

**GIVE. ADVOCATE. VOLUNTEER.  
LIVE UNITED.**



**NORTHWEST SUBURBAN  
UNITED WAY**

*A member of United Way of Metropolitan Chicago*

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

June 17, 2010

Re: MB Docket No. 10-56

Dear Chairman Genachowski:

As the Chief Professional Officer for the Northwest Suburban United Way, I am keenly aware of Comcast's important contributions to the diversity of the Chicagoland and the United Way network. As such I support Comcast's effort to join with NBC Universal.

Comcast's commitment to diversity is especially important to our community. In Mount Prospect, a Chicago suburb, the Latino population has nearly doubled in the span of a single decade, increasing to over 6,000 residents, or 12 percent of the population. The surrounding townships have experienced similar change and growth, and we expect this trend to continue.

Comcast has embraced the growth of our ethnic neighborhoods. Recently they have expanded their programming tiers to include a diverse range of independent, foreign, and non-English programmers. In particular they have greatly expanded their Hispanic programming tier. Comcast's employer diversity also reflects our community since they hire from our community. This may seem like a little thing, but jobs are the foundation of any community and we greatly appreciate this. Lastly, Comcast's commitment to diversity can be seen through their support of community organizations such as ours and their generosity in providing public schools and community centers with complimentary broadband and cable.

Comcast's commitment to diversity extends to their employees. Here in Cook County, the Northwest Suburban United Way is fortunate to count on the leadership of Comcast's Richard Ruggiero, who offers his time and know-how to govern the Executive Board. Comcast's Joe Higgins also supports our Marketing Advisory Board.

The Northwest Suburban United Way's mission to support the lives of people in need mirrors the core tenants of Comcast's commitment to local communities like Mount Prospect. We're proud to include Comcast in our efforts to improve Chicagoland and encourage you to favorably consider its proposal to join with NBC Universal as NBC Universal will only benefit from this partnership.

Sincerely,

Marcia McMahon  
Chief Professional Officer, Northwest Suburban United Way

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Commissioner Robert M. McDowell  
Commissioner Mignon Clyburn  
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