**NBCUniversal Will Shoot for 50% Diversity in News Unit**

NBCUniversal News Group wants half of its workforce to be composed of women and people of color, leader Cesar Conde told employees, and outlined five pillars in a strategy to achieve that goal. Conde's diversity plan, dubbed the "Fifty Percent Challenge Initiative," includes MSNBC, CNBC and NBC News, and is a product of meetings that took place after George Floyd's alleged murder by police.

***The Hill 7.7.20***

<https://thehill.com/homenews/media/506319-nbcuniversal-aims-for-half-of-news-employees-to-be-women-people-of-color>