



2077 Convention Center Concourse
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Friday, December 19, 2014

Commissioner Jessica Rosenworcel
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

RE: MB Docket No. 14-57

Dear Chairman and Commissioners:

On behalf of ASPiRE, I write today to express our support for the proposed Comcast-Time Warner Cable transaction. Based on Comcast's track record with independent programming networks like us, we believe that the combined company holds promise for new programming voices, such as ASPiRE, to reach more American households.

ASPiRE is a minority-owned network established just two years ago by Earvin "Magic" Johnson. We deliver enlightening, entertaining and positive programming to African-American families with a diverse slate that includes movies, documentaries, short films, music, comedy, visual and performing arts and faith and inspirational programs. Our goals are to reflect positive images of the African-American community and to create new opportunities for African-Americans in the arts, culture and new media.

As you may know, ASPiRE launched in July 2012 after Comcast conducted an extensive search for new independent programmers aimed at serving diverse audiences. Comcast's initial effort grew out of commitments it made to the Commission following the company's purchase of NBCUniversal. Comcast stuck to its commitment by developing an open process for applicants to make their case for carriage, and it then backed up the networks it selected with distribution in key markets. Thanks to Comcast's initial vote of confidence, today ASPiRE features a growing slate of original programming including interview series "The Root 100," the weekly talk show "Exhale," live and classic football games from Historical Black Colleges and Universities and our "Groundbreaking Movies" series discussing the cultural impact of African-American films and filmmakers.



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Today ASPiRE is working to expand our reach, which will allow us to attract the investment dollars necessary to sustain our investment in new and original programming. Comcast has engaged with us to explore distribution agreements in other top markets with attractive demographics such as Boston and we hope that these conversations will be successful.

Our confidence in those discussions is bolstered by the quality of our own content as well as Comcast's strong record of promoting diverse and independent programming, and Comcast's commitment to further invest in their network so that it can carry additional programming such as ASPiRE.

Thank you for considering our views.

A handwritten signature in black ink, appearing to read "Paul Butler".

Paul Butler -
General Manager