



March 17, 2010

Chairman Julius Genachowski
Commissioner Michael J. Copps
Commissioner Robert M. McDowell
Commissioner Mignon Clyburn
Commissioner Meredith Attwell Baker
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

RE: MB Docket No. 10-56

Dear Chairman Genachowski and Commissioners:

In the Commission's review of the proposed joint venture between NBC and Comcast I know you will focus particularly on how the deal will impact two key content areas: localism and diversity of programming. In that vein, I would like to share my story about Comcast's dedication to both here in Indianapolis.

For five years, I was a news anchor and the station manager of WIIH, a Univision affiliate covering the greater Indianapolis area. But at the end of 2008, our affiliate agreement with Univision ended, and the station ownership opted to convert to a weather channel. In the process, the only local source for Spanish language TV news had vanished.

Enter Comcast. In January 2009, Brett Hatch, Local Programming Manager, approached me about creating a daily Spanish news program to fill the void for Indy's Hispanic population. The plan would feature a 20-30 minute news program each day and be made available to Indiana residents via Comcast's Local On Demand lineup. Naturally, I jumped at the opportunity to find a new way to reach the Hispanic community in our area.

In April of 2009 IndyVision TV was born. We have our own facility, our own production equipment and a staff of 10 – jobs literally saved by our move to cable. The show features interviews with community and business leaders, a weekly sit-down with the Mexican Consulate, spotlights of local Hispanic students, sports, and a source of information for the Hispanic community.

Comcast's involvement isn't simply one of distribution. Comcast believed in the need of the Hispanic community. The company has also supported the venture with promotional materials, donating outdoor, print and on-air advertising throughout the Indianapolis market. Since inception, On Demand viewership has continued to grow and IndyVision TV programming is now among the top ten local programmers in the Indianapolis market.



Our experience with Comcast has taught us that the company does so much more than simply “talk the talk” when it comes to its role of promoting diverse programming or investing in locally relevant content. Indeed, Comcast actively seeks such opportunities. IndyVision TV is living proof.

Thank you for taking the time to consider my views. I am happy to answer any questions that you or your staff may have about IndyVision TV or to provide further written comment.

Sincerely,

A handwritten signature in dark ink, appearing to read "Marco Domínguez", is written over a horizontal line.

Marco Domínguez
President CEO
IndyVision TV