



FOR IMMEDIATE RELEASE

Mission Media Expands Models of Success with Focus on Comcast NBCUniversal's Veterans Onboarding & Development Strategies

NAPERVILLE, ILL., December 19, 2018—Mission Media released the second installment of its [Models of Success](#) initiative, a collection of industry employers' best practices for recruiting, onboarding and retaining veterans, plus insight from veterans who have successfully transitioned into careers within the media and entertainment industry. This issue of Models of Success focuses on Comcast NBCUniversal's onboarding and development strategies for veteran employees.

The case study includes information on Comcast's dedicated, eight-person Military and Veterans Affairs Team which is responsible for spearheading the company's efforts to reach 21,000 military hires by the end of 2021. The team takes an end-to-end approach to veteran employment with the Comcast Military Community Roadmap, an online tool providing information about company programs; VetNet, an employee resource group with 8,400 members; the year-long VetConnect mentorship program; the Military Influencer and Leader Development (MILDev) Symposium; community efforts and participation in philanthropic organizations affiliated or involved with the military community.

The Mission Media website at www.MissionMedia.org features the Models of Success case study on Comcast, as well as a case study on Spectrum's veteran employee hiring initiatives, video vignettes of veterans employed within the media and entertainment industry and an HR Portal featuring a variety of resources for human resources professionals including articles, best practices, resources and free online courses by PsychArmor Institute. Employers across the industry are invited to leverage Mission Media's offerings to launch or elevate their veteran employment efforts.

The Models of Success case study initiative was made possible by the generous support of Talmatrix, a talent feedback and analytics company that captures, aggregates and connects data to improve employee experience, retention and brand reputation.

About Mission Media

Stemming from the collective desire of media entertainment and cable companies to take a systematic, industry-level approach to the hiring and retention of military veterans, Mission Media was developed by the industry's Veterans Advisory Council and launched in September 2015 under the honorary chairmanship of Michael Powell, president and CEO of the NCTA. Since then, Mission Media has held a Hiring Our Heroes job fair, launched an online portal for

HR professionals, hosted learning opportunities, spearheaded an industry jobs exhibit at the Student Veterans of America national conference and more. Mission Media is managed by CTHRA. For more information, visit www.MissionMedia.org.

About CTHRA

CTHRA is the industry's human resources association and a growing nonprofit organization with more than 4,300 members spanning 50 companies. CTHRA provides industry-specific human resources benchmarks, information and resources, as well as networking and educational opportunities. Its groundbreaking initiatives include its Compensation Surveys, Annual HR Symposium and Forum for HR Executives. For more information, visit www.CTHRA.com.

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