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MTV NETWORKS TO RECEIVE THE 2010 MICKEY LELAND HUMANITARIAN ACHIEVEMENT AWARD AT THE 24TH ANNUAL NAMIC CONFERENCE

Judy McGrath Confirmed To Accept The Award On Behalf Of MTVN

NEW YORK, NY – September 15, 2010 -- NAMIC (National Association for Multi-ethnicity in Communications) today announced that **MTV Networks (MTVN)** will receive the **2010 Mickey Leland Humanitarian Achievement Award**. Presented in conjunction with the Annual NAMIC Conference, the Mickey Leland Humanitarian Achievement Award was established in 1992 in memory of the late Congressman from Texas for his lifelong advocacy of social justice and equality for people around the world. Scheduled for September 14-15, 2010 at the Hilton New York in Manhattan, the **24th Annual NAMIC Conference** is currently taking place as part of *Diversity Week*. **Judy McGrath**, chairman and CEO, MTVN will be on-hand to accept the honor at the Mickey Leland Humanitarian Achievement Award Luncheon scheduled for Wednesday, September 15 from 12:15 p.m. to 1:30 p.m. EDT.

“Through the years, MTVN has emerged as a strong leader of pro-social and corporate responsibility initiatives,” said Kathy Johnson, president, NAMIC. “We are pleased to honor such a deserving organization for their resolute commitment to bettering the lives of our nation’s youth and people of color around the globe.”

Comprised of the iconic youth brands, MTV, Nickelodeon, and Comedy Central, MTVN engages and partners with non-governmental organizations, foundations, and community groups to inspire and empower young people to change the world. MTVN operates more than two-dozen pro-social campaigns that activate and amplify the concerns of its young audience, including MTV’s recent *Darfur is Dying*, Nickelodeon’s *Let’s Just Play*, and MTV International’s *Staying Alive*, and *Hope for Haiti Now*. MTV Networks also elevates social issues through its programming, with original series such as MTV’s “Teen Mom,” Comedy Central’s “The Colbert Report” and Nickelodeon’s “Nick News.”

A longtime supporter of NAMIC and advocate of diversity and inclusion within the communications industry, MTV was the founding sponsor of NAMIC’s Executive Leadership Development Program (ELDP), presented in partnership with UCLA’s Anderson Graduate School of Management. Since its launch in 2001, ELDP has groomed nearly 300 emerging executives of color.

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“Diversity and inclusion define our people, our programming, and our pro-social initiatives, and we’re deeply honored to be recognized by an organization like NAMIC that shares those values and works tirelessly to elevate them throughout our industry,” said Judy McGrath, Chairman and CEO of MTV Networks.

Since the inception of the Mickey Leland Humanitarian Achievement Award, NAMIC has continued its tradition of honoring individuals and organizations affiliated with the communications industry that demonstrate a commitment to advancing the concerns of people of color. Past recipients of NAMIC’s Mickey Leland Humanitarian Achievement Award include: Dr. Sanjay Gupta, chief medical correspondent for CNN; award-winning journalist and author, Charlayne Hunter-Gault; Robert L. Johnson, founder of Black Entertainment Television; Governor Bill Richardson, former ambassador, United Nations; award-winning journalists and CNN anchors, Anderson Cooper and Soledad O’Brien; Kweisi Mfume, former president, NAACP; Christina Saralegui, host of the Galavision/Univision “Christina Show”; and the National Hispanic Foundation for the Arts, among others.

For more information on the 24th Annual NAMIC Conference, visit www.namic.com or contact the NAMIC national headquarters at 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 is comprised of 2,000 professionals belonging to a network of 18 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 www.namic.com.

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