

NCCPUD

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*The National Capital Coalition to Prevent Underage Drinking*

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May 1, 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, S.W.  
Washington, DC 20554

RE: MB Docket 10-56

Dear Chairman and Commissioners:

The National Capital Coalition to Prevent Underage Drinking (NCCPUD), a non-profit organization in the District of Columbia, is writing in support of the NBC4 and Comcast, NBC Universal Joint Venture.

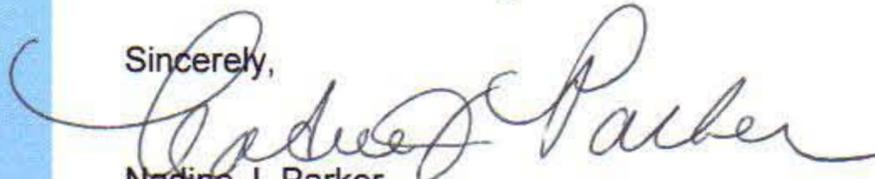
In February 2002, a group of area students demonstrated on the campus of NBC4 in Washington DC, in an attempt to prevent alcohol advertisement from being aired within our viewing area. As with any protest, the youth were expecting to be greeted with resistance; however, this was not the case. NBC4 staff approached the students and offered an opportunity to discuss the issues of media advertising and to develop solutions to the alcohol advertisement conflict of interest. Thus, began an ongoing collaboration between NCCPUD and NBC4.

NBC4 has been an asset and an invaluable resource for community organizations to highlight their programming and services. Through its many community activities, NBC4 has given NCCPUD the opportunity to reach thousands of youth in an effort to prevent them from using alcohol, tobacco and other drugs through the NBC4 Health & Fitness Expo, NBC Safe and Secure Campaign, NBC 4 Connected Expo, the National Council of Negro Women's Black Family Reunion Celebration, and through its informative news production, *Viewpoint* all of which NCCPUD is given the opportunity to participate in yearly through the stations support and support of local businesses.

NCCPUD fully supports the merger of NBC and Comcast. NBC4's presence in the community stands ready as a constant, consistent partner to draw attention to local prevention efforts and to leaders of today and tomorrow. With NBC4's history as community investors, the merger would give greater opportunities to organizations like NCCPUD to deliver their messages to viewers in the District of Columbia and its surrounding areas.

Again, NCCPUD encourages the Federal Communications Commission to approve the NBC4 and Comcast merger.

Sincerely,



Nadine J. Parker  
Executive Director