



National Action Network

Reverend Al Sharpton, President & Founder
Reverend Dr. W. Franklyn Richardson, Chairman

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May 24, 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:

I write as president and founder of the National Action Network to express my support for the proposed joint venture between Comcast and NBC Universal (NBCU) for which the FCC public interest review is required. National Action Network is a civil rights organization that has been dedicated to ensuring social justice and economic equality for all persons regardless of race, religion, gender, national origin or disability.

Our membership is often skeptical of horizontal mergers. However, given Comcast's track record on diversity matters, the fact that this joint venture is nearly wholly vertical, Comcast's commitments to the public interest as expressed in its December 4th, 2009 letter, and the prospective benefits for consumers generated by the joint venture, I support this joint venture and hope that the FCC will approve it without delay.

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Most importantly, Comcast's CEO Brian Roberts and its Executive Vice President David L. Cohen both took the initiative to reach out and meet with me to discuss both the concerns of the National Action Network and the benefits of the transactions for the communities that we represent.

We have for several years had a productive, honest and open dialogue at the highest levels of the company and we are confident that this positive relationship will continue to prosper after the joint venture is approved.

Comcast has been an industry leader on diversity when it comes to their core business operations as evidenced by the leadership positions held by several African Americans in cable and programming operations and elsewhere. Comcast has shown leadership in minority-owned and focused programming – starting with the carriage of BET in the 1980s and followed later by its investment in and carriage of *TVOne*, and continuing with its recent launch of *Black Cinema* on-demand and BET's *Centric*.

I am also pleased to learn that the joint venture will likely result in more diverse and independent programming, and that Comcast has made a number of other voluntary commitments to the public interest including those pertaining to the retransmission of the NBC signals, a continued commitment to an open Internet, and making more content available across more platforms. I am particularly pleased by Comcast's plans to expand diverse content on its cable on demand and online on demand services.

The Comcast/NBCU joint venture has the potential to mark a new era in media and communications in which all consumers, from every demographic background, can more easily and economically reap the benefits of easy access to content across multiple platforms. I also believe that minority advertisers will benefit from the economies of scale as well as from the niche marketing capabilities of the new venture.

Given the potential benefits of the deal and Comcast's strong record of

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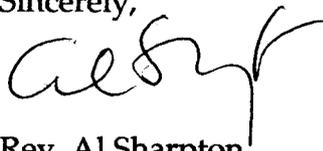
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commitment to diversity, I am thus favorably inclined toward its approval. I believe that this venture can offer useful benefits for African American media and Internet entrepreneurs as well as the general public.

I'd be happy to discuss this further with any of you or your staff.

Sincerely,

A handwritten signature in black ink, appearing to read 'alsharpton', written in a cursive style.

Rev. Al Sharpton

President & Founder