

Community Investment Report

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COMCAST  NBCUNIVERSAL

Comcast Headlines Two Back to School Events: It's twice the fun and twice the impact



Comcast returned as the Presenting Sponsor of Highline School District's Back to School Resource Fairs. On August 7 and 14, nearly 4000 total people attended two back to school fairs, making it one of the largest back to school efforts in the region. The signature fair was held at Valley Ridge Park in SeaTac, WA while a second occurred at the Steven J. Underwood Memorial Park in Des Moines, WA.

The idea behind the resource fairs was to give low-income families in the school district an opportunity to pick up free school supplies and services and enjoy kid-friendly activities in anticipation of the new school year. Nearly 3,000 free backpacks full of school supplies? Check. A free haircut to look slick on your first day of school? Check. A one-stop shop to screen your child's vision, medical,

and dental needs? Check. A Comcast tent with a red carpet-style photo booth, student-led robotics demos and discounted Internet service opportunities? Oh yeah.

"Comcast has been and continues to be an instrumental partner for Highline Schools Foundation," said Ashley Fosberg, Highline Schools Foundation Executive Director. "They understand the need our families have to be connected online to their school communities and to district resources ... We are grateful for their commitment to Highline students and families."

Comcast's commitment is far-reaching. It also supported Back to School efforts across the state, in Spokane Valley, ensuring local students there had critical school supplies to begin the new school year with a fresh start.

Commitment to Community

- Each year Comcast continues to enhance its products and services to better serve the 1.1 million customers in Washington.
- Comcast provides a wide variety of residential and business products and services.
- More than 3,300 Comcast employees call Washington home.
- Paid more than \$9 million in property taxes.
- Provided more than \$94 million in franchise fees to local communities.
- Invested \$1.6 million through Foundation grants and contributions, public service announcement campaigns, Comcast Newsmakers appearances, scholarships, Cable in the Classroom and volunteer efforts.

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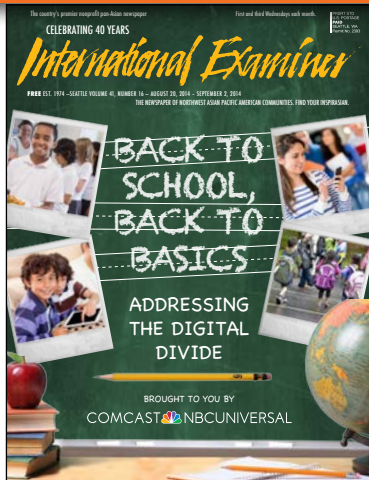
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Community

Outreach



Getcha Paper Here!

According to a 2012 Pew Research Center report, Asian Americans and Latinos are the fastest growing ethnic groups in the U.S. To address this, Comcast partnered with leading Seattle-area Asian American and Hispanic media outlets, sponsoring Back to School editions around the theme of technology access from the perspective of the two communities.

Comcast partnered with the Asian American newspaper, the International Examiner (IE) and Hispanic media outlet, El Mundo, to publish special editions in August and September. Both editions linked current issues impacting their community to technology access.

It reached a combined 40,000 print readers across 15 counties and 100,000 online readers.

“The Comcast partnership has been extremely successful in getting the word out about the digital divide that exists,” said Travis Quezon, IE Editor in Chief. “Our readers have been particularly receptive to the stories about how technology can empower people, such as the stories on girls and STEM education.”

Other features profiled local people impacted by and benefiting from Comcast’s community investment and highlighted the company’s community initiatives such as Internet Essentials and Digital Connectors.

Philanthropy & Partnerships

Building Blocks: Low-Income Housing Gets High-Tech Access

This fall, Comcast begins a proud, new partnership with a nonprofit organization that provides housing for people in need. Imagine Housing opened its 13th property, Velocity, a 58-unit, affordable housing apartment building in Kirkland, WA that serves low-income families, individuals transitioning from homelessness and persons living with disabilities.

Here Comcast steps in. A \$12,000 grant from the Comcast Foundation provides residents with a computer lab, laptop lending library and engaging and informative video displays.

By reducing the barrier to technology, its residents will have access to the latest information on potential jobs, trainings and services. They will be able to access information on public transportation options and



community resources. Additionally, children will have access to computers for class projects, homework and other enrichment activities.

Youth Education & Leadership

YouTubing. Video Blogging. Vlogging. However you call it, it’s a leading tool of social communication today. Only in its second year, VloggerFair gathered 2,000 video blogging enthusiasts of every age on August 16 at Seattle Center.

VloggerFair is a hit in Seattle, but “vlogging” can still be a contentious experience as cyberbullying remains a serious issue today. In response to this, Comcast, in partnership with VloggerFair, Seattle Children’s Hospital, and a popular, local teen vlogger, developed the “VKind Campaign” and booth. The

VKind To Others As You’d Want Them to VKind To You



overall idea was to promote positive online interactions – our version of an anti-cyberbullying campaign.

At the fair, we set up a red carpet-style photo booth where guests posed with inspirational messages. We developed the Twitter hashtag,

#VKind, where attendees posted positive “tweets” throughout the day. And, Seattle Children’s Hospital conducted research, asking youth how they would react to an incident of cyberbullying. Researchers plan to use this data to design future cyberbullying prevention and/or intervention programming. “I don’t think we could’ve found a better partner than Comcast in relation to a community engagement opportunity around the issue of cyberbullying,” said VloggerFair founder Chris Pirillo. “...This kind of impact will be seen, viewed, and remembered...”