



NBCUniversal and Diversity

Our Commitment to Asian Pacific Islander 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 Asian Pacific Islander talent in order to develop a pipeline for the next level of leadership.

- The NBCUniversal recruiting team is working with professional Asian American organizations across the country, including the National Association of Asian American Professionals (NAAAP), Leadership Education for Asian Pacifics, Inc. (LEAP) and the Asian American Journalists Association (AAJA).

- We partner with the Emma L. Bowen Foundation and the Asian American Journalists Association (AAJA) each year to provide internships to minorities interested in 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.

- NBCUniversal has company-wide partnerships with diverse national organizations, including the U.S. Asian American Chamber of Commerce, Asian Pacific American Media Coalition and Asian Women in Business.

- When NBCUniversal consolidated its third

party IT maintenance services, IGATE Global Solutions, an Asian Pacific Islander owned company, was selected; currently, NBCUniversal spends approximately \$20 million per year with this organization. NBCUniversal also works with key Asian, Pacific Islander owned post production, graphics and marketing companies.

Community Investment

- NBCUniversal partners with numerous organizations committed to advocating for the interests of Asian Pacific Islanders. Some NBCUniversal partnerships include the Media Action Network for Asian Americans (MANAA), Asian American Federation Inc, and the Asian Pacific Islander American Scholarship Fund.

- NBCUniversal supports a number of Asian Pacific Islander organizations including the East West Players, Coalition of Asian Pacific in Entertainment (CAPE), the Los Angeles Asian Pacific Film Festival and its newly launched Interpretations Short Film competition.

Programming

- Diverse talent is prominent across all NBCUniversal news, sports, feature films, digital, cable and broadcast content.

- Asian Pacific Islanders were seen in the 2010-2011 primetime season on NBC, including The Office, Chuck, Parks and Recreation, Community, Law and Order: SVU, The Event, Outsourced (which featured five East Indian actors and a majority Asian writing staff), The Biggest Loser, America's Next Great Restaurant, and The Voice.

- Asian Pacific Islanders are in strong, positive roles on NBCUniversal's popular cable shows such as Bravo's Top Chef, Top Chef Masters, Work of Art, and Double Exposure; USA Network's Covert Affairs and Royal Pains; Syfy Network's Ghost Hunters International, Beast Legends, Ghost Hunters Academy, Sanctuary, and Stargate: Universe; and Oxygen Network's House of Glam and Running Russell Simmons.

Accolades and Honors from the Asian Pacific Islander Community

- NBCUniversal received an "A-" in Supplier Diversity from the Asian Media Coalition in 2009. The scorecards are published in the diversity trade magazines and have become a critical diversity measurement among the media companies.

- The Congress of Diversity Executives Leadership named NBCUniversal a 2009 winner of its "Leadership from the Top" diversity award.

- 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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