVENUE IS CURRENTLY INCLUDED IN OUR BUSINESS PLAN.

- Internet spending is projected to be $106.6B worldwide by 2011. (Source:http://www.facebook.com/note.php?note_id=19002832822).

- Since adding video to our website, monthly page views have grown from 18k page views to 208k in 9 mos.

Key Competitive Differentiators

Revenue
- Strong local ad base
- Source for national buys
- Messaging & Outreach
- Multiple Lines

Programming & Content
- Locally-oriented
- Intl. Strategic Relationships
- Low cost

Capital Efficiency
- Scalable
- Tech-enhanced operation

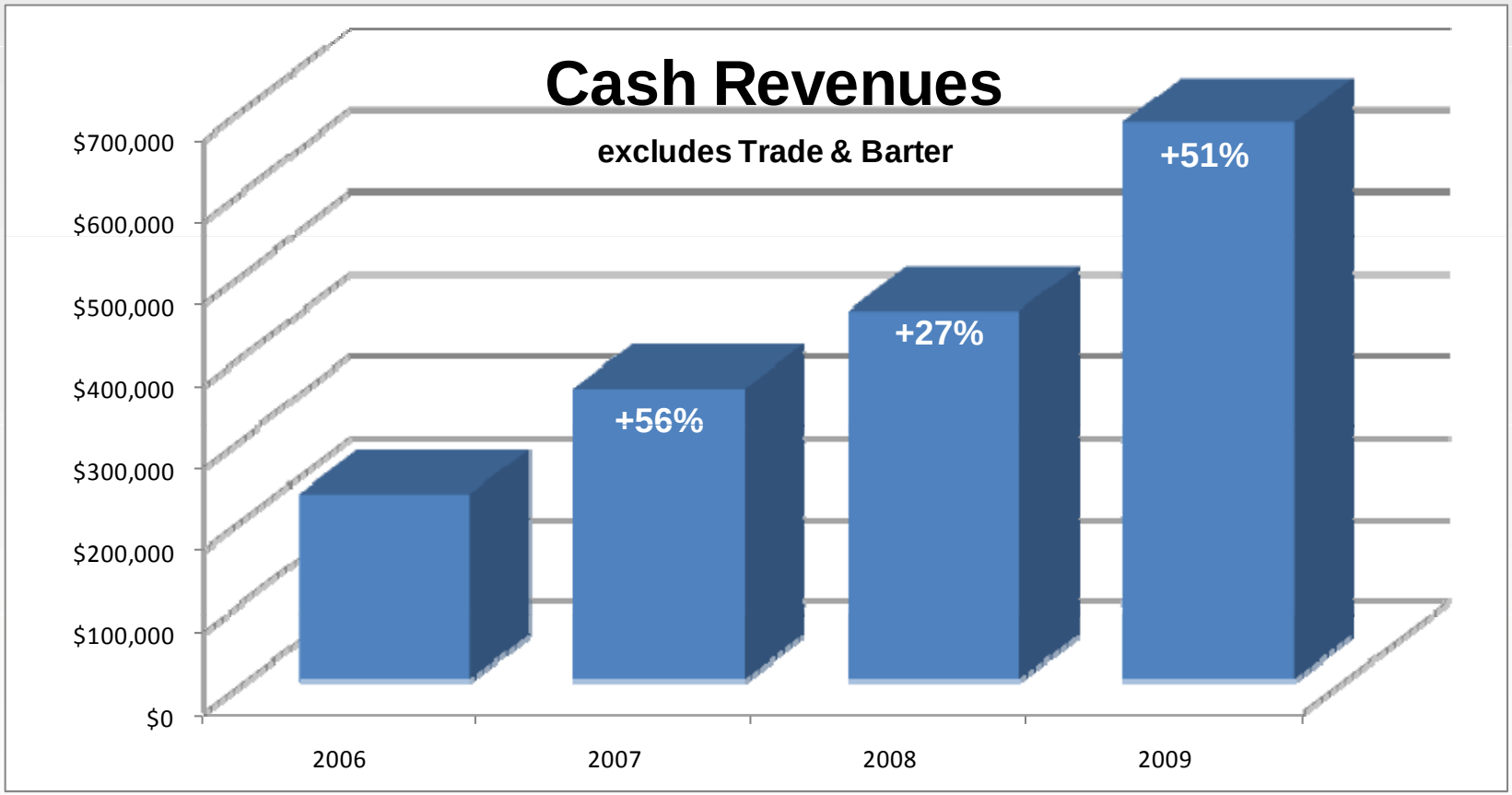
Passionate People

Distribution
- Local Wireline
- National fiber connectivity
- Cost effective

Community Marketing
- Local cultural events-driven
- Market distributor

Revenue

Consistent Performance Growth



Reasons for growth: A resourceful, skilled team exploiting untapped opportunities.

Revenue Model

Sources in addition to traditional advertising

2009 % Ttl Revenue

Crossings' Multi-Platform Marketing Components

- Production & Translation
- Podcasts and Social Media
- Commercial Advertisement
- Print Materials
- Multicultural Booths and Festivals
- Online Content and Marketing
- Product Placement
- Programming: Highlight Shows
- In-Show Interview Segments

crossings
where cultures meet

Diversified List of Partners

Organizations adding multicultural marketing to their advertising mix

- Aquamarine Jewelers
- Asian Resources
- Cache Creek Casino
- California Court Interpreters
- California Dept. of Consumer Affairs
- City of Sacramento
- City of Stockton
- Comcast
- Farmers Insurance
- Ford Dealers Association
- Fresno Municipal Utilities District
- Galt Market
- Grocery Outlet
- Kuvara Law Firm

- McDonald's
- Pacific Rim Street Festival
- People Reaching Out
- Philippine National Bank
- Reeves & Associates
- Sacramento Municipal Utility District
- State Farm Insurance
- Thunder Valley Casino
- Time Warner Cable
- Toyota
- University of Phoenix
- U.S. Postal Service
- Wells Fargo
- Xoom

... and MANY MORE!

2009 Informational Messaging & Outreach Partners (2009 Revenue)

•Asian Pacific Islanders American Public Affairs Association ($5.0K)	•Pacific Tech Charter School ($1.5K)
•Asian Resources ($2.0K)	•People Reaching Out ($22.3K)
•CA Dept Consumer Affairs ($9.1K)	•Rotary Club of Sacramento ($2.0K)
•Center for Multicultural Cooperation ($5.0K)	•Sacramento City Unified School District ($1.5K)
•City of Stockton ($4.0K)	•Sacramento County ($25.0K)
•Education for Healthy Choices ($5.0K)	•Sacramento Employment & Training Agency ($1.6K)
•First 5 ($20.2K)	•Sacramento Municipal Utility District ($11.0K)
•NeighborWorks ($8.0K)	•U.S. Dept Housing & Urban Development ($8.0K)
•Pacific Gas & Electric ($1.3K)	•Visions in Education ($7.1K)

EXAMPLE	
PARTNER:	People Reaching Out
MESSAGING:	Teen-age Drug & Alcohol Prevention (multimedia)
TARGET:	Chinese, Filipino, Hmong, Russian
VALUE:	$23,500 – Sold, Additional $75,000 – Pending

Programming and Content

Attractive, Local, Low Cost, Relevant

Rising talent from the **ACADEMY FOR CAREERS IN TELEVISION AND FILM**, NYC

- Excellent labor & equipment at almost no cost

Strategic Relation with International Aggregator

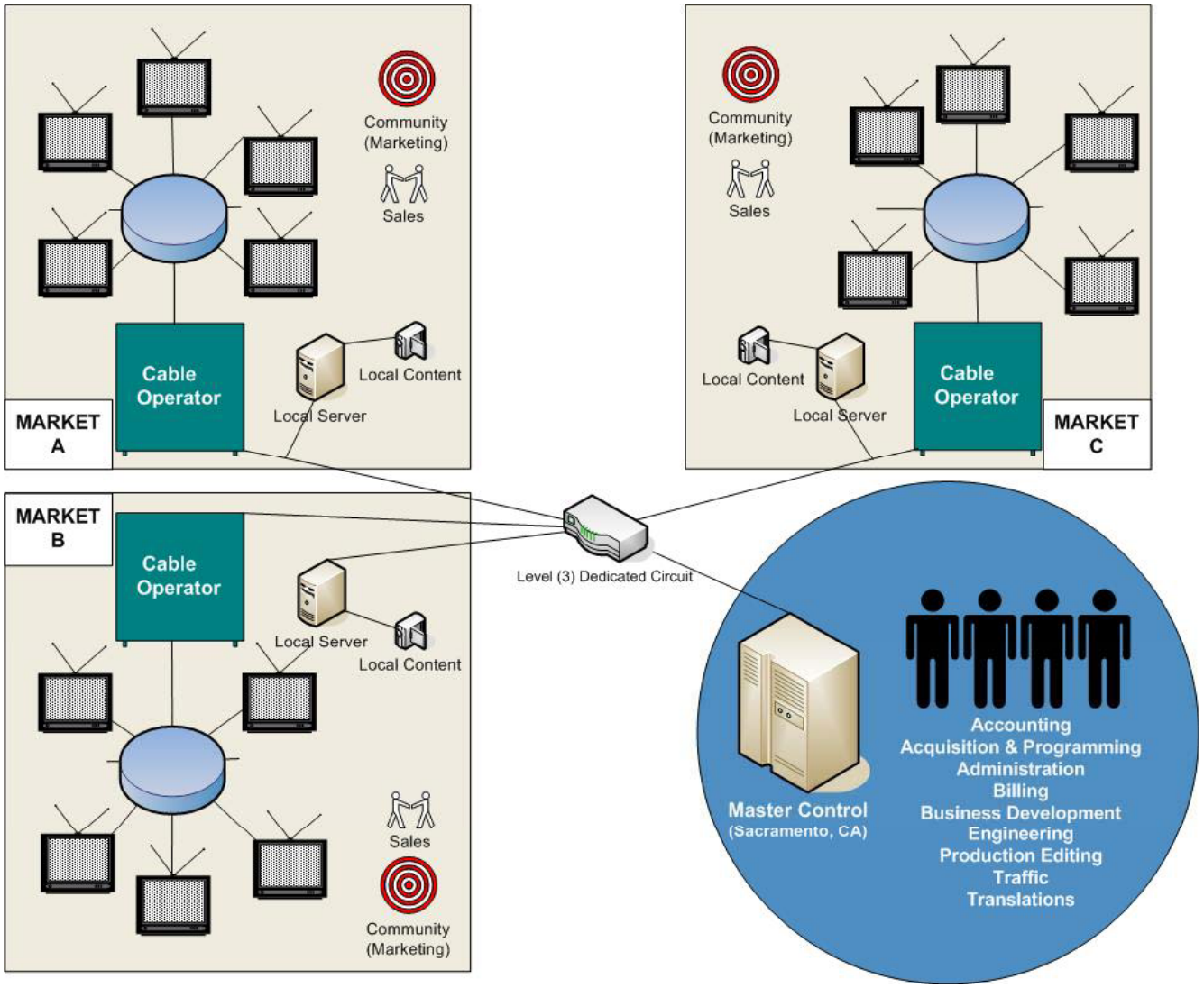
SOUTH ASIAN NYC: CINEMAYA MEDIA

- **50%-50% Revenue Split**
- **They serve as our NYC rep for all languages**
- **No up-front costs to Crossings**
- **Deals between CM & programmer**
- **As language block rev grows, can re-negotiate**

- **Committed local producers**
- **Low cost cultural event highlight shows**
- **Translated mainstream**

Operations and Distribution

Capital Efficient, Scalable



Community Marketing

Intense Involvement & Event Participation

(Partial List)

- Brighton Beach Jubilee
- Chinese Dragon Boat Festival
- Chinese Firecracker Ceremony Festival
- Chinese New Year Parade & Celebrations
- Deepavali Festival
- Filipino Fiesta
- Harvest Moon Festival

- Hmong New Year Celebrations
- Indian Independence Day Celebration
- Punjabi American Heritage Festival
- Russian Summer Kids Festival
- Sikh Parade
- Sinag-tala Filipino Revue
- South East Asian Games
- Vietnamese Lunar New Year (Tet Festival)

crossings

where cultures meet

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