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May 10, 2010

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**Greenlining Urges FCC to Hold Public Hearings
Regarding the Comcast-NBC Merger**

Dear Chairman Genachowski,

The Greenlining Institute commends you and the Media Bureau for extending the comments period in the FCC's review of the proposed merger of Comcast and NBC-Universal. However, this action alone does not adequately demonstrate the Commission's stated commitment to the public interest. The public must have the opportunity to fully participate in the review of the merger between the nation's largest cable system and the nation's oldest network. A filing extension is not an adequate substitute for public hearings and participation.

Greenlining supports Congresswoman Maxine Waters and other public interest groups in their requests for public hearings. Greenlining similarly urges the FCC to give the Comcast-NBC merger an exhaustive and thorough review by holding public hearings. Public hearings will provide the Commission with a better understanding of how this merger will impact consumers across the nation and the media industry.

Public hearings will also provide all interested parties and individuals the opportunity to have open dialogues with Comcast and NBC. Hearings will also provide interested parties and individuals with the opportunity to address concerns about this merger and its inevitable impacts on the production and distribution of media, consumer choice, and rates. Greenlining is especially concerned about how this merger will harm minority and low-income communities on a local level. Additionally, Greenlining seeks answers from Comcast and NBC on how this merger will affect minority media ownership and ethnic media programming.

Greenlining has heard time and time again of the FCC's commitment to public participation in agency matters and its interest in ensuring that the record in this review is complete and fully developed. For instance, while explaining the

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FCC's role in the merger review before the Senate Commerce Committee, you stated that you were committed to working with your fellow FCC Commissioners to ensure that the "review procedures meet the highest standards of openness, transparency, rigor, and fairness and minimize costs and delay while fully protecting the public interest."

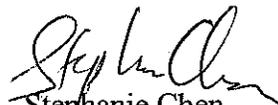
In order to ensure that these commitments are not simply rhetoric, the Commission must demonstrate its dedication to the public interest by holding public hearings. Moreover, approving the proposed merger without public hearings is contrary to the FCC's recent forward-looking stance on net neutrality, which seeks to protect consumers by treating all content, sites, and platforms equally. Consumer's concerns about the Comcast-NBC merger parallel their concerns about net neutrality because both issues address discriminatory treatment of online information and content. In particular, the public is concerned about how the combined company will have both the incentive and means to place restrictions on what content consumers can access and how they can view it. Public hearings will help the FCC fully understand the implications of this merger on net neutrality policies, and to address consumer concerns face-to-face.

The FCC held multiple forums for public discussions in other important proceedings.¹ Greenlining urges the Commission to apply this commitment for public participation to its review of the Comcast-NBC merger, because of its far-reaching and potentially adverse implications for consumers and the public. Further, there is tremendous momentum growing from Congress and the public as they seek answers from the Commission, Comcast and NBC. Accordingly, Greenlining respectfully asks the FCC to prepare a plan for multiple public hearings across the nation, and to provide the public with sufficient notice, time, and opportunity to participate.

Please contact Samuel Kang at (510) 926-4004 should you have any questions or would like to discuss anything concerning this matter.

Sincerely,


Samuel Kang
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¹ In recent months, the FCC held workshops network neutrality, media ownership, the future of media and information needs of communities, the development of consolidated licensing system, etc. At the very least, the FCC should provide the same public interest commitments on a merger that involves the nation's largest cable system and one of the nation's oldest and largest networks, which has wide-reaching implications.

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