

**Comcast Shareholder Meeting Question**  
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Saying “CNN... was a little too liberal,” CNN’s President Jeff Zucker put more conservatives on CNN.

CNN doubled its audience in the key 24-54 demographic and the Wall Street Journal says CNN is “...nipping at the heels of Fox News... and is roughly doubling the audience of MSNBC, the weakest of the three...”\*

MSNBC caters to liberals, at 24%\*\* the smallest ideological demographic.

As this makes no sense, I ask you: Is Comcast using MSNBC and its loyalty to the Obama Administration and other liberal elected officials as a lobbying tool? Is this lobbying tool worth the cost to shareholders of being a distant third in the ratings?

For years we attended this shareholder meeting in person, and now by computer since you cancelled face-to-face interactions with your shareholders, asking why Comcast aims so low with MSNBC. You always duck the question. We tell you now: If you do not deny that your strategy with MSNBC is a lobbying one, we are going to publish a press release saying Comcast’s management refuses to deny that the entire point of MSNBC’s existence is to promote Comcast’s lobbying efforts.

So, do you deny this? If so, why aim for third? If not, thank you for your candor.

\* “Jeff Zucker Concedes CNN Has Been ‘A Little Too Liberal’,” J.D. Durkin, Mediaite, May 2, 2016, available online at <http://www.mediaite.com/tv/cnns-jeff-zucker-concedes-cnn-has-been-a-little-too-liberal/>

\*\* Gallup annual January poll of political ideology most recently found 37% of Americans identify as conservative, 35% as moderate, and 24% as liberal. See: “Conservatives Hang On to Ideology Lead by a Thread,” Gallup, January 11, 2016, available online at <http://www.gallup.com/poll/188129/conservatives-hang-ideology-lead-thread.aspx>

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