



National Black Chamber of Commerce®  
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May 24, 2010

The Honorable Julius Genachowski  
Chairman  
Federal Communications Commission  
445 12th Street, SW  
Washington, DC 20554

RE: MB Docket 10-56

Dear Chairman Genachowski:

Thank you for this opportunity to offer you the views of the National Black Chamber of Commerce and the 95,000 Black-owned businesses that we represent on the proposed joint venture between Comcast and NBC Universal. It is our view that Comcast's long and distinguished record in promoting diversity—through its hiring and promotion practices, programming choices, and support for African American charities and community groups—has provided ample evidence of this company's good works and the positive impact it will have on diversity and equality at NBC Universal.

The National Black Chamber of Commerce is a nonprofit, nonpartisan, nonsectarian organization dedicated to the economic empowerment of African American communities with 190 affiliated chapters throughout the nation. We consider ourselves on the leading edge of educating and training Black communities on the need to participate vigorously in this great capitalistic society known as America. NBCC provides unique opportunities for corporations and African American businesses to partner in creating greater opportunity for all people.

In 2009, Comcast drove \$84 million of its business to African American vendors. It is clear that Comcast operates as part of, and values, a diverse community and as such its growth creates a place where African American entrepreneurship, which is our organization's primary concern, can grow and thrive. It is in recognition of this that for the fifth consecutive year, DiversityBusiness.com named Comcast as one of "America's Top 50 Corporations for Multicultural Business Opportunities" due to their record of seeking out Black-owned businesses as suppliers. .

Comcast is also recognized throughout the country as a leader in diversity in its workplace. The company employs more than 22,000 African Americans, which make up nearly one-quarter of the business' total workforce. Comcast makes every effort to identify new talent within the company and to foster their development. The company has also partnered with numerous Black professional and civil rights organizations, such as the National Society of Black Engineers, the National Black MBA Association, and the National Association for the Advancement of Colored People, to identify and recruit minority talent.

Finally, Comcast has helped significantly to improve the quality and amount of programming relevant to African American audiences. The company's support for TV One, a joint venture of Comcast and black-owned radio broadcaster Radio One, is a prime example. Through its investment, Comcast provided Black audiences with the quality news and entertainment programming they deserve that speaks directly to their lives, their interests, and their futures. TV One is the gold standard for African American television programming reaching more than 50 million homes.

It is our belief that Comcast's clear and unmatched record of promoting diversity in its own business practices and in the products and services it offers its customers illustrates how this company will move forward in its new business enterprise with NBC Universal. I hope you will take these views into consideration as you and your fellow commissioners weigh this important decision. Thank you for attention to this matter.

Sincerely,

A handwritten signature in black ink, appearing to read "Harry C. Alford". The signature is written in a cursive style with a large initial "H".

Harry C. Alford  
President/CEO