



NBCUniversal and Diversity

Our Commitment to African American Communities

NBCUniversal is committed organizationally to diversity – not just as a value, but as a business imperative.

Recruitment and Career Development

- NBCUniversal has established company-wide diversity initiatives and leadership development programs focused on the recruitment, development, and retention of African American talent in order to develop a pipeline for the next level of leadership.

- NBCUniversal's recruitment strategy supports partnerships with several established multicultural professional associations, including the Corporate Counsel for Women of Color, National Association of Black MBA's, Black Entertainment and Sports Lawyers Association, Colour TV, Colour Film, and the National Association of Multi-Ethnicity in Communications (NAMIC).

- NBCUniversal proudly partners with the Emma L. Bowen Foundation (EBF) and the National Association of Black Journalists (NABJ) each year to provide internships for high-achieving students of color eager to pursue careers in media and communications. In 2010, NBCUniversal employed 33 EBF interns nationwide.

Supplier Diversity

- Between 2007 and 2009, NBCUniversal spent more than \$570 million with minority-owned vendors.

- We connect with African American vendors to show them how to do business with NBCUniversal by attending trade shows, business expos, and collaborating with organizations that promote diversity in business. These organizations include the National Urban League (NUL), the National Black Chamber of Commerce (NBCC) and the NAACP.

- In 2009, NBCUniversal engaged Mitchell & Titus, LLP, an African-American owned company to conduct year-end services with our Tax and Audit group and Agile1 is the top minority supplier of temporary services to NBCUniversal. African American owned companies are also providing marketing, broadcast uplink and design services.

Community Investment

- NBCUniversal maintains strong partnerships with the following organizations that champion the interests of the African American community: the American Black Film Festival, Black Enterprise Women of Power, Black Filmmaker Foundation, Congressional Black Caucus Foundation, National Urban League and the National Action Network, among others.

Programming

- African Americans were seen in the 2010-2011 primetime season on NBC with returning series, including America's Got Talent, 30 Rock, Saturday Night Live, Community, Parenthood, Law & Order: SVU, Friday Night Lights, Parks and Recreation, Last Comic Standing, The Office, and The Event, which starred Blair Underwood as the President of the United States.

- African Americans can also be seen on NBCUniversal's popular cable shows, such as Bravo's Real Housewives of Atlanta and Top Chef; Syfy's Eureka, Stargate Universe, Beast Legends, Scare Tactics and Warehouse 13; USA Network's Psych and Burn Notice; and Oxygen Network's Bad Girls Club, Running Russell Simmons and House of Glam.

In 2009, NBC News, in partnership with Three Part Media, launched an African American news website, theGrio.com. TheGrio.com uses the vast resources of NBC News, including owned and operated stations, affiliate stations, and msnbc.com, as well as the nation's leading newspapers and websites, to aggregate pertinent video and written content for the site. The Grio also features original video packages, news articles, and blogs on a variety of topics including breaking news, politics, health, business, faith, and entertainment.

- NBCUniversal is proud that across all of its content of news, sports, feature films, digital, cable and broadcast, diverse talent is prominent.

Accolades and Honors from the African American Community

- National Association of Black Journalists (NABJ) awarded NBCUniversal its highest honor for a news organization – "Best Practices, 2010."

- NBCUniversal was the only broadcast network to win an outstanding series 2010 Vision Award from NAMIC for "Law & Order: Special Victims Unit."

- NBC News and MSNBC received two RTNDA/Unity Awards. The awards, presented by The Radio-Television News Directors Association and UNITY: Journalists of Color, recognized our commitment to achieving diversity in the newsroom through developing news content and editorial staffs that reflect the changing face of America.

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