

# National Black Church Initiative

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**PRESS RELEASE**

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## **NATIONAL BLACK CHURCH INITIATIVE STRONGLY SUPPORTS COMCAST AND NBC MERGER**

***THIS MERGER WILL HELP CLOSE THE DIGITAL DIVIDE AND  
ADVANCE MINORITY INVOLVEMENT WITH NEW TECHNOLOGY.***

Washington, DC – [The National Black Church Initiative](#), a coalition of 34,000 Black and Latino faith communities across America, is strongly supporting the proposed merger between NBC and Comcast. The merger is currently under review by Congress to see if it will break any anti-trust laws. NBCI is urging lawmakers to allow the merger to go through swiftly because it will not only benefit the American people, but African American communities as well, by helping to close the digital divide and by creating more jobs and program content. While this merger may raise concerns about a single media company having too much control over television and online content and viewing, NBCI believes that these worries are unfounded. The merger signifies the new reality surrounding new media and technology advancement, thus making America more competitive. We cannot maintain our technological lead in the world if we are saddled with arcane anti-trust regulations that cause us to stifle the advancement of technology.

In their presentation to the congressional subcommittee Comcast Chair and CEO Brian Roberts and NBC Universal President and CEO Jeff Zucker laid out the benefits of the merger. They pointed out that the joining of these two major media companies would not hinder new media, but help support it by creating new, more easily accessible technology platforms. This is exactly what the Black community needs now as the digital divide between minorities and whites gets

larger and larger. Technology must become more readily available in order to close the digital divide and this merger will create the opportunity to make this happen. NBCI will hold NBC and Comcast accountable to their promises made at the hearing and work with them to make a better and more accessible technological future.

Rev. Anthony Evans, President of NBCI, said, “This is a chance of a lifetime. This merger represents the new media that is coming to America. It is ridiculous and counterproductive to protest against this. The right thing to do is to support this merger because it will aid in the advancement of African American and other minority communities technology education. We wholeheartedly support this merger.”

NBCI has been working on the digital divide issue for years with its [Digital Divide Initiative](#). Far too often minority communities lack the ability to get online and when they are online they do not have the income or ability to access the internet in the same beneficial way that others do. NBCI is committed to helping organizations, churches and community-based organizations within their structure (10,286) to bring broadband internet access into African American and Latino communities. NBCI has worked with the internet and cable industry to achieve these tasks, and does not believe that there should be a constant line in the sand over these issues. The internet should not be a racial dividing line in America and the Comcast/NBC merger can help to radically close that divide. Once the merger has gone through, NBCI plans to offer several major proposals that it strongly believes will increase access to our communities.

Furthermore, NBCI believes that this merger will help create jobs. As both executives stated in their arguments at the hearing, the merger will not cause any job losses as neither company will be giving anything up when the merger happens. It stands to reason that the merger will actually create jobs, as the two companies become one and are able to grow larger, cover more of America and employ more people. NBCI hopes that this will especially impact inner city areas where the black male unemployment rate is too high. One of the proposals that NBCI hopes to offer will involve training and continuous education concerning the new broadband technologies this merger will offer.

### About NBCI

The National Black Church Initiative (NBCI) is a coalition of 34,000 African-American and Latino churches working to eradicate racial disparities in healthcare, technology, education, housing, and the environment. NBCI’s mission is to provide critical wellness information to all of its members, congregants, churches and the public. The National Black Church Initiative’s methodology is utilizing faith and sound health science. The National Black Church Initiative’s purpose is to partner with major organizations and officials whose main mission is to reduce racial disparities in the variety of areas cited above. NBCI offers faith-based, out-of-the-box and cutting-edge solutions to stubborn economic and social issues. NBCI’s programs are governed by credible statistical analysis, science-based strategies and techniques, and methods that work.