



# COMCAST CONNECTIONS

## Power the dream

### Comcast in the Community: Rob Clifton, United Way Campaign Leader



Rob Clifton, United Way Leader.

Giving back is at the core of Comcast's identity, and partnering with United Way has become part of our legacy as a company that cares. Since 2001, we have contributed nearly \$36 million in employee pledges, and the Comcast Foundation has contributed more than \$13 million in matching grants. We are on track to reach a milestone during our 2013 campaign, with Comcast having raised more than \$50 million in total support for United Way through employee pledges

and Comcast Foundation grants. This success is made possible by the thousands of Comcast employees who continuously contribute, as well as the hundreds who locally champion the annual campaign. Rob Clifton is one of Comcast's United Way local leaders.

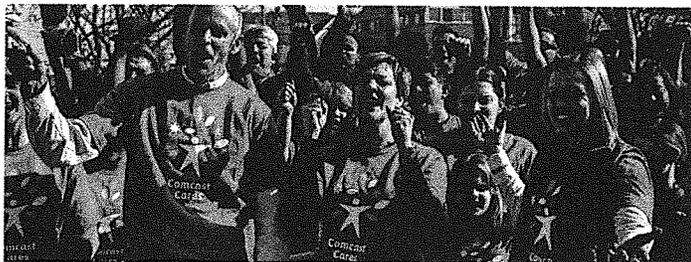
Q) What does the United Way mean to you?

A) To me, the United Way means the ability to improve the lives of people in New Jersey by mobilizing the caring power of our

community. The agencies it supports help so many people throughout New Jersey and elsewhere. It provides funding for a wide range of social services from pre-school education to healthcare assistance. If a person needs help, whether it's food, shelter or emergency services during a natural disaster, a United Way agency will be there for him or her.

Q) Do you have a personal story to tell about how the United Way has helped someone?

A) Yes, I do. Having been on United Way's Monmouth County and Ocean County Board of Directors, I have had an opportunity to meet with the people who have been directly affected by the work of the United Way. In the wake of Hurricane Sandy, there is still a tremendous need to help people rebuild their homes and businesses. United Way agencies continue to assist families and individuals who are still dealing with the after effects of the disaster. People who call the United Way's 211 helpline get the help they need almost immediately. The United Way Campaign is one way Comcast makes the communities we serve better places to live. Everyone should know that his contribution, small or large, makes an enormous difference in peoples' lives and in the local community.



Neil Smit (far left), Chief Executive Officer of Comcast Cable, celebrating Comcast Cares Day in Highlands, where Comcast volunteers worked on a variety of projects to help the community recover from Superstorm Sandy.

On Comcast Cares Day 2013, a record 85,000-plus volunteers contributed more than a combined half-million hours to improve their local communities. Comcast's commitment to giving back to our communities doesn't end when Cares Day is over. Each of our nonprofit partners benefits not only from the unprecedented Comcast Cares Day turnout, they also benefit from grants awarded by the Comcast Foundation. This year, the Comcast Foundation

### Comcast Cares Day Community Partners Receive Grants

gave over \$375,000 in grants to 221 of our nonprofit partners in the Northeast. While space does not allow a complete list of Comcast Cares Day grant recipients, local grantees included:

- Abilities of Northwest Jersey, Washington
- Boys & Girls Clubs of Gloucester County, Glassboro
- Jersey City Parks Coalition, Jersey City
- Latin American Economic Development Association, Camden
- Clean Ocean Action, Highlands

## Comcast Newsmaker's "After Sandy" Series Offers Valuable Information



Assemblyman Upendra J. Chivukula, (D-17), Chairman of NJ Assembly's Telecommunications and Utilities Committee, discusses legislation resulting from Sandy's impact on NJ's infrastructure with Newsmakers Host Jill Horner.

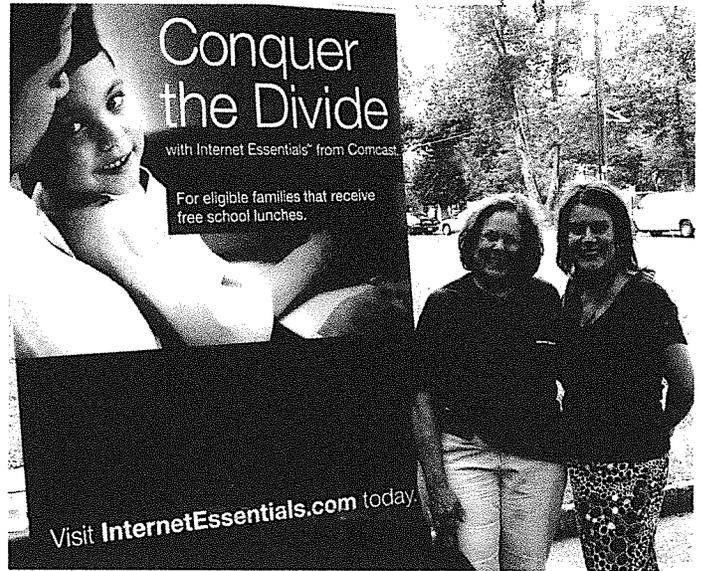
Whether you call it a hurricane or superstorm, Sandy wreaked havoc in New Jersey, particularly along the shore. To help public officials and nonprofit organizations communicate information on the many Sandy related issues, Comcast Newsmakers produced several interviews with government officials. Since January more than 60 segments have been made available to Comcast customers and new segments continue to be posted.

Comcast Newsmakers interviews can be accessed 24/7 by Comcast customers with a digital converter On Demand. Click the "On Demand" button on your remote. Then scroll down the On Demand Menu to select the "Get Local" folder. In that folder select "After Sandy" to view a list of interviews currently available. Sandy interviews are also available online at [www.comcastnewsmakers.com](http://www.comcastnewsmakers.com) in the New Jersey folder with other Newsmakers interviews.



Bob Martin, Commissioner of the NJ Department of Environmental Protection, discusses post-Sandy cleanup with Newsmakers Host Jill Horner at the NJ Conference of Mayors Spring Conference.

## Comcast Sponsors Perth Amboy Family Day



Pictured L to R: Molly Adams, Comcast Government Affairs Manager, with Perth Amboy Mayor Wilda Diaz, at the Comcast Internet Essentials booth during Perth Amboy Family Day.

Comcast was a proud co-sponsor of the 5th Annual Perth Amboy Family Day. Each year the event draws as many as 3,000 visitors who stroll along Perth Amboy's waterfront and enjoy free food and entertainment, children's games and activities, and information on local services. Comcast representatives provided information about Internet Essentials, the nation's largest and most comprehensive broadband adoption initiative for low-income families, and distributed backpacks to local families.

## Comcast's Kathy Farinaccio Installed as Board President of the Greater Vineland Chamber of Commerce



Comcast's Kathy Farinaccio (right), Comcast Manager of Government and Regulatory Affairs, was recently installed as President of the Board of Directors of the Greater Vineland Chamber of Commerce for a two-year term. Farinaccio is pictured with the Chamber's Executive Director Dawn Hunter.

## Comcast Internet Essentials Launches in Atlantic City



Comcast's Fred DeAndrea [center] and Atlantic City Schools Superintendent Donna Hay [right] present a Netbook to one of the families attending the Atlantic City Schools' Back-to-School BBQ at the Uptown School Complex.

Comcast kicked off year three of the Internet Essentials program, the nation's largest and most comprehensive broadband adoption initiative for low-income families, in Atlantic City at the Atlantic City Schools' Title I Resource Center's Back-to-School BBQ. Nearly two-thousand parents, elected officials, community leaders, students and educators attended the fun-filled event, which offered free back-to-school supplies, educational workshops and lunch for attendees.



Families stopped by the Xfinity tent to learn more about how they can apply for low cost Internet and computers through the Comcast Internet Essentials program.

## Managing the Network Through the Comcast Excellence in Operations Center



The XOC in Chelmsford, MA.

If our fiber plant is the backbone of our network, then the Excellence in Operations Center (XOC) is the heartbeat. The XOCs are where the entire system is managed on a 24x7x365 basis, from the cloud to the home, for all equipment and across all products. Imagine the NASA control room and you will get a sense of what an XOC is and the kind of intensity and sense of urgency under which they operate.

Each XOC monitors a network of two to three million subscribers and they are interconnected across the entire Comcast footprint to function as a single unified ecosystem. In the Northeast, Comcast operates four XOCs that handle the entire Eastern seaboard from North Carolina to Canada.

Millions of pieces of Comcast equipment in the home are validated for operational status every five minutes. When an issue shows up for as few as three subscribers (an outage, for instance), a technician is automatically dispatched to rectify the situation without a single call being placed. Comcast's monitoring systems are helping to ensure that problems are detected and resolved early, often before a customer notices one.

INTERNET ESSENTIALS™ FROM COMCAST

# OUR ONGOING COMMITMENT TO CLOSE THE DIGITAL DIVIDE

Program Launched August 2011

**DECEMBER 2011**

**41,000**  
CONNECTED FAMILIES

**THAT'S OVER 160,000**  
INDIVIDUALS  
**1,200**  
PEOPLE TRAINED

**JUNE 2012**

**91,000**  
CONNECTED FAMILIES

**THAT'S OVER 360,000**  
INDIVIDUALS  
**3,000**  
PEOPLE TRAINED

**DECEMBER 2012**

**150,000**  
CONNECTED FAMILIES

**THAT'S OVER 600,000**  
INDIVIDUALS  
**10,000**  
PEOPLE TRAINED

## Internet Essentials Keeps Getting Better

- **1.2 million** visits to the Internet Essentials websites
- **2 million** Public Service Announcements valued at more than \$25 million
- **1.5 million** speed of service
- **27 million** materials distributed to schools and partners
- **7,000** community and government partners & **4,000** school district partners
- **18,000** Internet Essentials centers

**JUNE 2013**

**220,000**  
CONNECTED FAMILIES

**THAT'S OVER 900,000**  
INDIVIDUALS

**20,000**  
PEOPLE TRAINED

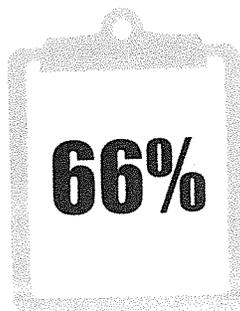
# OPPORTUNITY FOR EVERY FAMILY ONLINE AND RIGHT AT HOME.

Internet Essentials is helping our communities compete in the 21st century.

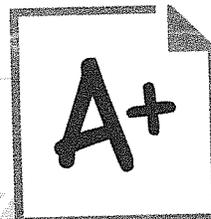
## FAMILY USE



98% of Internet Essentials families are using the Internet for schoolwork.



66% of Internet Essentials families are using their Internet access for healthcare and government services information.

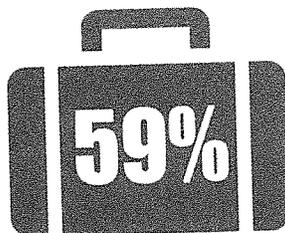


## EDUCATION



94% of Internet Essentials families feel that Internet access at home helped improve their child's grades

## ECONOMIC IMPACT



59% of Internet Essentials families feel that Internet access helped someone in their household find a job.

[InternetEssentials.com](http://InternetEssentials.com) | [InternetBasico.com](http://InternetBasico.com)

increase to **5 Mbps**  
increase for our Internet Essentials families  
subsidized computers purchased by  
Internet Essentials families

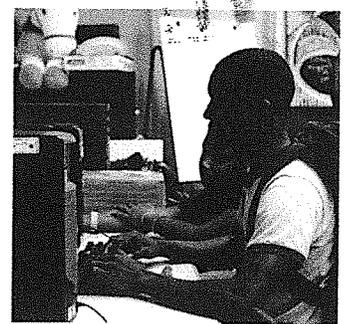
## Expanding Digital Literacy at the Trenton Boys & Girls Club



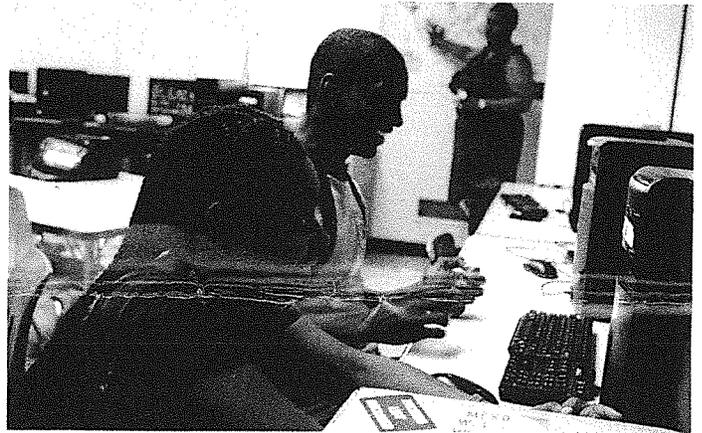
The Comcast 2013 Digital Connectors graduating class at the Trenton Boys & Girls Club are all smiles with Boys & Girls Club Executive Director Dave Anderson (center rear); Kim Smith (far left) Comcast Director of Government and Regulatory Affairs; and Bob Smith (far right), Comcast Vice President of Community Investment.



Digital Connector Gary Lawery (right) receives his graduation certificate from instructor Kiacha Christy.



Students participating in the Comcast Digital Connectors program attend two to three hands-on training sessions per week.



In addition to classroom instruction, Digital Connectors students are expected to complete 56 hours of community service.

The Comcast Digital Connectors program provides the opportunity for young adults, ages 14 to 21, primarily from diverse, low-income backgrounds, to develop their technological skills and apply what they have learned to benefit the community. The program is offered in partnership with local community organizations like the Trenton Boys & Girls Club. The program participants are required to complete a community service commitment to share the knowledge they have received through the program.

## Meeting Challenges from Mother Nature



When Mother Nature gets nasty, Comcast is ready.

Every good team has a playbook and Comcast Engineering has a very special playbook for natural disasters. By the time news outlets issue warnings about an impending storm, Comcast is already in motion getting people and materials in position to best respond as the storm develops.

The first thing done is to mobilize the Storm Mutual

Aid Response Teams (SMARTs) consisting of system and field technicians. They make sure the trucks and generators are fueled up and at the ready. Stockpiles of cable and other materials are distributed so they don't hinder recovery. Additional technicians and

contractors may be brought in from another region to supplement the crews already in place.

Storm Triage Centers are set up just outside the projected swath of the storm where they can co-locate people from construction, plant operations and technicians to work closely with the Excellence in Operations Center (XOCs) to get storm damage assessments and dispatch trucks accordingly. The triage centers allow for a fuller, broader awareness of what's going on and prioritize recovery efforts in cooperation with emergency operation centers and other government agencies.

Coordination with the power companies in the area is essential, so Comcast has someone embedded with them to share information on downed services and where power restoration efforts are underway. It's this coordination that keeps the companies working in tandem to get the most customers up and running in the shortest possible time.

# Comcast Newsmakers Interviews Community Leaders



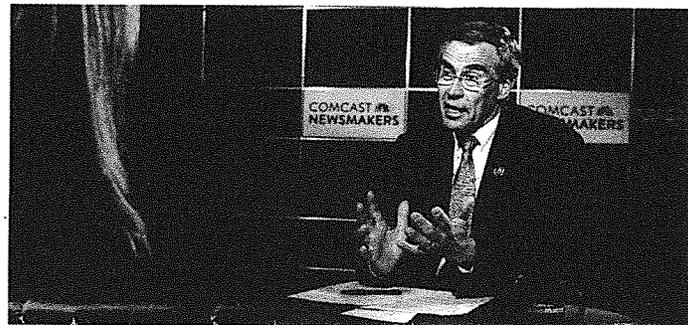
*Pictured L to R: Newsmakers Host Jill Horner, Comcast's Fred DeAndrea and Kim Smith with Susan Dunning, Executive Director of Big Brothers Big Sisters of Mercer County, who talked about the organization's mentoring program.*



*Pictured L to R: Newsmakers host Jill Horner with Laura Marx, Executive Director of the United Way's NJ 2-1-1 Partnership.*



*Pictured L to R: Newsmakers Host Jill Horner, Comcast's Fred DeAndrea and Kim Smith with Sam Frisby, CEO of the YMCA of Trenton.*



*Congressman Rush Holt during a Newsmakers interview in Trenton.*

Comcast Newsmakers is a unique, five-minute local news interview program that highlights issues of interest to our communities. Local, state and federal officials, as well as community leaders, are invited to share their thoughts on current events and issues of interest to local residents. Here is a gallery of recent guests.

# Talking Up Internet Essentials in Trenton



*Comcast's Kim Smith (far right) presents a new Netbook computer and backpack to one lucky family at the Trenton Public Schools' Meal Application Drive and Family Festival at Grant Elementary School. Comcast representatives were on hand to provide information about Internet Essentials, the nation's largest and most comprehensive broadband adoption initiative for low-income families.*

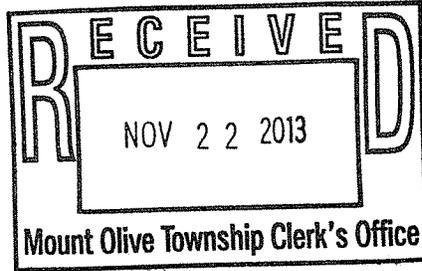


*Five winners walked away with a Netbook at the Trenton Schools' Meal Application Drive. Comcast's Bill Bronson presents one of the prizes. Internet Essentials participants can purchase similar Netbook computers for under \$150.*



Comcast Cable Communications, Inc.  
800 Rahway Ave.  
Union, NJ 07083

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### Comcast Connections

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**Bill Kettleson**  
Vice President of Government and Regulatory Affairs  
**Kimberly Smith**  
Director of Community Investment

.....  
**MOUNT OLIVE TOWNSHIP**  
**P.O. BOX 450**  
**204 FLANDERS DRAKESTOWN RD**  
**BUDD LAKE NJ 07828-3800**

# Did You Know?

## Awesome is locating over 300,000 hotspots at the touch of a finger.

The XFINITY WiFi App makes it easier than ever to locate thousands of XFINITY WiFi hotspots in many cities across the country, including: Philadelphia, New York, Boston, Washington DC, San Francisco and San Jose. More locations are added every day.

Plus, the XFINITY WiFi app allows you to:

Find XFINITY WiFi hotspots near you

Get directions to hotspots

Create and save a list of your favorite hotspot locations

 To download the app or to learn more, please visit:  
[www.comcast.com/wifi](http://www.comcast.com/wifi)

