

# PARTNERSHIP FOR A DRUG-FREE NEW JERSEY

IN COOPERATION WITH THE GOVERNOR'S COUNCIL ON ALCOHOLISM & DRUG ABUSE

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June 21, 2010

The Honorable Julius Genachowski  
Federal Communications Commission  
445 12<sup>th</sup> Street SW  
Washington DC 20554

**RE: MB DOCKET 10-56**

Dear Chairman Genachowski:

While you review Comcast's new partnership with NBC Universal, I want to tell you about my experiences with Comcast as Executive Director of the Partnership for a Drug-Free New Jersey. Comcast's commitment to our state's youth is unwavering, and Comcast's support and collaboration with the Partnership is a great source of pride and assistance.

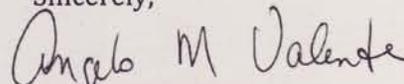
One of our most anticipated events each year is *New Jersey Shouts Down Drugs*. This program brings together high school students from all across our state who compose and perform their own original music that features anti-drug messages. Finalists representing each participating county are chosen to perform at an annual Statewide Prevention Concert. The creativity and varied forms of expression are always extremely impressive, and it is truly inspirational to bring together our community in a medium as powerful as song. Having students be the voice of our important message is one of the most effective methods we have for reaching youth all across our state.

Thanks to Comcast's sponsorship, this program has been greatly enhanced. Comcast produces a video of the concert and makes it available free of charge on Comcast On Demand for local residents to watch. DVDs of the video are also distributed to all participating students, and every high school principal in New Jersey receives the DVD every September to use as an inspiring drug prevention tool for their students. Comcast also provides PSA airtime to help promote this initiative. In addition, Comcast has featured the Partnership on various local programs to help promote its free prevention initiatives available to New Jersey's schoolchildren, parents, businesses, and communities.

I look forward to our continued partnership with Comcast and am excited to welcome NBC onto their team. We will continue to reach teens all over New Jersey to help ensure that they remain drug-free and continue to bring the message of hope to so many of our state's residents.

Thank you for your time.

Sincerely,

  
Angelo M. Valente  
Executive Director

  
The  
Partnership  
for a Drug-Free  
America™

**DRUGS  
DON'T  
WORK  
IN NJ!**