

## Video Segment 3: Inside Comcast and Its Pledge for Racial Justice

### NOTE-TAKING GUIDE

Read about the details of [Comcast Corporation's \\$100 million commitment](#) to diversity, equity and inclusion.

Dalila Wilson-Scott and the other panelists have referred often to “**this moment**,” which for many was sparked by George Floyd’s death in May 2020. How has Comcast responded to “this moment?”

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*“We can’t think of this as a moment that will pass. We have to think of this as a challenge to do things differently.”*

—DALILA WILSON-SCOTT

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Dalila Wilson-Scott says that the past few months have provided “**an opportunity for people to get to know each other in a different way.**” How has the elevated national conversation about racism, diversity, equity and inclusion helped you to connect differently with friends, families, neighbors, strangers? Has it opened your eyes to new perspectives? Led to interesting discussions?

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Explain Dalila Wilson-Scott’s quote: “**Many Blacks in corporate America have to live in a duality to be successful.**” What “duality,” or two opposing or contrasting things, do you think she is referring to?

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## THE LANGUAGE OF BUSINESS

(Hyperlinked vocabulary is from the Wharton Global Youth Video Glossary)

[Advisory Board](#)

[Diversity](#)

[Media](#)

[Brand](#)

[Fortune 100 Company](#)

[Philanthropy](#)

[Chief Diversity Officer](#)

[Inclusion](#)

[Private Sector](#)

[Company](#)

[Management](#)

[Product](#)

[Data](#)

[Manager](#)

[Supply Chain](#)

**Comcast Corporation:** An American telecommunications company headquartered in Philadelphia, Pa.

**Corporate America:** The high-profile companies and organizations that help drive the U.S. economy.

**Digital Equity:** The effort to ensure that everyone can access and effectively use the technology necessary to participate in modern society.

**External Joint Diversity Council:** Created jointly with NBCUniversal, a company that Comcast owns, the council (like an advisory board) advises the senior executive teams on matters of diversity.

**Fortune 50:** The 50 largest companies, as named by Fortune Magazine.

**Implicit Bias:** The attitudes or stereotypes that affect our understanding, actions, and decisions in an unconscious way.

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**Jamie Dimon:** Chairman and CEO of JPMorgan Chase, the largest of the big four American banks.

**Brian Roberts:** Chairman and CEO of Comcast Corporation

**Public-Private Partnership:** When two or more public and private entities – like government agencies and private businesses -- work together to complete a project or provide services.

**Work Environment:** The setting and conditions in which you work your job.

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[The Conversation: Diversity, Equity and Inclusion in Business](#)