



*A Review of Diversity Initiatives  
at Comcast and its Subsidiaries*



# Comcast Overview-Company



- Comcast Corporation (NASDAQ:CMSA)
  - Market Cap of \$161.8 Billion
  - \$166.57 Billion in Assets as of December 31, 2015
  - \$74.51 Billion in Total Revenue FYE 2015
  - \$15.99 Billion in Operating Income FYE 2015
- Primary Sectors
  - Comcast Cable
  - NBC/Universal
  - Comcast Spectator
  - Comcast Ventures
- Brian L. Roberts
  - Chairman and CEO of Comcast Corporation
  - 2015 Total Compensation of \$36.25 Million



# Comcast-Additional Executive Team



- Michael J. Cavanagh
  - Senior EVP and CFO, Comcast Corporation
  - 2015 Total Compensation of \$40.65 Million



- Stephen B. Burke
  - Senior EVP, Comcast Corporation/CEO, NBC/Universal
  - 2015 Total Compensation of \$33.66 Million



- David L. Cohen
  - Senior EVP, Comcast Corporation
  - Chief Diversity Officer
  - 2015 Total Compensation of \$17.92 Million



# Comcast-Additional Executive Team



- Neil Smit
  - Senior EVP, Comcast Corporation/ President and CEO, Comcast Cable Communications



- Arthur R. Block
  - EVP, General Counsel and Secretary, Comcast Corporation



- Lawrence J. Salva
  - EVP and Chief Accounting Officer, Comcast Corporation



# Comcast-Board of Directors



- Comcast's Board of Directors is made up of 11 Members, including two African Americans.

## Current Comcast Board of Directors

Member	Current Occupation
Kenneth J. Bacon	Partner at RailField Partners
Madeline S. Bell	President and CEO of The Children's Hospital of Philadelphia
Sheldon M. Bonovitz	Chairman Emeritus of Duane Morris LLP
Edward D. Breen	Chairman and CEO of E.I. du Pont de Nemours and Company
Joseph J. Collins	Chairman of Aegis, LLC
Gerald L. Hassell	Chairman and CEO of The Bank of New York Mellon
Jeffrey A. Honickman	CEO of Pepsi-Cola & National Brand Beverages Bottling Company
Eduardo G. Mestre	Senior Advisor to Evercore Partners Inc.
Brian L. Roberts	Chairman and CEO of Comcast Corporation
Dr. Judith Rodin	President of the Rockefeller Foundation

# NBC Shows



- NBC lacks content geared towards the African American community.
- Of the 38 programs currently listed by NBC, only 1 show, *The Carmichael Show*, is specifically targeted towards African Americans.

NBC Current Programs	
America's Got Talent	Jay Leno's Garage
American Ninja Warrior	Journey with Dylan Dreyer
Aquarius	Last Call with Carson Daly
Better Late Than Never	Late Night with Seth Myers
The Blacklist	Law & Order: SVU
Blindspot	Little Big Shots with Steve Harvey
<b>The Carmichael Show</b>	Meet the Press
Caught on Camera	Naturally, Danny Seo
Chicago Fire	The Night Shift
Chicago MED	Saturday Night Live
Chicago P.D.	Shades of Blue
Dateline	Superstore
Days of Our Lives	The Voyager with Josh Garcia
Give	This is Us
TheGood Place	Timeless
Grimm	The Tonight Show with Jimmy Fallon
Heart of a Champion	The Voice
Hollywood Game Night	Wilderness Vet



# Diversity Issues at NBC



NBC and its family of stations have received significant criticisms of late for their lack of diversity.

- USA Today gave NBC a C+ for diversity on its programming in November, 2016, stating *“NBC has no series that embrace minority themes, and none with a sole minority lead”* -USA Today, 11/2/16
- Congressman Luis Gutierrez presented sharp criticism towards NBC’s lack of diversity in news personalities, as well as its tendency to claim to champion diversity but really follow another path, *“Let’s not forget the great NBC racism flip-flop last year, when NBC severed its ties to Donald Trump because of his racist remarks about Latinos, only to have him host their flagship comedy show ‘Saturday Night Live’ a few months later.”*
- MSNBC has show a significant decline in its diversity of news personalities, recently dropping Melissa Harris-Perry, moving Al Sharpton from a daily program to a Sunday show, and demoting Joy Reid to a contributor role.

# African American Networks By Market



Comcast carries hundreds of channels per market, very little of which is geared towards African American Programming.

- Philadelphia, PA Market has more than 250 Networks Offered depending on package tier (Does not include subscription networks such as HBO, Showtime etc.)
  - 7 of these networks, including The Word, are centered around African American Programming
- Detroit, MI Market has more than 230 networks offered depending on package tier (Does not include subscription networks such as HBO, Showtime, etc.)
  - 6 of these networks, including The Word, are centered around African American Programming



# Religious Networks By Market



Similar to gaps in African American Programming, Comcast has very little religious programming.

- Religious Networks carried by Comcast Nationwide:
  - The Word Network
  - Trinity Broadcast Network
  - Inspiration (INSP)
  - Impact Network
  - Christian Television Network
  - Three Angels Broadcasting Network
- The Philadelphia, PA Market has 4 religious networks available through Comcast, including The Word, among its more than 250 Networks Offered in market.
- The Detroit, MI Market has 5 religious networks available through Comcast, including The Word, among its more than 230 Networks Offered in market.

# The NBC Acquisition



- In late 2009, Comcast agreed to purchase NBC/Universal from General Electric in an extremely controversial deal valued around \$30 Billion.
- Many critics of the deal at the time worried the deal could place too much power in Comcast's hands, allowing it to discriminate against rivals and various networks who did not serve the company's immediate interests.
- Comcast's recent handling of The Word Network could be considered an illustration of the company's capability to discriminate in the face of rival interests.
- President Elect, Donald Trump, has been one of many to voice his displeasure with the Comcast/NBC transaction for reasons such as how Comcast is threatening The Word Network and how this could effect program diversity.

# Donald Trump's Influence on Comcast



The election of Donald Trump as President is reason for concern for Comcast, possibly leading to slow unwinding of current programming.

- “Mr. Trump, a self-described deal maker, wants to rip apart the merger of Comcast and NBC/Universal...”-*New York Times*, 11/11/16
- “Trump also took aim at Comcast, and said his administration would look into breaking up the company due to its 2011 purchase of NBC/Universal.” –*Philadelphia Magazine*, 10/25/16
- “Trump also said he would look at “breaking” up the acquisition by Comcast Corp of the media company NBC Universal in 2013. ‘Deals like this destroy democracy,’ he said”-*Huffington Post*, 10/22/16
- “Trump also said that if he is elected, his administration would look at breaking up the 2011 merger of Comcast and NBC/Universal.”-*CNN Money*, 10/22/16