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FILED/ACCEPTED

OCT 27 2010

Federal Communications Commission
Office of the Secretary

October 27, 2010

BY HAND DELIVERY

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

Re: *In the Matter of Applications of Comcast Corporation, General Electric Company and NBC Universal, Inc. for Consent to Assign Licenses or Transfer Control of Licensees*, MB Docket No. 10-56

REDACTED – FOR PUBLIC INSPECTION

Dear Ms. Dortch:

NBC Universal, Inc. (“NBCU”) hereby submits in the above-referenced proceeding an agreement entered into with Common Sense Media (“CSM”). This agreement relates to the commitment made by Comcast Corporation, General Electric Company and NBCU (the “Applicants”) to work with CSM toward the goal of empowering parents to make media experiences more meaningful and enjoyable for children and families.¹

NBCU is submitting this agreement pursuant to the Second Protective Order in this proceeding.² NBCU is therefore submitting two copies of this filing, redacted for public inspection, by hand delivery to the Secretary’s office. NBCU is submitting one copy of the Highly Confidential version of this filing under separate cover. In addition, pursuant to the Second Protective Order, NBCU is providing a copy of the Highly Confidential version of this filing to Commission staff.

¹ See *Applications of Comcast Corporation, General Electric Company, and NBC Universal, Inc. For Consent to Assign Licenses or Transfer Control of Licensees*, Applications and Public Interest Statement at 46-47, Lead Application File Nos. BTCCDT-20100128AAG (MB), SES-ASG-20100201-00148 (IB), and 0004101576 (WTB) (filed Jan. 28, 2010).

² *Applications of Comcast Corporation, General Electric Company, and NBC Universal Inc. for Consent to Assign Licenses or Transfer Control of Licensees*, Second Protective Order, MB Docket No. 10-56, DA 10-371 (MB Mar. 4, 2010).

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NBCU will make the Highly Confidential version of this filing available for inspection pursuant to the terms of the Second Protective Order, as supplemented. Parties interested in securing access to the Highly Confidential versions of this filing should contact Wade Lindsay, Wilkinson Barker Knauer, LLP, 2300 N Street, NW, Washington, DC 20037, (202) 783-4141, jlindsay@wbklaw.com.

If you have any questions or require further information, please do not hesitate to contact me.

Sincerely yours,



David H. Solomon

Counsel to NBC Universal, Inc.

Enclosure

cc: Vanessa Lemmé



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and General Counsel

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August 6, 2010

Ms. Anne Zehren
Common Sense Media
650 Townsend Street, Suite 373
San Francisco, CA 94103

Dear Annie:

As you and I discussed, I am writing to follow up on the conversations that have taken place regarding how NBCU and Common Sense Media (CSM) can work together in the future. As you know, Alan Wurtzel and Michael Bass have taken the lead for NBCU on developing our mutual agenda. On behalf of my colleagues at NBCU and myself, I want to say that we have all appreciated the warm and collegial tone of our conversations and the opportunity to identify mutually beneficial projects that we can undertake together.

From NBCU's perspective, we are excited that we have agreed to launch our working relationship by engaging cooperatively in the following areas:

- A PSA campaign involving media literacy utilizing PSA's developed by CSM. Alan Wurtzel and other execs in the promotions group have worked up a schedule that targets the most relevant demographic groups, Adults 25-54 with kids 2-18, and also Women 25-54, with kids 2-18.
- The creation of a working relationship where various parts of NBCU can call on CSM experts for contributions primarily on parenting advice segments (in areas such as on-line safety for kids, cyber-bullying, movie and television content with respect to kids), and potentially on other areas of mutual interest. We have discussed facilitating these relationships initially with the Today Show and with iVillage.
- The creation of working relationships with Telemundo concerning Spanish-language on-line and on-air content with respect to parenting advice and other subjects of mutual interest.

We are looking forward to getting these working relationships in place in 2011, once we have gotten through the closing of the Comcast transaction. During the current 2011 budgeting cycle, we are also planning to include a licensing fee to CSM in 2011 in the amount of {{Redacted - For Public Inspection}}.

There is one exception to the 2011 time frame. Given CSM's desires to see the PSA campaign at NBCU properties coordinated with a broader campaign that CSM has under way at the end of this summer, we will work with you to start the PSA campaign on the NBCU networks simultaneously with your broader campaign in the next few weeks.

Again, we look forward to working with you. With best regards.

Sincerely,

A handwritten signature in black ink, appearing to read "Rick Cotton". The signature is written in a cursive style with a large initial "R".

Rick Cotton

CC: Michael Bass
Alan Wurtzel