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September 23, 2014

## EX PARTE SUBMISSION

Secretary  
Federal Communications Commission  
445 12th Street, S.W.  
Washington, D.C. 20554

Re: Applications for Assignment and Transfer of Control  
of Comcast Corporation and Time Warner Cable Inc.  
MB Docket No. 14-57

Dear Sir:

I write in my capacity as a Co-Founder and the Chairman of the National Hispanic Foundation for the Arts (NHFA). NHFA is a 501(c)(3) non-profit that seeks to advance the presence of Latinos in the media, telecommunications and entertainment industries. Our particular focus is on increasing access for Hispanic artists in these industries and making opportunities available for new Latino talent.

In June 2014, NHFA co-sponsored a study titled *The Latino Media Gap*, written by Columbia University professor Frances Negron-Muntaner. This comprehensive study found that, with few exceptions, Latino participation in mainstream English-language media is stunningly low. A review of the top movies, television programming and news shows revealed a narrow range of roles, and fewer Latino series regulars and lead film actors, in the entertainment industry relative to today's national population than existed more than 70 years ago. Although the U.S. Latino population grew more than 43 percent from 2000 to 2010, the rate of media engagement (behind the camera and across all genres and formats) remained stagnant, or grew only slightly at times, proportionally declining in relation to the total population. Furthermore, when Latinos are visible, they tend to be portrayed through decades-old stereotypes as criminals, law enforcers, cheap labor and hyper-sexualized beings (see attached study).

Similarly, I wrote an article for this month's *Latino Magazine*, titled "Hollywood's 7 Deadly Sins" (also attached), that presents concrete examples of this study.

The proposed merger of Comcast Corporation and Time Warner Cable Inc., may have a major impact on Latinos in the communications industry. NHFA urges the FCC to give the merger a comprehensive review and to reach a decision that serves the public interest in general and the Latino public interest in particular.

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NHFA's concerns about the Comcast-TWC merger arise from the size of the merged entity and media dominance that it will possess. The numbers alone present serious questions. As we read them, Comcast-TWC will have a cable television presence in 30 percent of all television households. Its presence in Latino households may be even greater, as Comcast-TWC will be a major cable operator in 19 of the top 20 Latino markets, including such important ones as Los Angeles, New York, Miami, Houston and Dallas.

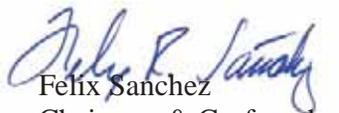
Any communications firm of that size can be expected to be the gatekeeper for the program service to the public. Will the merged entity use that gatekeeper role to benefit Latinos involved in or considering a media career, or to benefit itself? In particular, will Comcast-TWC offer opportunities for Latino programmers and content-creators to develop new and creative programming services for the U.S. Pan-Hispanic population? Such opportunities are invaluable in enabling Latinos to develop their skills in front of and behind the camera, ultimately creating a new generation of Latino media entrepreneurs and Latino business leaders in both Hispanic and general media markets.

We worry about whether, as many in the Latino community are telling us, the presence of such market dominance — combined with the ownership of Latino-oriented media, in the form of Telemundo and mun2 networks — may limit the quantity of Latino-oriented programming. Any such limit would mean less variety in Hispanic market programming and fewer opportunities for Latino talent. This would be unacceptable.

The FCC must undertake an intensive analysis of the potential impact of combining two giant cable operators on the media market they will control and determine whether the proposed merger offers significant benefits to the public. Any such benefits must include program opportunities across all races and ethnic groups. This goal should be a prerequisite for approval of a merger of such potential impact.

NHFA recognizes that the FCC has a difficult task before it. We urge intense scrutiny into how the proposed merger will impact the future of Latinos in the media and the development of Latino-themed and general market content programming.

Sincerely,

  
Felix Sanchez  
Chairman & Co-founder