



El Heraldo de Broward  
since 1974  
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August 2, 2005

Chairman Kevin Martin  
Commissioner Kathleen Q. Abernathy  
Commissioner Michael Copps  
Commissioner Jonathan Adelstein  
Federal Communications Commission  
445 12<sup>th</sup> St., SW  
Washington, DC 20554

Re: MB Docket Number 05-192

Dear Chairman Martin and Commissioners Abernathy, Copps, and Adelstein:

I write on behalf of El Heraldo de Broward and Viva Broward! in support of the pending joint acquisition of Adelphia cable systems by Comcast Corporation and Time Warner, Inc.

El Heraldo de Broward is the pioneer of Hispanic press in Broward County, Florida publishing since 1974. The bilingual weekly newspaper provides topical and local news to the burgeoning diverse Hispanic population in the area. ([www.elheraldo.com](http://www.elheraldo.com)) The national award winning newspaper has been a major staple of communication for decades, and even more recently for the emerging new immigrants arriving from Venezuela, Colombia, Puerto Rico and many other countries. Comcast has provided us the necessary press releases and materials to provide editorial coverage of its services. Years ago, the El Heraldo team and the Comcast team had training sessions on diversity, how to approach a Hispanic customer and the need for translated materials for service personnel. It was a very successful partnership.

Viva Broward! the month-long celebration of Hispanic Heritage Month in September and October is the county's signature celebration, and the largest in the State of Florida. The Calendar of Events features more than 20 different activities, exhibits, festivals, educational and cultural events and health fairs...free to the public. ([www.vivabroward.com](http://www.vivabroward.com)) Also included under the Viva Broward! name is a monthly outreach event called FIESTA! Fort Lauderdale, a Latin jazz brunch and charity expo every 4th Sunday on the Riverwalk in downtown Fort Lauderdale. This event provides an economic boost to tourism, downtown attractions and a positive influence of the Hispanic culture and traditions. The annual celebration of Hispanic Christmas, the Fiesta de Reyes, is another example of how Comcast respects and supports culture and tradition with their sponsorship.

I mention some of these events individually because there would be very limited success had we not had the continued support of Comcast as part of our media team. In addition to providing public service air time to promote these important ethnic events to the general public...the Comcast "team" of volunteers are always there, helping in anyway they can, both with their own personal resources or expertise to make and ideas to make our mission successful. It is not too often that you find a cable television company so willing to participate in developing the Hispanic-American community issues, contributions and culture.

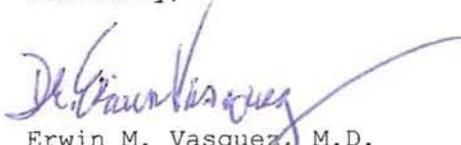
Beyond just helping us with the air time and expertise, Comcast is also dedicated to the non-profit efforts of so many diverse groups, especially in the Hispanic community. Over the years, Comcast has been a major sponsor of the Light of the World Clinic, a not-for-profit free healthcare clinic for the indigent in Broward founded in 1989. Their coverage of the Clinic's work both in English and Spanish, has allowed the general mainstream community learn more about its mission for the poor, and has helped generate contributions and grants to continue the philanthropic work. Doctors, nurses and all personnel donate their time, and without Comcast's efforts to help, we are not sure how many companies would even know about the Clinic. Each year, Noche Tropical, a black tie gala to raise funds for the Clinic is sponsored by Comcast. The president of Comcast locally, and all its top executives are in attendance, and co-emcees for the event, lending more support by their leadership and participation. For that we thank Comcast deeply for the hundreds of thousands of families they have helped for more than a decade.

Art, culture, education and access to the "American dream" is possibly only by communication. Comcast has been a major part of getting this information out to the public through interviews on local channels, Comcast Spotlight and other local shows they produce. Vision Latina has played a major part in helping us reach the Spanish speaking citizens in Broward. In the years prior, our company produced a TV Show called "VIVA"..in Spanish, and Comcast aired that show for us for many weeks. VIVA won two cable ace awards thanks to the support of the editing team and other professionals at Comcast who took the time to help us achieve a positive image for Hispanics on air.

Thank you for allowing us this time to write this letter in support of the pending joint acquisition of Adelphia cable systems by Comcast Corporation and Time Warner. This venture will only help to increase the focus on the Hispanic community, add more resources to address the diverse Hispanic population, that may be a very challenging effort to say the least. It is a known fact that although the Spanish language is a common denominator among Latinos, the various countries that form the "Hispanic" community have different issues, challenges and contributions. Comcast knows the difference and can only improve upon it's work by having an even greater team of Adelphia employees.

El Heraldo de Broward, Viva Broward and Fiesta Fort Lauderdale has full faith that Comcast Corporation's and Time Warner's acquisition of Adelphia will benefit consumers as well as their communities. We strongly support the acquisition of Adelphia by Time Warner and Comcast and urge the FCC to rule in its favor.

Sincerely,



Dr. Erwin M. Vasquez

Erwin M. Vasquez, M.D.  
Owner, Publisher