

# Diversity at Comcast

For more information about Comcast's  
commitment to diversity, please visit  
[www.comcast.com/diversity](http://www.comcast.com/diversity)





## Comcast's Commitment to Diversity

Comcast's strength derives from our connection to the local communities we serve.

Our company culture is enriched with a diverse environment for employees and suppliers reflecting the individuality of all our local communities. We also believe that a workplace for employees and suppliers free from discrimination and harassment is not enough – we are committed to setting an example, actively providing full opportunities for all in order to reach our full potential.

What distinguishes Comcast and our industry is that our employees are fully woven into the fabric of communities. Our employees live, work, and raise their families everywhere that Comcast provides service, and being an active part of those communities is an integral part of our success.

As you'll see in this booklet, our diversity commitment is organized in four focus areas: Supplier Diversity, Recruitment and Career Development, Community Investment and Programming. Whether it's partnering with a local African American organization, sponsoring internships for Hispanic students, volunteering our time and financial resources to a non-profit organization serving an Asian American community, or introducing specific programming to better serve the needs of both English-speaking and foreign-language audiences, we always take the needs and interests of each individual customer into account.

Our commitment to diversity dates back to Comcast Founder, Ralph Roberts, who took an active leadership role in national and local organizations fostering diversity. Today, Comcast's Diversity Management Council, our senior management team who represent various departments within our business, continues to promote diversity within Comcast and the communities we serve. Led by David L. Cohen, Executive Vice President of Comcast Corporation and Steven B. Burke, Chief Operating Officer of Comcast Corporation and President of Comcast Cable, this committee meets regularly to implement, promote, and sustain diversity throughout our organization.

Others have also noticed Comcast's commitment to diversity, as we've been the recipient of numerous honors and awards. In 2007 alone, we received a number of honors, including:

- Hispanic Business magazine's "Diversity Elite 60 – the 60 Best Companies for Hispanics"
- Diversity Inc's "Top 50 Corporations for Diversity"
- Essence magazine's "25 Great Places to Work"
- Black Enterprise magazine's "Top 40 Companies for Diversity"
- Latina Style's "50 Best Places to Work for Latinas"
- Consistent recognition as a great place to work by a number of respected publications in various markets across the country, including Boston, MA; Portland, OR; and Philadelphia, PA

As a company, we are committed to diversity – in our employment practices, our purchasing decisions, our programming and our community investment. This is not only the right thing to do, it is also a core principle for the way we conduct our business, community by community.

Brian L. Roberts  
Chairman and CEO, Comcast Corporation



# Programming

## Serving Communities and Reflecting Cultures

Comcast is committed to offering programming that reflects the diverse cultures and lifestyles of the customers we serve.

### Diverse program offerings

Comcast is committed to delivering programming that reflects the diverse interests of our customers, and we have signed deals with more than 140 multicultural networks featuring programming from around the world (including over 70 deals with Hispanic networks alone). This provides us with the flexibility to customize offerings that reflect the demographics of each of our markets.

We offer two tiers of programming packages for Hispanic-American audiences, both of which include 140 hours of free, On Demand en Español programming. Comcast's Canales Selecto package offers an entirely Spanish-language experience, while CableLatino offers both Spanish and English-language Latino-themed programming.

For the gay, lesbian, bisexual and transgender communities, we carry Logo as part of our digital cable packages in select markets. Logo shows films, documentaries, news-casts and quality programs and specials.

Ten hours of Logo programming is also available for free On Demand in markets that carry the network. In addition, the here! network is available as a subscription-based On Demand offering from Comcast.



The network offers programming appealing to a broad-based, diverse GLBT audience.

Comcast is focused on expanding our offerings for Russian, Chinese, Indian, Korean, Arabic, Filipino and Portuguese audiences, among others. Additionally, our programming team is working to continually expand the multicultural content available through Comcast's On Demand offerings.

### Developer of diverse content

In our role as a programming content provider, Comcast also looks for opportunities to partner in creating new programming to meet the needs of diverse audiences. TV One, for example, which was created by Comcast and Radio One, is a full-time network that offers a broad range of lifestyle and entertainment-oriented programming designed to entertain, inform and inspire African American viewers.

### Highlights

- In 2007, Comcast launched Filipino On Demand, which offers 25 hours of movies and celebrity concerts from the Philippines. The launch follows the successful Bollywood Hits On Demand, a South Asian subscription video on demand service featuring 30 hours of content from India.
- SiTV, a 24/7 English-language Latino-themed network featuring both original and acquired programming, is included in our popular digital tier and is offered in major Hispanic markets, such as Central California and Albuquerque.
- The Gospel Music Channel, a 24/7 music and entertainment network devoted to gospel/Christian music is available in several markets, including Philadelphia, Boston, Miami, San Francisco, Minneapolis, Denver, Houston, Pittsburgh and Sacramento.
- Comcast launched ESPN Deportes, ABC/Disney's Spanish-language sports network to its entire base of Hispanic tier subscribers in 2007. The network features Caribbean baseball, European and Latin American soccer and its own Spanish-language version of SportsCenter.

# Supplier Diversity

## Supporting Businesses and Expanding Opportunities

Comcast's Supplier Diversity program gives every business, regardless of its ownership or size, an opportunity to compete for business with our company.



### Outreach

Comcast's Supplier Diversity program is designed to promote, increase and improve the participation of women and minority-owned businesses in our supply chain. We reach out to diverse vendors to show them how to do business with us, participate in business expos across the country and partner with numerous organizations that promote diversity in business.

All levels of Comcast are committed to providing equal opportunity to diverse suppliers and to actively seek business opportunities with a full range of vendors and suppliers. Comcast's corporate leadership works with division and region executives to establish and implement local purchasing programs for diverse suppliers. These businesses are given the opportunity to network with Comcast management through

open house and supplier diversity events, and we provide referrals both within and outside of Comcast to help them grow and achieve their business goals. We also encourage all of our larger vendors to support our diversity efforts by partnering with or using diverse suppliers themselves.

Resources such as the "Diversity" section of our website help make it as easy as possible for diverse suppliers to do business with us. The site provides a list of goods and services that Comcast regularly purchases, as well as a Vendor Profile Online Registration Tool for companies to complete to be included in our national directory of diverse vendors, which is accessible to Comcast employees throughout the country who are looking to make a purchase.

Comcast's commitment to diversity in our supplier base is both socially responsible and good business. Diverse suppliers provide us with unique perspectives and insights that make us better equipped to innovate and tailor our services to the needs of the many communities we serve. By welcoming diverse suppliers into the bidding process, we improve competitiveness and ensure that Comcast gets the best value for the products and services we purchase.

### Highlights

- Comcast's Supplier Diversity program has been honored by national diversity publications, such as DiversityInc and Hispanic Business.
- We partner with numerous organizations that promote diversity in business, including the U.S. Hispanic Chamber of Commerce (USHCC), the National Urban League (NUL), the Walter Kaitz Foundation, the National Minority Supplier Development Council, Inc. (NMSDC) as well as regional chapters of the Women's Business Enterprise National Council (WBENC).
- For the fourth consecutive year, Comcast was named one of "America's Top 50 Corporations for Multicultural Business Opportunities" by DiversityBusiness.com, the largest organization of women and minority-owned businesses in the country.
- Comcast was the recipient of the "Done Deals Award" for the third consecutive year for the highest number of contracts and the highest value of contracts given to WBENC-certified businesses in the mid-Atlantic region.

# Community Investment

## Empowering Communities and Enriching Lives

Through partnerships and contributions, Comcast works hard to ensure our communities' ongoing prosperity and success.

### Our Commitment to the Community

Comcast partners with local organizations to strengthen the neighborhoods we serve. We tap the full range of our resources – including our 100,000 employees, the Comcast Foundation and corporate giving programs, our signature community investment initiatives and our on-air capabilities to strengthen and promote our deep connections with local communities, and to distinguish us in an increasingly competitive marketplace.

In 2007, Comcast's charitable support exceeded \$180 million, and the Comcast Foundation provided more than \$12.7 million in grants to more than 500 local non-profit organizations and other charitable partners across the country.

To maximize our impact, we focus our Community Investment efforts in three important areas where we hope to make a significant and measurable impact – youth leadership development, volunteerism and literacy.

### Our Partners

Comcast partners with a wide range of established community organizations, leveraging their local expertise to deliver maximum impact to our local communities.



Furthermore, we created national partnerships, which support our goal of building trust and strong relationships in the neighborhoods, towns and cities that we serve. Our national partners include City Year, United Way, The Partnership for a Drug-Free America, the National Urban League and the National Council of La Raza.

### Educating the Community

Education is at the core of many of our community initiatives, including our support for the Emma Bowen Foundation and Congressional Hispanic Caucus Institute (CHCI) internship programs, which provide leadership development opportunities to minority students.

### Highlights

- Our partnership with United Way raises necessary funds to address issues specific to local Comcast communities. In 2007, Comcast employees contributed more than \$4.3 million to United Way, and the Comcast Foundation contributed an additional \$1.4 million in grants to local United Ways in recognition of our employees' generosity.
- Comcast Cares Day, our annual day of volunteer service, reaches neighborhoods in more than 34 states. Our community partners for Comcast Cares Day projects are predominantly organizations serving critical needs in lower-income neighborhoods.
- In the seven years since the Comcast Leaders and Achievers Scholarship program began, it has awarded close to \$10 million in college aid to more than 9,000 students.
- In 2007, Comcast announced the launch of "Our Time to Vote," a year-long, non-partisan voter education and registration campaign designed to increase voting in multicultural communities. The estimated \$6.75 million campaign features four public services announcements (PSAs), the [www.ourtimetovote.com](http://www.ourtimetovote.com) webpage, a voter information resources hotline, 1.866.544.VOTE, and Comcast Foundation grants to five national diversity organizations to help support their voter outreach efforts.

# Recruitment and Career Development

## Attracting Talent and Growing Potential

Comcast is committed to building a workforce that reflects the diversity of the communities we serve.

### Attracting Diverse Talent

In order to find and attract the best applicants from a range of diverse backgrounds, Comcast participates in over 100 diversity recruiting events across the country each year. Additionally, the Comcast recruiting team has built a number of partnerships with diverse professional and community-based organizations.



### Developing Our Workforce

We believe that our company can only be as strong as our workforce, and we are committed to each employee's professional success.

Through Comcast University, we provide the training necessary for individuals to achieve their professional development goals. The programs are inclusive of employees at all levels, and in all locations throughout Comcast's footprint.

For our frontline employees, Comcast has established two training programs designed to provide career paths within the company.

The CommTech program for field technicians and the CommCare program for Customer Account Executives (CAEs) provide training and ultimately link demonstrated skills, knowledge and performance with compensation and advancement.

We also have internal leadership development programs aimed at preparing high-potential employees for future leadership roles, including the Fundamentals of Leadership program, which focuses on creating bench-strength at the senior manager and director levels; the Executive Leadership Forum, which grooms high-potential leaders for operational roles throughout Comcast and the Emerging Leaders Program, a mentoring program targeted to high-potential employees in director-level and above positions.

### Highlights

- Comcast employs minorities and women as the heads of cable systems in many of the company's top markets, including Philadelphia, Miami, Houston, Oakland/Bay Area and Pittsburgh.
- Last year, Comcast University provided over 3.25 million hours of leadership, technical/operations, customer service and culture training to Comcast employees.
- 44% of Comcast's employees are minorities.
- Comcast partners nationally with numerous organizations on recruiting efforts, including the National Association for Multi-Ethnicity in Communications (NAMIC), the National Society for Black Engineers (NSBE), the National Society of Hispanic MBAs (NSH-MBA) and Women in Cable Telecommunications (WICT).