



Communities
In Schools

Washington

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

Re: MB Docket No. 10-56

June 13, 2010

Chairman Genachowski:

I am writing on behalf of Communities In Schools (CIS) of Washington State, in regards to your review of the partnering of Comcast and NBC Universal. Comcast has been an extremely generous supporter of ours for the last 5 years, and we urge you to support its new business venture.

Communities In Schools is the largest, and undisputedly most effective drop-out prevention organization in the country, serving over 2.3 million students each year, including 37,000 in Washington state alone. Washington state has a 30% drop out rate, but by targeting students most at risk for poor performance and attendance, and providing them with individual attention and support, we are able to improve student performance and retain and promote 83% of targeted students.

We feel that achieving a high school diploma is of extreme importance to ensuring the successful and productive lives of our children, and that it is one of the major challenges facing our community today. Comcast is an ardent believer in our mission to provide the programs necessary to help at-risk students and has played a vital role in our community outreach and support gathering. As such, the company has made it possible for hundreds of students to achieve academic success and take the next steps in their lives, which for some is moving on to college and for others entrance in the working world.

Over the course of our partnership, Comcast has produced and filmed many public service announcements for CIS and has donated over \$500,000 in airtime to broadcast them. These PSA's range from artistic presentations to interviews with players for the Seattle Seahawks, and have notably increased the level of our donations and volunteer time. Spreading our message is critical to our success and we could not have effectively done so without Comcast's generosity.

We are extremely grateful for the help that Comcast has provided to us, and the interest that they have shown in helping our students achieve success and go on to have productive and happy lives.

We sincerely hope that you will rule favorably on the Comcast and NBC Universal partnership.

Sincerely,

Dennis Montgomery
Communications Director
Communities In Schools of Washington State