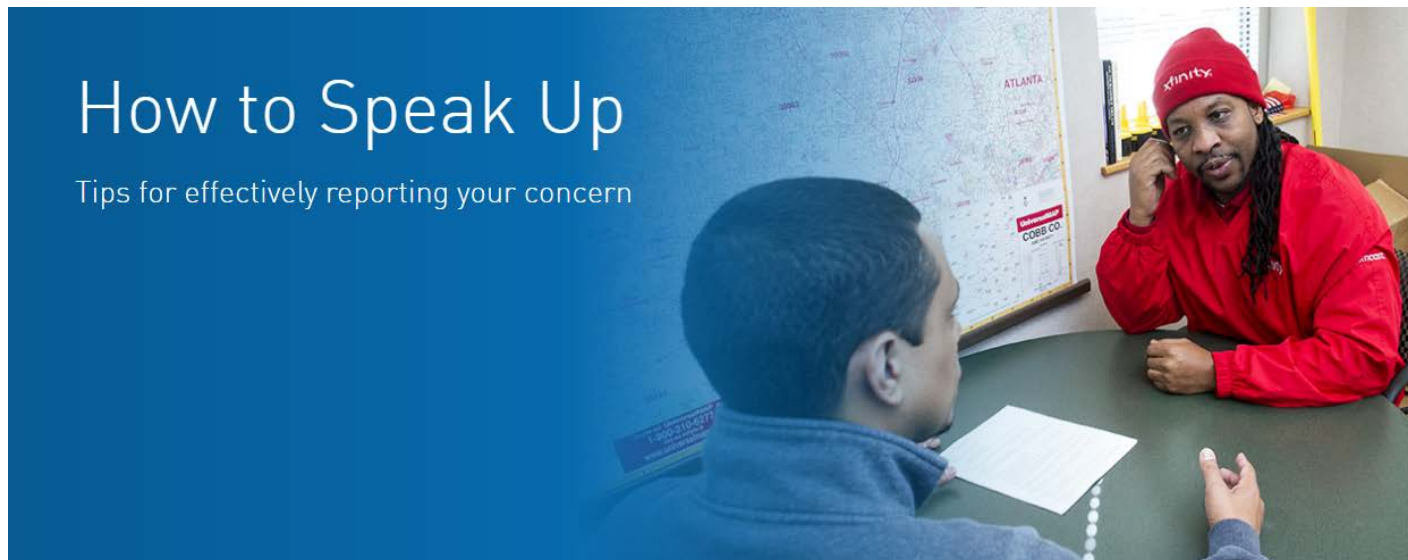


# How to Speak Up

Tips for effectively reporting your concern



Each of us is responsible for knowing when to speak up, asking tough questions and reporting any possible violation of the Code of Conduct. You can do your part by promptly raising any concerns about actual or suspected illegal or unethical conduct. When you speak up, here are some tips on how to effectively report your concern.

**Answer the “Five Ws.”** Make sure your report includes answers to the “Five Ws”: *Who, What, When, Where and Why*. Answers to these standard information-gathering questions provide the basic facts that help us understand your concern. If you don’t know or can’t remember the answer to any of these questions, let us know and tell us whom we should ask.

**The sooner, the better.** Promptly raise your concern. Speaking up without delay is important for two reasons. First, the longer you wait to address a concern, the worse it may become. Second, an investigation is more effective when you speak up soon after a concern arises or an incident occurs. As time goes on, memories fade, paper and electronic documents may be updated or moved offsite and employees may change roles. Help us gather the facts while the information is fresh and readily available.

**Help us, help you.** Be as specific in your report as possible, and don’t assume that someone already knows about your concern or has the essential background facts. This is especially important if you are raising a concern through the Comcast Listens Helpline (1-877-40LISTENS) or [Web Portal](#), as the assigned investigator may not be as familiar with your department’s reporting structure, business practices or terminology. Some examples to illustrate:

- When referring to other employees, provide full names and titles (if known), as opposed to just first names, nicknames, “my team,” “management,” “leadership,” or “my boss.”
- If you think a procedure or policy has been violated, reference the policy’s name.
- Avoid using uncommon abbreviations or acronyms that are not known to all Comcasters—even if everyone in your department would know a particular business or technical term.

**Stay involved.** The Comcast Listens Helpline and [Web Portal](#) are designed so you—anonymous or self-identified—can check on the status of an investigation, answer follow-up questions from the assigned investigator and provide additional information after your initial report is submitted. Often an investigator needs more information to address your concern so it’s very important to stay involved in the process. This is particularly important if you choose to remain anonymous because an investigator has no way to reach you for further information without your continued participation through the Helpline or [Web Portal](#).

To find more information on Comcast Listens, visit the [Code of Conduct](#).