



FOR IMMEDIATE RELEASE

NAMIC ANNOUNCES CALL FOR NOMINATIONS FOR THE 2011 NEXT GENERATION LEADERS AWARDS

Competition Expanded To Include Creative Discipline Award Category

NEW YORK, NY – March 9, 2011 -- NAMIC (National Association for Multi-ethnicity in Communications), today announced its call for nominations for the **2011 Next Generation Leaders Awards**. Honoring emerging executives for their professional achievements, as well as their efforts in fostering multi-ethnic diversity and inclusion, the Next Generation Leaders Awards will be presented during the **NAMIC Annual Awards Breakfast**. Held as part of Cable Connection – Spring, the NAMIC Annual Awards Breakfast is scheduled for Thursday, June 16, 2011, from 7:00 a.m. to 8:30 a.m. at McCormick Place in Chicago, Illinois.

Executives of color, age 45 and under, who reflect and embrace NAMIC's mission to educate, advocate and empower to achieve multi-ethnic diversity in the communications industry are eligible for nomination. The **2011 Next Generation Leaders Awards** will be presented in four categories. Up-and-coming business leaders will receive honors in the three original award categories: Cable MSO, Cable Programmer and Technology Company or Discipline. Additionally, this year's competition will include the first-ever Next Generation Leaders award presented in the Creative Discipline category. The nominations deadline is April 8, 2011.

"Through our professional development initiatives, NAMIC strives to ensure that the pipeline of multi-ethnic executives within our industry is strong," said **Kathy Johnson**, president, NAMIC. "We are pleased to recognize these business leaders who are encouraging diversity and inclusion, while making strategic and innovative contributions that are essential to their companies' performance."

The Next Generation Leaders Awards are presented in partnership with *Multichannel News*. Event sponsors confirmed to date include the **NCTA, A&E Television Networks, Ensequence** and **Scripps Networks**.

For more information regarding the Next Generation Leaders Awards and to access the complete nominations criteria, visit www.namic.com or contact Sandra Girado, director of Meetings and Events, NAMIC at 212-594-5985. Inquiries pertaining to sponsorship and ticket/table purchases for the NAMIC Annual Awards Breakfast should be directed to Daniel J. McGlone, vice president of Fund Development, NAMIC, 212-594-5985.

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ABOUT NAMIC

NAMIC (National Association for Multi-ethnicity in Communications) is the premier organization focusing on multi-ethnic diversity in the communications industry. Founded in 1980 as a non-profit trade association, today NAMIC comprises over 2,000 professionals belonging to a network of 16 chapters nationwide. Through initiatives that focus on education, advocacy and empowerment, NAMIC champions equity and inclusion in the workforce, with special attention given to ensuring that the leadership cadres of our nation's communications industry giants reflect the multi-ethnic richness of the populations they serve. For more information on NAMIC, visit <http://www.namic.com>.

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