

Comcast NBCUniversal's Commitment to Civic Engagement & Voting

Highlights of our efforts to raise awareness about voting and census participation

- 2004** ● Comcast conducted an innovative pilot initiative, "Candidates on Demand," to use then-new television technology to allow voters in Colorado to access video policy statements from candidates for the 2004 U.S. Senate race in Colorado.
- 2007** ● Comcast participated in the cable industry's "Our Time To Vote" campaign, a year-long \$5 million investment to promote non-partisan voter education and registration in diverse communities. The Comcast Foundation also awarded grants to APIAVote, the Hispanic Federation, LULAC, the NAACP National Voter Fund, and NALEO to support their individual voting and civic engagement programs.
- 2008** ● Comcast partnered with Rock the Vote to encourage young Americans ages 18-29 to register and get out the vote. The multimedia partnership included co-branded PSAs and Internet outreach on E! Networks, The Golf Channel, TV One, Comcast's regional sports networks, as well as on our then-portal, Comcast.net.
- Continuing the trend of providing election content on-demand, Comcast provided all three presidential debates and the vice-presidential debate free on demand the day after they aired.
- 2010** ● Comcast and the cable industry launched "Make a Difference – Be Counted!" census campaign to help drive participation in the 2010 census. Comcast and several other companies produced and aired PSAs featuring Eva Longoria, Lupe Ontiveros, and Jose Jose.
- 2012** ● Comcast launched Election Central for the first time, taking advantage of the X1 platform that debuted earlier in the year. Election Central brought together live and on demand programming in an intuitive way across screens – TV, online, and mobile devices.
- 2016** ● Election Central returned for the 2016 election, loaded with hundreds of hours of historical and up-to-the-minute content. For the first time, Election Central featured every presidential candidate acceptance speech dating back to 1948. And of course, Election Central allowed viewers to tune in to all the live events, including debates, on the network of their choice.
- Telemundo led a multiplatform campaign, #YoDecido, to encourage Hispanics across the country to get out to vote. A one-of-a-kind effort, #YoDecido included voter registration drives, PSAs, a voter tool in partnership with TurboVote, and a Millennial outreach campaign highlighting the impact Hispanic Millennials have in elections.
- 2018** ● Election Central returned to X1 to provide customers with accessible news and information on the 2018 midterm election featuring 24/7 live news and on demand content accessible any time, any where.

2020

Comcast NBCUniversal and Telemundo led a comprehensive campaign to support the 2020 census – the first digital census and one conducted amid the COVID-19 pandemic. Comcast provided more than \$2 million in grants to help drive participation in the census and produced & aired PSAs featuring NBCUniversal and Telemundo talent emphasizing the importance of census participation.

NBC News launched Plan Your Vote, an interactive data visualization tool that allowed all Americans to plan out when and how they would vote in 2020 amid COVID-19 voting changes nationwide. Plan Your Vote also featured a robust marketing campaign with PSAs featuring talent from across the NBCUniversal family.

Telemundo led Decisión 2020, a yearlong news and civic engagement initiative that spanned Telemundo's national network and local stations. Decisión 2020 featured expanded news offerings on television and digital, as well as voter registration drives, town halls and community events, and exclusive local and regional political polls focused on the Latino electorate.

Comcast's Election Central featured its largest bilingual collection yet of programming and information related to the 2020 election. Using the Xfinity Voice Remote, customers were never more than a few clicks from their favorite news source across broadcast, cable, and streaming. A robust offering of on demand programming and up-to-the-minute news clips ensured customers could access election news on their own schedule. And for the first time, customers could say "How to vote" into their Xfinity Voice Remote to access voting information in their state from Vote.gov.

2022

NBC News's acclaimed Plan Your Vote interactive tool returns ahead of the 2022 midterm election, providing a comprehensive, state-by-state guide of information voters need to know about the voting rules where they live and major changes since the 2020 election – including deadlines, mail-in voting, early in-person voting, and more.

Election Central returns to X1, Flex, and XClass TV with news and information customers can use to stay informed about the races that matter to them. And building on the voter information on the platform in 2020, this year Election Central features an integration with NBC News' Plan Your Vote, allowing customers to access the tool on their mobile devices and check out PSAs from their favorite NBCUniversal talent.

Your state-by-state voting guide

Learn everything you need to know about the voting rules where you live, including registration, mail-in voting, changes since 2020, and more.

**PLAN
YOUR
VOTE.**



[NBCNews.com/PlanYourVote](https://www.nbcnews.com/PlanYourVote)