

Case Study: Comcast NBCUniversal's Corporate Initiative for Hispanic Heritage Month

Initiative Overview

Comcast NBCUniversal proudly recognizes and celebrates the significant contributions of Hispanic and Latino communities to American culture, entertainment, and beyond. As part of Comcast's commitment, they launched a company-wide campaign for Hispanic Heritage Month in 2023, titled "Be the Next Story Told" ("El Futuro lo Escribes Tú").

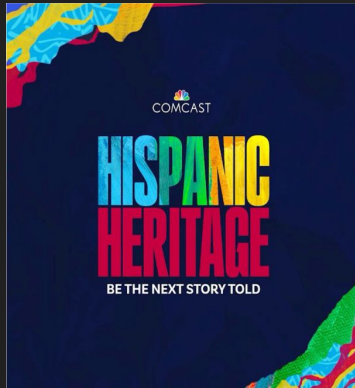
This initiative aimed to spotlight courageous and trailblazing individuals who leverage the strong legacy established by past visionaries to reshape the possibilities of the present. Through this campaign, we honor those who continue to push boundaries and redefine success in today's dynamic landscape.

Campaign Launch: ['Be the Next Story Told'](#)

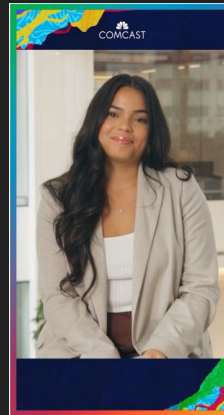
Hispanic Heritage Month: My Role in the Initiative

With support from our broader Talent Brand & Marketing team and the resources provided by the 'Be the Next Story Told' campaign, I shot and edited a series of videos featuring employees from the Unidos ERG (Employee Resource Group). These videos aimed to amplify diverse voices and personal stories. They highlighted the unique contributions of Comcast's Unidos colleagues and aligned with the campaign's goal of celebrating and empowering their voices to shape the future.

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