



VIA ELECTRONIC DELIVERY

December 16, 2010

The Honorable Julius Genachowski
Chairman
Federal Communications Commission
445 12th Street, S.W.
Washington, D.C. 20554

Re: MB Docket No. 10-56

Dear Mr. Chairman:

On behalf of three of the nation's leading civil rights organizations, we write to inform you of the recent Memorandum of Understanding (MOU) reached between our organizations and Comcast and NBC Universal (NBCU). As part of the proposed joint venture, the companies have made important commitments on diversity – commitments which are incorporated in the MOU and that we believe will result in expanded economic growth for the African American community.

Through this MOU, Comcast and NBCU have committed to continuous improvement in promoting employment and advancement opportunities for African Americans and other minorities. They have also committed to promote supplier diversity and to expand on their record of promoting programming diversity and charitable support for communities in need.

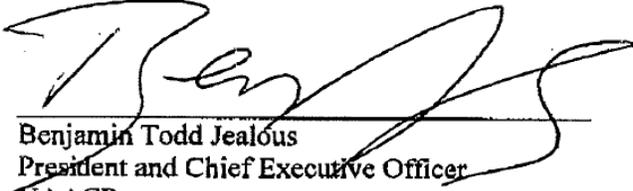
In addition to the four new African American owned and/or operated channels Comcast has committed to add to its linear channel line-up following the close of the transaction, Comcast has also agreed to increase African American targeted programming in certain key markets. NBCU has also made commitments to enhance viewpoint diversity by increasing the participation of minorities in its news and public affairs programming and enhancing opportunities for minorities within its writing staff.

Further, through the creation of its Joint Diversity Council, Comcast is giving representatives of diverse communities a permanent seat at the table which we intend to utilize to engage Comcast and other national leaders in an ongoing dialogue that will assist Comcast and NBCU to meet and expound upon the commitments made herein. These measures are intended to ensure accountability to the commitments memorialized in the MOU. We hope that this MOU will

serve as a model for other companies to foster greater diversity within their corporate structure and we commend Comcast and NBCU for their willingness to make diversity a central tenet of their future success.

In recognition of Comcast's leadership on diversity, we continue to express our support for the Comcast and General Electric proposed NBCU joint venture. We urge the Commission to examine the substance of the commitments made within the MOU and to ensure that the issues of diversity are adequately addressed in the Commission's public interest review.

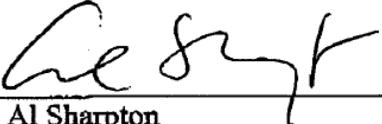
Sincerely,



Benjamin Todd Jealous
President and Chief Executive Officer
NAACP



Marc H. Morial
President and Chief Executive Officer
National Urban League



Rev. Al Sharpton
Founder
National Action Network

cc: Commissioner Michael J. Copps
Commissioner Robert M. McDowell
Commissioner Mignon Clyburn
Commissioner Meredith Attwell Baker