



# COMCAST CONNECTIONS

Power the dream



## Comcast Sponsors Parenting Conference in Camden County



*Pictured L to R: State Senator Donald Norcross; Kathy Farinaccio, Comcast Government Affairs Manager; and Assemblywoman Pam Lampitt.*

More than one hundred parents and children joined Senator Donald Norcross at the Comcast-sponsored second annual Camden County Parenting Conference at Pennsauken High School. Comcast's Fred DeAndrea and Kathy Farinaccio held an Internet Essentials

workshop and hosted an information table for parents attending the conference. Comcast's Internet Essentials is the nation's largest and most comprehensive broadband adoption initiative for low-income families.

## Comcast Awards College Scholarships to High School Seniors



*Comcast Leaders and Achievers Scholarship Recipients, New Jersey Class of 2014, at the New Jersey State Museum in Trenton.*

The Comcast Foundation recently awarded college scholarships to 71 New Jersey high school students in recognition of their leadership skills, academic achievement, and commitment to community service.

High school seniors were nominated by their school principals and received \$1,000 scholarships while one student received a \$10,000 Comcast Founders Scholarship – instituted in honor of Ralph J. Roberts, Founder and Chairman Emeritus of Comcast Corporation. Ten students also received a tablet computer for use in college. Comcast's Leaders and Achievers Scholarship Program has awarded almost \$19.8 million in college scholarships to nearly 19,000 students since the 2001-2002 school year.

## "Welcome Back—Jersey Shore" Wins Bronze at 35th Annual Telly Awards

The Comcast NJ team was honored to win a Bronze Telly for its video "Welcome Back - Jersey Shore" at the 35th Annual Telly Awards. The Telly Award is the premier industry award recognizing outstanding local, regional, and cable TV commercials and programs, the finest video and film productions, and online commercials, video and films.

After Superstorm Sandy ravaged the Jersey Shore in October 2012, a dedicated team of Comcast technicians and employees worked to restore service and rebuild affected communities. In addition to volunteer work at the Jersey Shore during Comcast Cares Day and over 145 Comcast-sponsored "welcome back" events, the Comcast NJ team created the award-winning "welcome back" video as one more way to show its commitment to visitors and customers.

A prestigious judging panel of over 500 accomplished industry professionals evaluated nearly 12,000 entries from 50 states and numerous countries against a high standard of merit and not against each other. Less than 10% of entries won a Silver Telly, the highest honor, while approximately 25% of entries won the Bronze Telly.

"The Telly Awards has a mission to honor the very best in film and video," said Linda Day, Executive Director of the Telly Awards. "Comcast's accomplishment illustrates their creativity, skill, and dedication to their craft and serves as a testament to great film and video production."

## Comcast Cares Day Gives Back with Three Million Volunteer Hours, Half a Million Volunteers, and \$14 Million to Local Non-Profits



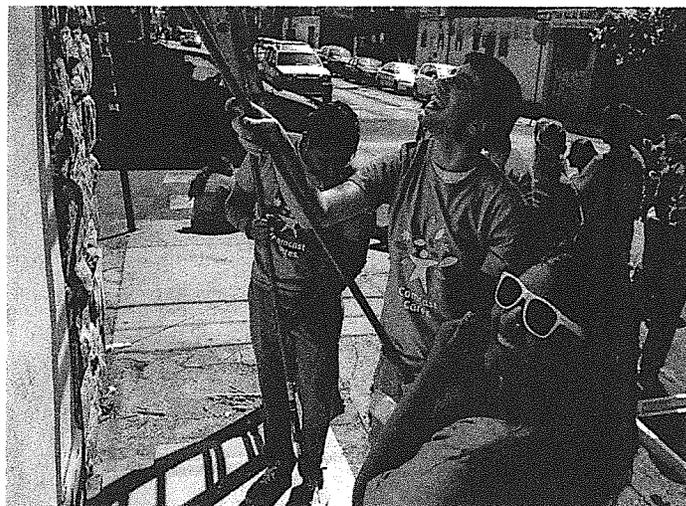
More than 90,000 Comcast and NBCUniversal employees, their families and friends, and community partners spent Saturday, April 26, giving back to their communities as they took part in Comcast Cares Day, the nation's largest single-day corporate volunteer effort. Since its beginning in 2001, Comcast Cares Day has surpassed more than three million volunteer hours, 500,000 volunteers, and more than \$14 million contributed to local non-profit organizations.

"Each year, I look forward to working alongside my Comcast and NBCUniversal colleagues, their family members and friends, and our many community partners to make a real and lasting impact in our local communities," said Brian L. Roberts, Chairman and CEO, Comcast Corporation. "Community service and volunteerism are a deep part of our company's culture. I am so very proud of our employees who donate their time and talents to help improve our neighborhoods on Comcast Cares Day."

During Comcast Cares Day, volunteers at more than 800 projects served at sites worldwide with NBCUniversal managing projects in many countries, including England, Singapore, France, Germany, India, Spain, Austria, Switzerland, Australia, and Italy. Volunteers contributed their time and energy by providing maintenance, supplies, and makeovers to local schools, parks, and community centers.

"Comcast Cares Day exemplifies Comcast and NBCUniversal's commitment to help our neighbors and respond to local needs in the communities where we live and work," said David L. Cohen, Executive Vice President, Comcast Corporation. "Our unwavering focus on strengthening our communities can be seen year-round as we join with non-profit organizations that work tirelessly to make a positive local impact."

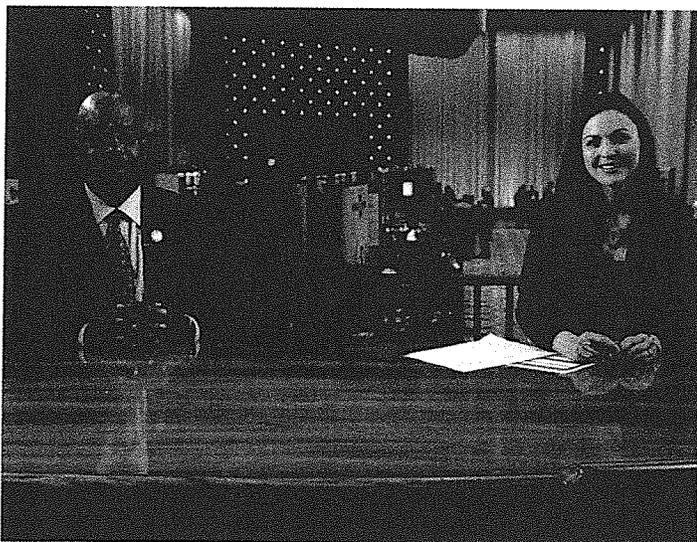
Coming on the heels of NBCUniversal's *Green is Universal* initiative for Earth Week, Comcast Cares Day continued with planet-friendly projects, such as building community gardens, cleaning beaches and riverbanks, and planting trees. Comcast and NBCUniversal volunteers worked side by side with many non-profit community organizations and local chapters of the National Council of La Raza and the National Urban League. Teams from Comcast and NBCUniversal partnered with Big Brothers Big Sisters, Boys and Girls Clubs of America, City Year, and Easter Seals, along with hundreds of other local community organizations, to celebrate this day of caring for our communities.



## Comcast Newsmakers



*Comcast Newsmakers Host Jill Horner spoke with West Windsor Mayor Shing-Fu Hsueh about Arbor Day during the 51st Annual New Jersey Conference of Mayors in Atlantic City. The Newsmakers team interviewed 20 NJ Mayors and other officials at the conference.*



*Pleasantville Mayor Jesse Tweedie spoke with Comcast Newsmakers Host Jill Horner about the move of a treatment center during the 51st Annual New Jersey Conference of Mayors in Atlantic City.*



*Linda H. Stettler, Mayor of Belvidere Township, spoke with Comcast Newsmakers Host Jill Horner about upcoming events in the Township during the 51st Annual New Jersey Conference of Mayors in Atlantic City.*

## After Three Years of Progress, Comcast Extends Internet Essentials Indefinitely

Closing the digital divide and online education continue to be hot topics in Washington as well as community investment priorities for Comcast. The President's ConnectED Program seeks to connect 99% of our country's students to true high-speed Internet service within the next five years. FCC Chairman Tom Wheeler announced plans to help reach this goal by investing an additional \$2 billion over the next two years to support broadband networks in schools and libraries.

Comcast is proud to join the President's call to action by extending Internet Essentials, the nation's largest and most comprehensive broadband adoption program, indefinitely. Since starting Internet Essentials in 2011, Comcast has invested more than \$165 million in cash and in-kind support to fund digital literacy and helped connect more than 1.2 million Americans, or 300,000 families, to Internet in their homes. Comcast has sold more than 23,000 low-cost computers, and, with our community partners, has provided support for free digital literacy training for more than 1.6 million people.

To thank our community partners nationwide, Comcast recently announced more than \$1 million in grants to non-profit organizations across the country whose school districts have done the most to close the digital divide. The grants are part of Comcast's Gold Medal Recognition Program and will enable these networks of partners and institutions to work together to create a continuum of connectivity that begins online in the classroom, extends to libraries, computer labs, and after-school programs, and then ends in the home.

Says David L. Cohen, Executive Vice President, Comcast Corporation, "For me, what really puts the program's success in perspective are the personal stories I have heard and witnessed. Internet Essentials is having a profound impact on families that is real and meaningful – moms who watched their kids' grades improve after studying online, and then signed up for online courses themselves; students who no longer have to sit in a

McDonalds or Starbucks parking lot to use the WiFi to do their homework; and many who were able to find jobs with online resources."

Statistics also demonstrate the power of the Internet. Dr. John B. Horrigan, head of research for the FCC's National Broadband Plan, has released a study of Internet Essentials customers. Top findings include:

98% of families said they signed up for Internet Essentials because their kids needed it for school

83% said their child's school expected that students have online access at home

48% say the most helpful way to learn new things is to teach themselves through reading or online videos

62% said they needed Internet service to look for or apply for jobs

57% said the Internet helped them "a lot" or "somewhat" for job searches

To find out more about Internet Essentials and Comcast's Gold Medal Recognition Program, please visit [www.internetessentials.com](http://www.internetessentials.com).

**INTERNET  
ESSENTIALS**  
from Comcast



## Comcast Increases Internet Speeds for 13th Time in 12 Years

For the 13th time in the past 12 years, Comcast increased the speeds of two XFINITY Internet tiers in the Northeast, at no additional cost to customers. In fact, this is the second time in two years that Comcast has doubled its Blast tier. In the Northeast, the XFINITY Internet Blast tier now offers speeds of up to 105 Mbps (formerly 50 Mbps), and the XFINITY Extreme 105 tier offers speeds up to 150 Mbps (formerly 105 Mbps).

"There is a barrage of devices coming online every day and we are staying ahead of demand through faster speeds and best-in-class wireless gateways," said Marci Jenckes, Executive Vice President of Consumer Services for Comcast Cable. "We're making it easier for families to get more value from the Internet, across more devices, and will continue to make our service a fast and reliable experience for customers."

The new speed tiers are available to customers in the vast majority of Comcast's Northeast Division, which includes 14 Northeastern states from Maine through Virginia and the District of Columbia. To get access to the new speed tiers, most customers just re-started their modems. Customers who lease modems from Comcast can be upgraded at no additional charge. Customers who need to upgrade their modems to receive increased speeds can find a list of approved modems at <http://mydeviceinfo.comcast.net>.

## Comcast Business Seeks Aspiring Entrepreneurs for National Competition

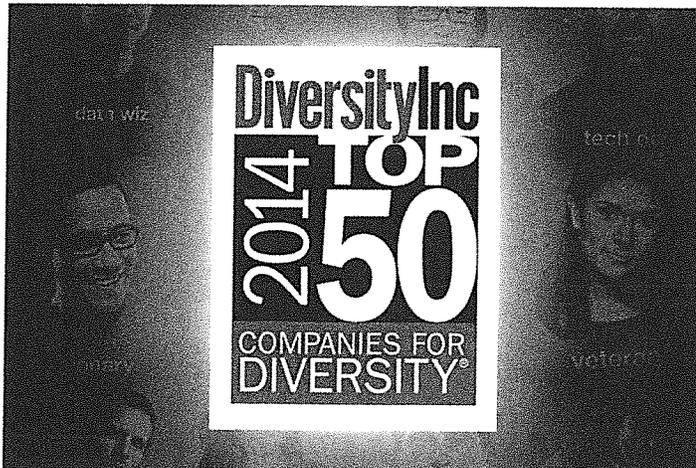


Comcast Business and *Inc. Magazine* launched Innovations 4 Entrepreneurs, a national competition that awarded more than \$600,000 in cash and services to aspiring entrepreneurs who are leveraging technology to enhance customer and employee experiences. Individual winners had the opportunity to win \$25,000 in cash, Comcast Business Internet and TV services for two years, a \$2,500 allocation for additional Comcast Business services and complimentary use of premium cloud applications from Comcast's Upware™ partners for one year.

"Technology can transform a small business, and we want to elevate and recognize those entrepreneurs that are using it to make a difference for their customers and employees with the Innovations 4 Entrepreneurs program," said Terry Connell, Senior Vice President, Comcast Business.

Public voting for your favorite regional business ran from May 20 – June 1, 2014. The six grand prize winners were announced the week of June 30, 2014 with a New York awards event planned for August 26, 2014. Find out more at [www.business.comcast.com/i4e](http://www.business.comcast.com/i4e).

## Comcast and NBCUniversal Rank Among Top 50 for Diversity



Comcast and NBCUniversal are proud to have been named among the Top 50 Companies for Diversity by *DiversityInc* for the second consecutive year. Comcast and NBCUniversal have a long-standing commitment to diversity and inclusion from Comcast's founding 50 years ago as a local cable operator, to NBCUniversal's pioneering efforts to promote and sustain on-camera diversity.

More than a thousand public and privately held companies competed for spots on the coveted *DiversityInc* list. The rankings are determined by an objective methodology that calculates factors such as talent pipeline, equitable talent development (including commitments to mentorship and philanthropy), CEO/leadership commitment, and supplier diversity.

Comcast and NBCUniversal continue to instill diversity and inclusion practices across every area of the business. This means embracing differences in race, gender, culture, color, religion, sexual orientation, veteran status, age, or ability as well as embracing a business culture that respects and includes different thoughts, choices, philosophies, and experiences.

Comcast has redesigned its XFINITY Asia website (<http://xfinitytv.comcast.net/microsite/asian-american>). The site, now optimized for mobile devices, brings together content from a variety of sources in one, easy to navigate location and now includes social sharing features.

# Watchathon Week: Shattering Viewing Records

## HOURS WATCHED

**50,000,000**

ENOUGH TO WALK AROUND  
THE WORLD 6,220 TIMES

"#watchathon #lazy  
#bingewatching  
All my favorite shows,  
one season a day nonstop.  
Hope my eyes can keep up"

GAME OF THRONES  
WALKING DEAD  
thegoodwife

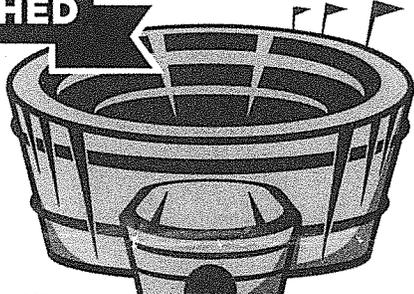
OVER  
**10,000**  
SOCIAL POSTS

## MOST WATCHED

TOP 3  
VIEWING  
CITIES

1. CHICAGO
2. BOSTON
3. PHILADELPHIA

PEAK  
VIEWING  
NIGHT  
SATURDAY



**13,800,000**  
VIEWERS  
ENOUGH TO FILL 206 STADIUMS

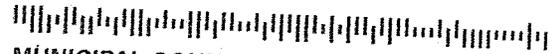
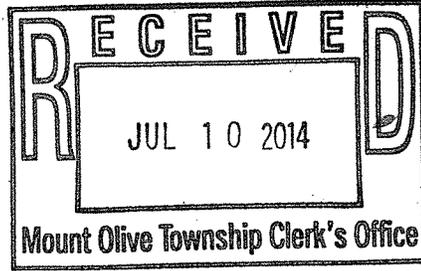
Watchathon Week 2014 was a huge success with customers watching nearly 50 million hours of shows over seven days. Equally enthused customers viewed an astonishing 61 million pieces of On Demand content with *Game of Thrones*, *The Walking Dead*, and *The Good Wife* serving as the three most popular shows for the week.

April 5, 2014 was a record-breaker for Comcast with nearly 11 million viewing hours on this single day, making it the biggest day ever for XFINITY On Demand. Comcast is already planning for next year's Watchathon and intends to add even more current season content to the mix.



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### Comcast Connections

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# Did you know?

Comcast recently announced they've surpassed one million hotspots and expects to have eight million in place by year-end.

Most XFINITY Internet customers enjoy complimentary access to XFINITY WiFi hotspots by selecting "xfinitywifi" from the list of available networks on their laptops or mobile devices and entering their Comcast ID or email and password. Hotspots can be found by either downloading the XFINITY WiFi App, available on iOS and Android devices, or visiting the hotspot finder map on [www.xfinity.com/wifi](http://www.xfinity.com/wifi).

