



NBCUniversal and Diversity

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

- NBCU's recruitment strategy strongly supports partnerships with several established multicultural professional associations, including the Corporate Counsel for Women of Color, Colour TV, Colour Film, and National Association for Multi-Ethnicity in Communications (NAMIC), the National Society of Hispanic MBAs (NSHMBA), and the National Association of Hispanic Journalists (NAHJ).

- NBCUniversal partners with the Emma L. Bowen Foundation (EBF) and the National Association of Hispanic Journalists (NAHJ) 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.

- We connect and work with Hispanic vendors in our markets to show them how to do business with NBCUniversal by attending trade shows and business expos. We also partner with organizations that promote diversity in business, including the National Hispanic Chamber of Commerce, National Hispanic Media Coalition and local Latino Business Councils.

- Lopez Negrete, a Hispanic owned media agency, is a key supplier, who markets our content to the Hispanic community. NBCUniversal also collaborates with Hispanic-owned and operated suppliers, in key business areas, including: installation contractors, fleet, marketing, furniture, office supplies, and information technology.

Community Investment

- Telemundo partners on an ongoing basis with leading U.S. Latino organizations to develop initiatives on important social issues, such as voter registration, Latina women, the power of education, living life in harmony with the environment, digital television transition, and inspiring a new generation of writers and actors for Spanish language television.

- NBCUniversal supports a number of organizations that advocate for Hispanics' interests including the National Latino Education Institute, National Hispanic Media Coalition (NHMC), National Association of Latino Independent Producers (NALIP), and the Congressional Hispanic Caucus Institute (CHCI).

Programming

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

- NBCUniversal's is the proud owner Telemundo and mun2. Telemundo is a Spanish-language network dedicated to developing original programming for the U.S. Hispanic market. Mun2 is a Spanish - and English language network that aims to provide young Latinos with a unique, new entertainment option that reflects our diverse lifestyles.

- Hispanic actors and actresses were seen in the 2010-2011 primetime season on NBC series, including Chuck, The Office, Parks and Recreations, Outlaw, The Event, America's Next Great Restaurant, The Celebrity Apprentice and The Voice.

- Hispanic actors and actresses were in strong, positive roles, including in NBCUniversal's popular cable shows, such as USA Networks' Psych and In Plain Sight; Syfy Networks' Caprica, Warehouse 13, and Ghost Hunters Academy; Bravo's Top Chef, Shear Genius, Flipping Out and Kathy Griffin, My Life on the D-List; and Oxygen Network's Bad Girls Club, Running Russell Simmons, Who Wears It Best and House of Glam.

- Telemundo produces a full range of originally produced Spanish language content serving the U.S. Hispanic community. With NBCUniversal's support, Telemundo evolved from a simple broadcaster of acquired content to a leader in producing original content by Hispanics, for Hispanics. Telemundo invested millions of dollars to create Telemundo Studios, providing hundreds of jobs to talented Hispanics and developing talent on and off the screen.

Accolades and Honors from the Hispanic Community

- For the fourth consecutive year, Comcast made the Latina STYLE Magazine "Best Companies for Latinas" list.

- 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.

diversity.nbcuni.com