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Media Contact: [Melissa Hicks](#) at 484.888.6766

C2HR Awards Recognize Six Companies for Innovative HR Programs During Pandemic

NAPERVILLE, ILL., August 10, 2021 – C2HR’s Excellence in HR Awards are a celebration of the achievements of human resources departments across the content and connectivity industry. This year’s honorees exemplified resilience, creativity and agility during a time of uncertainty and disruption. The 2021 recipients are **Charter, Comcast, ESPN, Mediacom, NBCUniversal and RED Digital Cinema**. Their unique efforts will be detailed in the August issue of [HR Pulse](#), and award recipients will share their insight during the [C2HR CON](#) and [HR Webinar Series](#).

Social Impact

This year’s Social Impact Award criteria focused on how companies pivoted their corporate social responsibility initiatives in response to the unique circumstances created by the pandemic. Traditional volunteer days were prohibited due to social distancing requirements. As a result, companies had to reimagine how to involve employees in their community efforts. The pandemic also created a significant increase in the number of Americans seeking food assistance and broadband subsidies to support online learning. The 2021 Social Impact Award recipients are **ESPN, Mediacom Communications** and **NBCUniversal**.

Employee Engagement

C2HR selected **RED Digital Cinema** as an example of excellence in employee engagement. In 2020, the company’s small but mighty human resources team launched RED RECHARGED, a comprehensive initiative that encompassed leadership development, employee communications, an employee survey, wellbeing programs and onboarding. Despite coinciding with the unexpected transition to a remote work environment for its 200 global employees, RED RECHARGED resulted in a 13% increase in employee productivity.

Workplace Wellness

Wellness took on a completely new meaning once the pandemic hit the United States in March of 2020. **Comcast** and **Charter Communications** prioritized the safety and wellbeing of tens of thousands of employees in a time of immense uncertainty by leveraging technology, a compassionate mindset and focus on flexibility. Both companies swiftly implemented policies, practices and programs to address the physical and emotional safety of employees.

Aspiring HR Leader

In addition to the corporate awards, C2HR's Excellence in HR Awards program annually recognizes an individual. The 2021 Aspiring HR Leader is **Amanda Kirschman**, senior director of talent management at **Comcast Business**. For more details of her achievements, please visit <https://c2hr.org/news/>.

ABOUT C2HR

Content & Connectivity Human Resources (C2HR) is a professional association serving 4,300 members from 50 companies spanning the telecommunications, technology, media and entertainment sectors. C2HR provides industry-specific analytics, information and resources, as well as networking and educational opportunities. Its groundbreaking initiatives include the Annual C2HR Compensation Surveys and C2HR CON. For more information, visit www.C2HR.org.

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