

Rights **Equal Rights**

January 11, 2017

Mr. Brian L. Roberts
President and CEO
Comcast NBCUniversal
Comcast Center
1701 JFK Boulevard
Philadelphia, PA 19103

Dear Mr. Roberts:

A few hours ago I receive a very disheartening telephone call. We had purchased 54 time slots with Comcast in four Utah markets to air our new 30: second commercial [“Help Us.”](#)

Yesterday, on Tuesday, January 10, 2017 I held a press conference in Salt Lake City to preview the new commercial for the media. At the press conference I announced that the commercial they were seeing would begin airing the very next day, for a week. That did not happen, because late today we were told that Comcast has suddenly refused to run the ad, which had been vetted and approved by your company a week earlier.

Having produced political television ads for over 40 years, I am very familiar with time buys and the approval process.

So last Tuesday, January, 2017 when your legal department requested a copy of the commercial for approval, we were ready. Our media buying service in Los Angeles, [NCC Media](#) asked for a copy of the spot to send to Comcast. We sent it to them and they sent it to Comcast the same day.

Two days later, on Thursday, January 5, 2017 we were told that our commercial was approved to go on the air by your legal department, but the spot had been flagged due to an incorrect audio sample rate. The sample rate needed to be changed to 48k, a minor fix which our director did.

On Friday, January 6, 2017 the audio corrected spot was sent back to Comcast and we were assured that our commercial was approved and ready to begin airing on Wednesday, January 11, 2017.

Our Tuesday press conference was well attended. Three of the four Salt Lake City television stations were there and reported on the commercial on their newscasts. The stations were; [Fox 13](#), [CBS KUTV](#) and [ABC KUCW](#). Two of the stations even ran all or part of the commercial on their newscasts.

Several major Utah newspapers ran stories about ["Help Us"](#) as well, i.e. The [Salt Lake Tribune](#), the Mormon Church owned [Deseret News](#), [The Salt Lake City Weekly](#) and the [St. George News](#). Most of the newspapers embedded the commercial in their online stories as well. They even played the commercial today on the Rod Arquette Show on Salt Lake City's KSNR Radio.

No one else has had any problem running our commercial.

And even another cable company in Utah, where we purchased time, began running the ad today, just as Comcast had agreed to do five days ago.

Mr. Roberts, since Comcast controls the cable market in Utah, 90% of our commercial time was purchased with your company. So when Comcast refused to run our commercial today, we were in disbelief. Your legal department had no problem with it a week ago. Why the change of heart?

My guess would be that after our press conference attorneys representing the Church of Jesus Christ of Latter-day Saints (Mormon Church), the subject of the commercial, contacted Comcast and demanded that you pull our ad. By doing so, your company has denied us our First Amendment right of free speech.

Comcast NBCUniversal has a stellar reputation as a fair and highly successful cable and media company. I sincerely doubt that you would want to prevent our free speech, a clear violation our country's sacred First Amendment.

Please use your influence to get our commercial back on the air immediately. We have already lost one day and we would appreciate your immediate help on this matter.

Take a look at our well-produced commercial for yourself, it's up on YouTube (which also has no problem running it). ["Help Us"](#) has already had well over 5,000 views in just 24 hours. Judge for yourself, we think you'll enjoy it: <https://www.youtube.com/watch?v=-yC5os3W56E>

Thank you for your prompt attention to this important matter.

Best personal regards,



Fred Karger
President

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