



# **Developing Cultural Intelligence Externally and Internally: *Comcast-NBCUniversal***

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# Diversity & Inclusion Focus Areas

*Comcast and NBCUniversal's commitment to gender diversity spans five "Focus Areas"*

Governance



Workforce



Supplier Diversity



Programming



Community Investment



# Governance

## Board of Directors

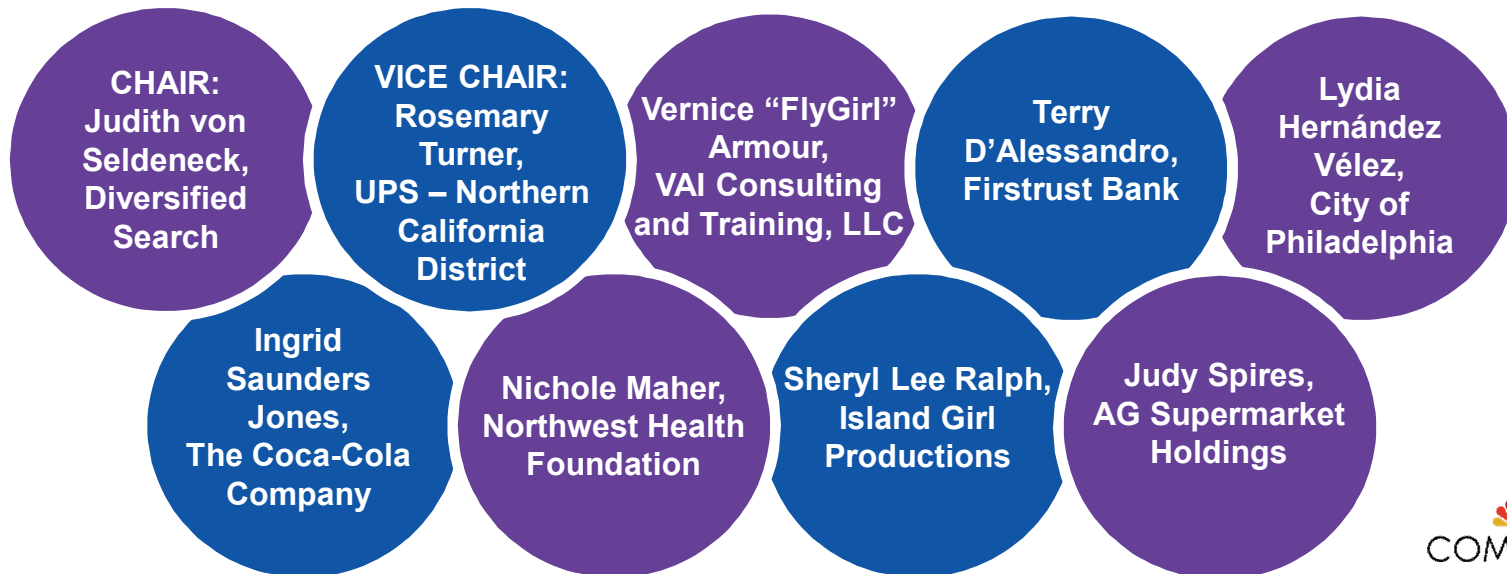
- Board is one-third diverse, including Dr. Judith Rodin, President of the Rockefeller Foundation

## Internal Leaders Promote D&I Throughout the Organization

- Internal Diversity Councils comprised of senior business leaders promote and sustain D&I
- Corporate D&I teams partner with business units to drive progress

## External Joint Diversity Advisory Council (JDC)

- 40+ national leaders in business, politics, and civil rights advise senior executive teams on the company's D&I initiatives across the five Focus Areas
- Includes nine-member National Women's Advisory Council



# Workforce

## Comcast-NBCUniversal Gender Diversity

- Across the company, women serve as CFO, Chief Communications Officer, General Counsel, Managing Director (Ventures), Chief Compliance Officer, Chair of the NBC News Group and NBCUniversal Cable Entertainment, and President of the Comcast Foundation and NBC News
- Women represent nearly 35% of overall workforce, more than 39% of directors, and 36% of leaders at the VP+ levels\*
  - Women accounted for 57% of net increase in VP+ ranks between YE 2010 and YE 2013
  - Number of women at Director and VP+ levels increased by 21% from YE 2010-YE 2013

## Attracting and Developing Diverse Talent

- Partnerships with diverse professional associations, colleges and universities, and search firms
- Internship and scholarship programs develop diverse students for careers in media and entertainment
- Comcast and NBCUniversal offer approximately 100 internal and external leadership development and pipeline programs
  - Strong female participation in the Executive Leadership Career Advancement Program, Executive Leadership Forum, Foundations of Organizational Leadership, and new rotational programs
  - Employees participate in WICT's Betsy Magness Leadership Institute
- Hosted TECHWomen summit in December 2014 for female technologists at all levels of the company

## Employee Engagement

- Women's Network Employee Resource Group engages people at all levels of the organization, driving business results and supporting an inclusive, collaborative company culture



\* As of YE 2013. Metrics refers to full-time U.S. employees.

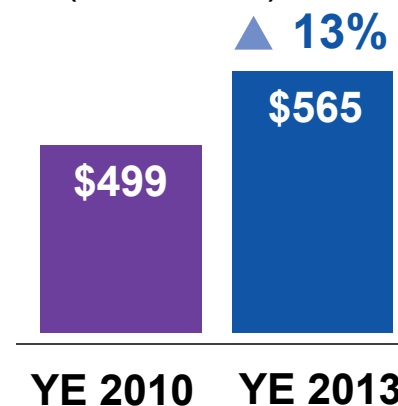
## Procurement

### Supplier Diversity

- Comcast-NBCUniversal spent more than \$3 billion with diverse suppliers from YE 2010-YE 2013
  - Spent \$565 with women-owned businesses (WBEs) in 2013, a 13% increase over 2010
  - WBEs play key role in supply chain, e.g.: Pinnacle Technical Resources (MSP partner); LSS Transport (logistics); Comstar Supply, Inc. (VMI supplier); Bittenbender Construction
- Increased Tier II spending from \$140 million in 2012 to \$186 million in 2013
- Our supplier diversity partners include the Women's Business Enterprise National Council
  - Outreach and capacity-building events at the national, local, and regional levels
- Expanding opportunities for professional service firms, e.g., advertising, legal, and banking

Over  
**\$3 billion**  
spent with  
diverse  
suppliers  
between YE  
2010 – YE  
2013

**Spending with WBEs**  
(in millions)



## Programming

### Expanding Diverse Content Across Platforms

- Offered curated collection of films directed by Native American women in November 2014
- Female actors, writers, producers, and directors contribute to numerous NBCUniversal shows
- MSNBC's Mika Brzezinski launching national "Knowing Your Value" tour to empower women
- Universal Pictures 2014-2015 feature films directed by women include: *Unbroken* (Angelina Jolie); *Fifty Shades of Grey* (Sam Taylor Johnson); and *Pitch Perfect 2* (Elizabeth Banks)
- iVillage and Telemundo's iVillage Mujer de Hoy is first-of-its-kind, female-centric site
- Accessibility features make our products and services available to widest possible audience, including industry-first "Voice Guidance" interface, featured in "Emily's Oz" campaign, which empowers blind and visually impaired



## Community Investment

### Empowering the Communities we Serve

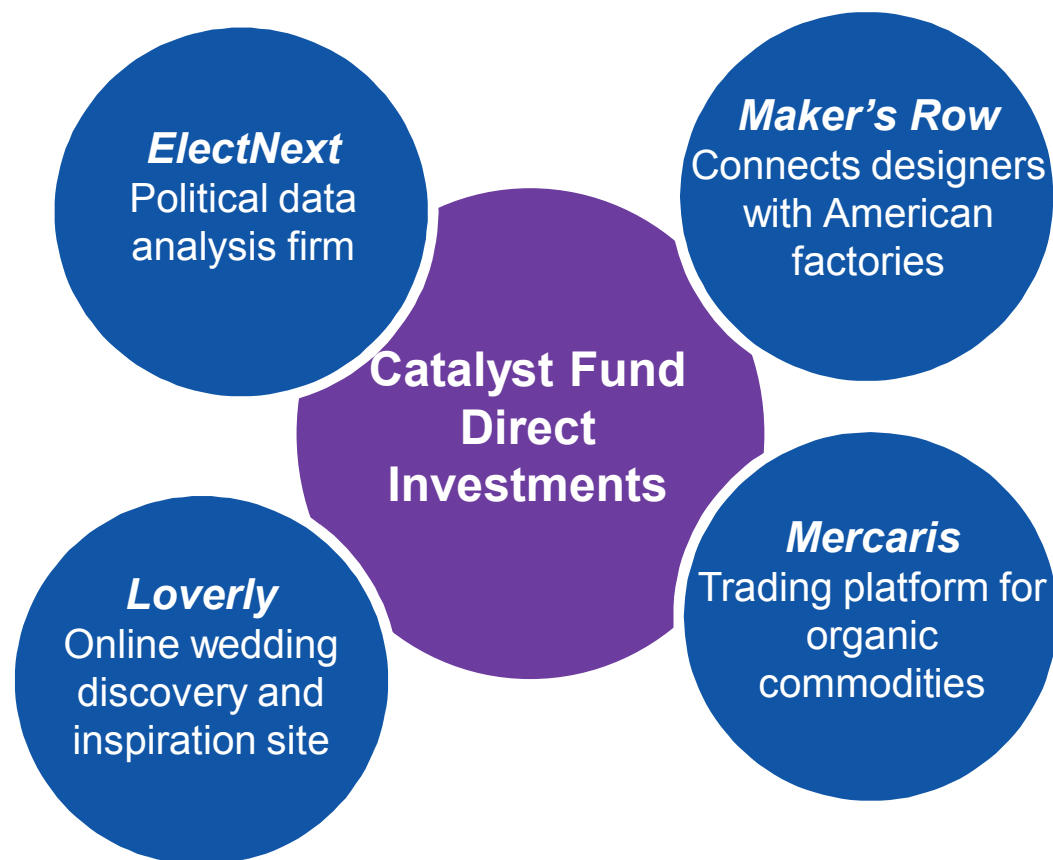
- Increased aggregate cash giving to women-led and -serving organizations between YE 2010 and YE 2013
- Substantial PSA support for Breastcancer.org, Girls Inc., Girl Scouts, and The One Love Foundation
- Internet Essentials bridges digital divide, already connecting over 1.4 million low-income Americans to the power of the Internet
  - More than 75% of Internet Essentials customers are women
- Two-thirds of 2014-2015 Leaders & Achievers scholarship recipients are women
- Comcast-NBCUniversal is sponsoring five all-girls FIRST® Robotics Competition teams



## Venture Capital

### Comcast Ventures' Catalyst Fund

- \$20 million venture capital fund invests in minority-led tech startups
- Sponsored 30 startups through DreamIt Access technology accelerator program and made direct investments in four women-led tech startups





## Select Awards and Recognition

- *DiversityBusiness.com's* "Top 50 Organizations for Multicultural Business Opportunities" (2006-2015)
- *DiversityInc Magazine's* "Top 50 Companies for Diversity" (2013, 2014)
- Women in Cable Telecommunications' "Top MSO for Women Award" and "Top Programmer Award" (2014)
- *LATINA Style Magazine's* 50 Best Companies for Latinas to Work (2013, 2014)
- *Professional Woman's Magazine's* "Best of the Best" for "Top Diversity Employers" and "Top Supplier Diversity Programs" (2013, 2014)
- *Equal Opportunity Magazine's* "Top 50 Employers" (2014)
- Dave Thomas Foundation's "1,000 Best Adoption Friendly Workplaces" (2014)
- National Business Group on Health's "Special Recognition Winner for Best Family Engagement" (2013)

## Seeing the Bigger Picture

Visit <http://corporate.comcast.com/our-values/diversity-inclusion> for more information on our D&I program and to download the Comcast-NBCUniversal's comprehensive three-year D&I report





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