

Congress of the United States
House of Representatives
Washington, DC 20515-5401

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Brian Roberts
Chief Executive Officer
Comcast Corp.
1 Comcast Center
Philadelphia, PA 19103

Jeff Zucker
Chief Executive Officer
NBC Universal, Inc.
30 Rockefeller Plaza
New York, NY 10112

Dear Mr. Roberts and Mr. Zucker:

Thank you for testifying at the House Judiciary Committee's February 25, 2010 Hearing on Competition in the Media and Entertainment Distribution Market. I appreciated having the opportunity to learn more about the proposed merger between Comcast Corp. and NBC Universal, Inc.

Having heard your testimony and reviewed publicly available information, I have several concerns about Comcast's and NBC-Universal's commitments to promoting diversity in programming and in their corporate structures, as described in the following two sets of questions:

1. Two organizations—the Hispanic Association on Corporate Responsibility (HACR) and the National Hispanic Media Coalition—recently issued report cards grading both companies on the diversity of their workforce. HACR gave Comcast 50 points on a 100-point scale. The National Hispanic Media Coalition gave NBC-Universal an overall grade of C+, which included a grade of F for “Creative Executives.” The F grade was attributed to the absence for several years of any Latinos in NBC-Universal's team of creative executives.

Hispanics are the fastest-growing population of consumers in the United States. As companies increasingly market their products to Hispanics, these same companies should ensure that Hispanics are able to advance within the corporate structure. Please provide the number of Hispanics that occupy senior management positions in each of the merged company's businesses, including its broadcasting, cable programming, movie studio, theme park, and online content businesses. Please also state the percentage of senior management positions represented by these numbers. How will you improve upon your companies' records on diversity by ensuring that Hispanics are given every opportunity to progress within the merged organization?

2. In Comcast's Public Interest Statement filed on January 28, 2010, Comcast made several voluntary public interest commitments. Among those commitments was a pledge to ensure diversity of independent programming and to enhance the current programming of NBC-Universal's Telemundo national broadcast television network, the second-largest Spanish-language programming network in the United States. Specifically, Comcast committed to add two new independently owned and operated channels to its digital line up each year for the next three years.

Independent programming will compete with Comcast's programming, creating pressure on Comcast to cease carrying these channels or to relegate them to premium tiers with fewer subscribers. How will Comcast ensure the long-term survival of independent programming, particularly English- and Spanish-language programming of interest to the Hispanic community?

I would appreciate receiving your prompt response to these questions. In your response, please describe the specific actions Comcast and NBC-Universal are taking with respect to the issues raised. For your reference, I am also submitting these questions to the House Judiciary Committee for inclusion as part of the Hearing record.

Sincerely,



Pedro R. Pierluisi
Member of Congress