



Comcast and Diversity

Our Commitment to Asian Pacific Islander Communities

Comcast is committed to identifying and expanding opportunities for Asian Pacific Islanders through our recruitment and career development, supplier diversity, community investment and programming.

Recruitment and Career Development

- The Comcast recruiting team is working with professional Asian organizations across the country, including the National Association of Asian Professionals (NAAAP), and the National Asian American Society of Accountants (NAASA).
- We partner with the Emma L. Bowen Foundation (EBF), the Organization of Chinese Americans (OCA) and the Asian Pacific American Institute for Congressional Studies (APAICS) to provide internships to Asian Americans interested in media and communications careers.
- We also partner with Leadership Education for Asian Pacifics, Inc (LEAP) to provide development opportunities and leadership training for Asian Americans at Comcast.

Supplier Diversity

- We connect with Asian 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.
- Comcast regularly supports trade shows and business expos sponsored by local Asian Pacific American Chambers of Commerce and the National Federation of Filipino Americans.
- We partner with the United States Pan Asian American Chamber of Commerce to provide support for their events and services geared toward Pan Asian American business owners. Comcast also holds a leadership position in the California Asian Pacific Chamber of Commerce.

Programming

- Comcast offers two subscription video on demand services: Filipino On Demand which offers movies and celebrity concerts from the Philippines; and Bollywood Hits On Demand, featuring programming highlighting South Asian movies and music content.
- Comcast is an investor in two Asian-focused channels (SBTN for Vietnamese-Americans and tvK24 for Korean-Americans) and we also distribute more than 20 premium Asian channels in select U.S. cities.
- In 2010, Comcast launched Cinema Asian America, a new On Demand destination featuring Asian American content that reflects the diversity and depth of Asian American culture and its cinema.
- Comcast has partnered with the Center for Asian American Media (CAAM) and Visual Communications with the goal of creating new On Demand programming that complements the Comcast On Demand philosophy.
- Every year, Comcast sponsors the Philadelphia Asian American Film Festival and the San Francisco International Asian American Film Festival.
- During Asian Pacific American Heritage Month, Comcast offers programming highlighting Asian traditions, history and culture.

Community Investment

- Comcast partnered with the Asian American Justice Center and launched Make a Difference – Be Counted!, a multilingual national PSA and video tutorial campaign to educate communities about the 2010 Census.
- Comcast proudly supports the National Association of Asian American Professionals (NAAAP), the Asian American Justice Center (AAJC), the Asian Pacific American Institute for Congressional Studies (APAICS), Organization of Chinese Americans (OCA), Vision New America (VNA), Asian Pacific Islander American Public Affairs Association (APAPA), Chinese American Voter Education Committee (CAVEC), Leadership Education for Asian Pacifics (LEAP) and others.

Accolades and Honors from the Asian Pacific Islander 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.com/diversity