

AT&T:

Our Heritage of Serving African-American Communities



"At AT&T, diversity and inclusion are essential components of a successful business strategy. By respecting and including different viewpoints, we are better able to serve our customers, employees, business partners and communities."

— Randall Stephenson
Chairman and Chief Executive Officer

About the Company

AT&T's long heritage in serving African-American communities stems from the company's commitment to diversity and inclusion at every level. With its approach to diversity and inclusion, AT&T is working hard to be an employer, business partner and service provider of choice for African-Americans.

Striving to Be an Employer of Choice

- Today, AT&T's 50-state workforce is 46 percent female and 38 percent people of color. African-Americans make up 21 percent of the company's employee base.
- DiversityInc ranked AT&T No. 3 among its 2007 Top 50 Companies for Diversity based on the company's commitment to diversity and inclusion in the workplace and marketplace. AT&T also ranked No. 1 among the Top 10 Companies for African Americans and No. 3 among the Top 10 Companies for Recruitment and Retention.
- 100 Black Men of America named AT&T its 2007 Corporation of the Year, based on AT&T's commitment to 100 Black Men of America's mission, as well as the company's diversity and community-outreach initiatives.
- In 2007, AT&T was included among *Black Enterprise* magazine's 40 Best Companies for Diversity for embracing the opportunities afforded by a changing workforce, diverse suppliers, multicultural marketing and emerging minority senior management.
- AT&T has been recognized as one of the Top 50 Companies for Black MBAs to Work by *Black MBA Magazine*.
- As seen in *Fortune* magazine, AT&T was named as one of the 2006 Top Companies for Minorities by The Diversity Network for its leadership in workforce and supplier diversity.
- *Family Digest* recognized AT&T as one of the Top 50 Companies for African-Americans in 2006.
- In 2006, the National Action Council for Minorities in Engineering (NACME) recognized AT&T for its work in supporting education and local communities and 30-plus years of commitment to NACME's scholarship programs and research activities.
- AT&T's HBCU Campus Challenge is a unique marketing competition involving students from Historically Black Colleges and Universities (HBCUs). Through the Challenge, students are introduced to hands-on, real-world marketing endeavors while earning scholarships for themselves and grants for their institutions.



- AT&T has several employee resource groups that are open to all employees and reflect the diversity within the company. Community NETwork, the African-American Telecommunications Professionals of AT&T, supports the company's commitment to inclusion through its efforts in the workplace, the marketplace and the community.

Economic Development

- Supplier diversity is a critical initiative of AT&T's business strategy and a key component of the company's efforts to deliver the best products and services to its customers. With its 39-year legacy in supplier diversity, AT&T is known as a pioneer and a national leader in developing and implementing supplier diversity best practices.
- In 2006, AT&T spent \$5.15 billion with diverse suppliers, representing 13 percent of its procurement base. This amount includes spending \$3.3 billion with minority-owned firms alone.
- In 2006, AT&T ranked No. 1 among DiversityBusiness.com's Top Organizations for Multicultural Business Opportunities. Voting business owners have included AT&T in this list for seven consecutive years based on the consistency and quality of business opportunities granted to minority- and women-owned companies.
- AT&T is a member of the Billion Dollar Roundtable, a supplier diversity think tank of corporations that spend more than \$1 billion annually with diverse companies. Only 12 companies qualify at this level.

Community Investment

- AT&T has a strong legacy with organizations focused on the empowerment of the African-American community, and in 2006, AT&T contributed more than \$10.9 million to such organizations as the National Urban League, NAACP, National Black Chamber of Commerce, the National Coalition on Black Civic Participation, the Rainbow Push Coalition, National Council of Negro Women, Congressional Black Caucus Foundation, 100 Black Men of America, Southern Christian Leadership Conference and the Black Leadership Forum.
- In 2006, the National Urban League received a \$1.6 million grant to create or expand 16 Digital Career Academies located at Urban League affiliates across the country and to provide high-tech career training. The grant builds on a \$1 million AT&T Foundation grant to the Urban League in 2004.
- The AT&T Foundation provided a \$100,000 grant to 100 Black Men of America in 2006 to support training forums and national outreach of the organization's Mentoring the 100 Way™ program, which certifies volunteers to provide leadership-development training for low-income African-American youth.
- Since 2000, the AT&T Foundation has provided nearly \$4.2 million to support diverse scholarship programs, including the United Negro College Fund.



- Since 2000, AT&T and the AT&T Foundation have distributed more than \$289 million to programs and initiatives that enhance education, support community vitality and help meet the critical needs of underserved and diverse communities.
- In 2006, AT&T and the AT&T Foundation contributed more than \$36 million and supported nearly 1,200 organizations and programs that enrich and strengthen diverse communities nationwide.

Outreach to African-American Consumers

- AT&T invests in programs that help educate adults and children about the benefits of a high speed Internet connection to increase digital inclusion and to empower African-Americans with online tools to be successful and competitive.
- AT&T sponsors many local market events in the African-American community, such as:
 - Home Court, in conjunction with the National Basketball Association
 - San Antonio's "Beyond the Dream," in honor of Martin Luther King Jr.
 - Houston's Family Fun Day at the Park
 - Los Angeles' Black Expo
- AT&T strives to develop advertising and marketing campaigns that represent the diversity of the local communities it serves and that authentically portray African-Americans in positive roles.
- AT&T maintains relationships with and places advertising via key African-American media, such as "The Tom Joyner Morning Show," local black newspapers and Radio One.
- AT&T maintains experienced multicultural communications teams that collaborate with minority-owned agencies to ensure that relevant materials are developed to reach the African-American community.