



## KOREAN CHURCHES FOR COMMUNITY DEVELOPMENT

Why the Comcast NBC Acquisition Raises Diversity Concerns in the Korean American Community

Dear Chairman Genachowski, Commissioners Baker, Clyburn, Copps and McDowell,

We write on behalf of two million Korean Americans who are likely to be adversely affected by Comcast's acquisition of NBC in its present form. As a nonprofit that serves as a voice for the 4,000 Korean American churches across the country and has a vast network of partnerships with organizations that range from local community based organizations and churches to Fortune 500 companies and the White House, we are prepared to testify at any hearings that you have in either DC or California on our concerns. This includes the failure to portray Korean Americans in an accurate or positive fashion and a failure to reach out to the Korean American community in terms of business opportunities, broadband educational opportunities and employment.

We join many other groups who have filed and are requesting that the FCC:

- hold public hearings, including one in Los Angeles, the home of the largest number of Korean Americans in the United States, including the largest number of Korean American businesses;
- require Comcast and NBC to provide to us comprehensive employment data, including number and percentage of Korean Americans on screen and off screen and in senior management positions;
- require Comcast and NBC to provide us with comprehensive information on the dollar amount and percentage of its contracts to Korean American-owned small businesses;
- require Comcast and NBC to provide us with a full accounting of its philanthropy to Korean Americans.

The Korean American community has made major contributions to America's economic, social and political well-being and, with the rarest of exceptions, neither Comcast nor NBC have demonstrated a willingness and/or ability to portray such accomplishments. To most of America, at least those dependent on Comcast and NBC, Korean Americans are invisible.

We urge the FCC and the Federal Trade Commission and the Department of Justice to remedy this invisibility and ensure that any merger be conditional upon satisfying the needs of Asian Americans, including Korean Americans.

Respectfully submitted,

Hyepin Im  
President and CEO  
Korean Churches for Community Development



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## About KCCD

KCCD enjoys a long standing relationship with the two most powerful mobilization vehicles by which the Korean American community can be reached and served – the ethnic media and Korean Churches. Because of the language barrier, Korean Americans rely on the ethnic media and the Korean church for accessing and receiving information and services. As over 75 percent of Korean Americans are linked to Korean churches, the churches serve as a base of economic and social networking activity and play a significant role in the lives of many Korean Americans. Many of these mega churches have congregations as large as 8,000 members that turn out on Sunday morning.

Since 2001, KCCD's mission has been to strengthen all communities by maximizing the resources of Korean and other Asian American faith-based and partner organizations involved in economic development and neighborhood revitalization through educational and economic development programs, strategic public and private partnerships and capacity building for Asian American faith communities and community non-profits. Serving as a bridge between the Korean/Asian American community and the greater community at large, KCCD has a track record of successfully introducing major economic development initiatives in the Korean and Asian American community. KCCD's initiatives include programs focusing on homeownership, foreclosure prevention, financial literacy, health and wellness, marriage and family strengthening, job training, at-risk youth, as well as technical assistance and capacity building to faith-based and nonprofit organizations