

The African American Community

Comcast and Diversity Our Commitment to the African American Community

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



Supplier Diversity

- We reach out to diverse vendors 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 the National Urban League and the National Black Chamber of Commerce (NBCC).
- For the fourth consecutive year, Comcast was named one of America's Top 50 Corporations for Multicultural Business Opportunities 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 African American organizations across the country. Among the organizations with whom we've partnered are the National Society of Black Engineers (NSBE), the National Association of Black Accountants (NABA), the National Black MBA Association (NBMBAA), the National Urban League, the National Association for the Advancement of Colored People (NAACP) and the National Association for Multi-ethnicity in Communications (NAMIC).

- Comcast partners with the Emma L. Bowen Foundation (EBF) and the Congressional Black Caucus Foundation (CBCF) each year to provide internships to minorities interested in careers in media and communications. In 2008, Comcast is hosting 100 EBF interns at locations across the country – more than any company in the industry – and is offering them an inside look at our industry and business goals.

Community Investment

- As a national partner, Comcast supports the National Urban League's efforts to improve the lives of African Americans throughout the country. We also partner with other important organizations that best know the resources needed in the African American community, such as the Rainbow/PUSH Coalition (RPC), CBCF, the NAACP and the National Congress of Black Women (NCBW).

- In late 2007, Comcast announced the launch of "Our Time to Vote," a year-long, non-partisan voter education and registration campaign designed to increase voting in African American communities with the NAACP National Voter Fund.

Programming

- TV One network was created by Comcast and Radio One, the largest radio broadcaster primarily targeting African American and urban listeners.
- TV One is a full-time network that offers a broad range of lifestyle and entertainment-oriented programming designed to entertain, inform and inspire a diverse audience of African American viewers.
- Comcast features On Demand programming that delivers a variety of TV entertainment and music choices from various networks and urban-themed programs, including Black Entertainment Television (BET); H2O Hip Hop, the service led by Russell Simmons; QD3, the service founded by Quincy Jones III; and Vibe, which features musical artists, professional athletes and entertainers.

