



August 24, 2014

Tom Wheeler
Chairman
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

RE: MB Docket No. 14-57

Dear Chairman Wheeler:

SALDEF is a national Sikh American media and educational organization committed to empowering Sikh Americans by building dialogue, deepening understanding, promoting civic and political participation, and upholding social justice and religious freedom for all Americans. We are glad to have had Comcast's strategic guidance available to us as we work to advance these principles.

With Comcast's help this summer, we produced the first-ever public service announcement specifically aimed at recognizing Sikh Americans' important role in America's cultural identity. Using a SALDEF-created script, the PSA demonstrates through words and images how Sikh Americans' values are America's values, including a love of service, family, and community. Comcast agreed to provide millions of impressions of the PSA in order to help us raise awareness.

This is but a single example of how Comcast has brought its know-how and reach to bear in our partnership aimed at using the media to "de-mystify" the Sikh American community. Sikh are, perhaps more often than any other culture, frequently misidentified, and an astounding 1 in 5 Americans say that are likely to become angry or apprehensive when encountering someone wearing a turban. Education is the only way to change these misperceptions, and Comcast has advised us on the variety of methods and tactics to reach audiences with the right kind of educational message. This campaign is in the early stages, but is has taken shape in part thanks to Comcast, who was also among the earliest supporters of the SikhLEAD program, our annual institute designed to inspire, train, and support young Sikh Americans as they prepare for a lifetime of community engagement and community leadership.

Our work with Comcast is in its early stages, but it is already bearing fruit. As the company grows into other markets both large and small, we see an opportunity for SALDEF's message to spread to more communities, which we hope will foster a robust, continued dialogue about America's cultural identity in the 21st Century. Please approve Comcast's proposed transaction with Time Warner Cable to help make this happen.

Sincerely,

A handwritten signature in blue ink that reads "Jasjit Singh".

Jasjit Singh
Executive Director