



Comcast and Diversity

Our Commitment to Women

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

Recruitment and Career Development

- In order to find and attract talented female candidates, Comcast attends and hosts diverse and inclusive recruiting events throughout the country each year.
- Each year, Comcast sponsors high-potential female executives in The Betsy Magness Leadership Institute (BMLI), one of the cable industry's most prestigious professional development programs. Developed by Women in Cable Telecommunications (WICT), the institute offers participants a year-long educational program of direct feedback, personal development, and industry involvement.
- Comcast Spotlight's Women in Leadership (WIL) program focuses on cross-functional development in finance and technology, delegation management, public speaking and networking. Nearly 40% of all program graduates have received a promotion or expanded responsibilities.

Supplier Diversity

- Comcast became a founding member of the multimillion dollar Inclusion Initiative, a conglomerate of 17 companies who committed to collectively spend millions of dollars with women and minority owned law firms.

- Comcast is a member of the Women's Business Enterprise Council (WBEC) of Pennsylvania, Delaware and Southern New Jersey. WBEC is a purchasing council for nationally certified women's business enterprises (WBEs).

Programming

- Comcast features programming to help raise awareness and better educate women, their families and friends about breast cancer.
- Comcast invests in many channels that celebrate women's issues and interests, including Style, E!, and the Oxygen channel.

Community Investment

- Each October in honor of Breast Cancer Awareness Month, Comcast sponsors an annual Pink Ribbon PSA Campaign designed to promote breast cancer prevention.
- Comcast supports many women's advocacy organizations and projects including the National Women and Girls Summit, Smithsonian Women's Committee, Women's Law Project and the National League of Women Voters.
- Longtime partnerships with Girl Scouts of America and Girls, Inc. help support the education, leadership and empowerment of young women.

Accolades and Honors

- In 2010, Comcast was named to the WICT Foundation/PAR Initiative "Best Operators for Women in Cable" and "Best Companies for Advancement Opportunities for Women."
- Comcast was named the "Regional Corporation of the Year" for 2010 by the Women's Business Enterprise Council of Pennsylvania, Delaware and Southern New Jersey.



comcast.com/diversity