

The Hispanic Community

Comcast and Diversity Our Commitment to the Hispanic Community

Comcast is committed to identifying and expanding opportunities for Hispanics in the areas of supplier diversity, recruitment and career development, community investment and programming.

Supplier Diversity

- We reach out to diverse vendors in our markets 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, including local Hispanic Chambers of Commerce.
- For the fourth consecutive year, Comcast was named one of America's Top 50 Corporations for Multicultural Business Opportunities in 2007 by DiversityBusiness.com, the largest organization of women and minority-owned businesses in the United States.

Recruitment and Career Development

- The Comcast recruiting team builds relationships with professional and community-based Hispanic organizations across the country. Among the organizations who we've partnered with are the National Society of Hispanic MBAs (NSHMBA), the Congressional Hispanic Caucus Institute (CHCI), the Hispanic National Bar Association (HNBA), the U.S. Hispanic Chamber of Commerce (USHCC), the National Association for Multi-ethnicity in Communications (NAMIC), League of United Latin American Citizens (LULAC), National Council of La Raza (NCLR) and the National Puerto Rico Coalition (NPRC).



- At our first Multi-cultural Intern Day, we gave 60 interns from NPRC and CHCI an inside look at Comcast's business goals at a daylong event at our Philadelphia headquarters.

Community Investment

- We have created comprehensive partnerships with numerous Hispanic organizations at the national and local levels. In particular, we are a national partner of NCLR, and announced eight capacity-building grants to NCLR affiliates around the country in the areas of community development, education, health, workforce development, and advocacy.
- In late 2007, Comcast announced the launch of "Our Time to Vote," a year-long, non-partisan campaign designed to increase Hispanic participation in the voter registration and participation

process with partners LULAC, Hispanic Federation and the National Association of Latino Elected and Appointed Officials (NALEO) Educational Fund.

Programming

- Comcast has signed deals with more than 140 multicultural networks featuring programming from around the world, including over 70 deals with Hispanic networks alone that allow us to locally customize offerings that reflect the specific cultural needs of Hispanic customers in different service areas, including programming for Mexican, Cuban, Puerto Rican, Central American, South American and Caribbean cultures.
- We offer two tiers of programming packages for Hispanic audiences, both of which include more than 140 free hours of On Demand en Español content. Comcast's Canales Selecto package offers an entirely Spanish-language experience, while CableLatino offers both Spanish and English-language Latino-themed programming.

