

STATEMENT OF MARC H. MORIAL, PRESIDENT & CEO  
NATIONAL URBAN LEAGUE

Thank you, Mr. Chairman and members of the Committee.

There are a several points that I would like to make at the outset.

First, GE is selling its interest in NBCU so that it can devote its investments and energies to its core businesses. Period.

This being the case, I would like to see NBCU in a joint venture with 1) an American company, 2) a company with a proven track record in and understanding of the television business and 3) a company that has a strong and proven track record on diversity issues and in working with diversity organizations such as the National Urban League.

The National Urban League has taken no formal position on this transition yet; we are withholding formal endorsement pending discussions with senior management relating to diversity programming, employment, and other issues at NBCU.

But we do think that Comcast should be entitled to great respect in this process based on its past actions with the diversity community.

Comcast has demonstrated a commitment to measures relating to diversity – whether employment or programming related. Evaluations of its employment practices have been positive and it has pro-actively invested in diversity programming such as TV One.

Impressively, Comcast has also made commitments about new and independent programming opportunities for its NBCU joint venture. We have every belief and hope that these new opportunities will include diversity programming.

Comcast has also been an important corporate partner to the Urban League, having forged local partnerships with many of

our chapters throughout the country. In its home city of Philadelphia, Comcast engaged with our local Urban League affiliate chapter to create a job training program for cable installers.

Nationally, Comcast entered into a national partnership agreement with NUL just over two years ago designed to raise awareness of Urban League programs. Comcast has supported this effort through the production and airing of Urban League public service announcements, production of a "State of Black America" show to compliment NUL's annual report to the President, and support for our "Conversation with Leaders" program.

NBCU has also made important strides in its commitment to diversity and inclusion. Its senior leaders have also worked closely with the National Urban League to increase the voices of color in commentary roles on matters of public policy on NBC, MSNBC, CNBC and TheGrio. An important foundation has been laid, but much more must be done.

We therefore look forward to our discussions with Comcast regarding how the new joint venture will continue and strengthen its commitment to diversity in the areas of employment, including its most senior executive levels, procurement, governance, philanthropy and programming. Assuring that each of these issues is adequately addressed is clearly in the public interest of the people of the United States. We also believe that in the event that any local broadcast licenses are spun off, that Minority Businesses should have a fair and equal opportunity to acquire these assets.

Based on our existing working relationships I am confident that both Comcast and NBC Universal will continue to be first class 21<sup>st</sup> century companies and I look forward to hearing more from the senior leadership on our areas of concern. Thank for you having me here today and I look forward to your questions.

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