



Comcast and Diversity

Our Commitment to African American Communities

Comcast is committed to identifying and expanding opportunities for African Americans through recruitment and career development, supplier diversity, community investment and programming.

Recruitment and Career Development

- The Comcast recruiting team builds relationships with professional and community-based African American organizations across the country. We've partnered with the National Society of Black Engineers (NSBE), the National Black MBA Association (NBMBAA), the National Urban League (NUL), the National Association for the Advancement of Colored People (NAACP), the Consortium for Graduate Studies in Management, and the National Association for Multi-Ethnicity in Communications (NAMIC).
- Comcast partners with the Emma L. Bowen Foundation (EBF) and the Congressional Black Caucus Foundation (CBCF), INROADS and the T. Howard Foundation each year to provide internships to minorities interested in careers in media and communications. In 2010, Comcast hosted 62 EBF interns at locations across the country.

Supplier Diversity

- We connect with African American vendors to show them how to do business with Comcast by attending trade shows and business expos, and by partnering with organizations that promote diversity in business, including the National Urban League (NUL) and the National Black Chamber of Commerce (NBCC).
- In 2010, Comcast partnered with Radio One to create the Business Profiles Series. A series of radio spots were created to highlight several diversity-owned suppliers from within our supply chain. These profiles aired in several key Comcast markets.

- For the sixth year Comcast arranged a multimillion dollar credit facility with the minority-owned United Bank of Philadelphia.

Programming

- Comcast, in partnership with Radio One founded TV One; a full-time network that offers a broad range of lifestyle and entertainment-oriented programming designed to entertain, inform and inspire a diverse audience of African American viewers. TV One is now broadcast to more than 50 million homes.
- Comcast features linear and On Demand programming that delivers a variety of TV entertainment and music choices from various networks and urban-themed programs, including Black Entertainment Television (BET) and Hip Hop On Demand, TVOne, Centric, Africa Channel and Vibe, among others.

- Comcast also launched Black Cinema On Demand, an assortment of African American programming featuring famous and relatively unknown films, filmmakers, and actors.

Community Investment

- Comcast supports organizations that strive to improve the lives of African Americans, such as the Rainbow/PUSH Coalition (RPC), Congressional Black Caucus Foundation (CBCF), the NAACP, the National Congress of Black Women (NCBW), and the National Urban League (NUL).

- Through the Comcast Digital Connectors program, in partnership with One Economy, Comcast is training teens and young adults to use broadband and digital tools and to prepare for potential careers in digital media.

- In 2010, the program launched in more than 50 markets across the country, including: Philadelphia, Washington, D.C., Atlanta, and Houston.

Accolades and Honors from the African American Community

- For the sixth 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 United States.
- Comcast placed 9th in the 2010 Diversity MBA Magazine's "Top 50 Companies for Diverse Managers to Work" list.
- Comcast and Dreamcatcher Media's collaborative 10-part series "Comcast Celebrates South Florida Black History" won a prestigious 2010 NAMIC Vision Award.



comcast.com/diversity