



Asian Pacific American Leadership Institute
De Anza College
21250 Stevens Creek Blvd.
Cupertino, CA 95014

June 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 SW
Washington, DC 20554

RE: MB Docket No. 10-56

Dear Chairman Genachowski and Commissioners:

I am writing to register my strong support for NBC-Universal and Comcast's new business endeavor. Comcast has a longstanding tradition of valuing diversity, both in the community and in its business practices. As the executive director of the Asian Pacific American Leadership Institute (APALI), I want to recognize and applaud the company's efforts.

Established in 1997, APALI has been recognized as a premier regional institution providing civic leadership education and promoting meaningful representation of Asian Americans and other under-represented minorities at all levels of public decision-making in Silicon Valley and the San Francisco Bay Area. APALI is guided by its own innovative multi-generational leadership model for creating a civic leadership pipeline for under-represented communities. We provide programming and support at three levels – a college and high school program, a community program and a public officials program.

Comcast has been a long-time partner supporting our programs, especially our Community Civic Leadership Program. Comcast employee Johnnie Giles serves on our advisory board, and the company

has enabled us to leverage their media platforms to raise the visibility of APALI via PSAs and Newsmakers.

Comcast's own efforts in diversity recruiting and encouraging diversity among its suppliers are exemplary. I fully support the company's new venture.

Sincerely,

Michael Chang

Dr. Michael Chang,
Executive Director, Asian Pacific American Leadership Institute
Former Mayor of Cupertino