



FOR IMMEDIATE RELEASE

CALL FOR ENTRIES ANNOUNCED FOR THE 2010 NAMIC VISION AWARDS

Entry Deadline Set For December 4, 2009

LOS ANGELES, CA – October 27, 2009 -- NAMIC (National Association for Multi-ethnicity in Communications) today announced the call for entries for the 2010 presentation of the **NAMIC Vision Awards**. Submissions are welcomed in 16 award categories presented in honor of original television programming that best reflects the increasingly diverse, multi-ethnic global viewing audience. Qualified submissions received by the December 4, 2009 deadline will be eligible for consideration. Nominations will be announced in early February of 2010.

The NAMIC Vision Awards are presented annually at a special luncheon ceremony held in conjunction with the NAMIC-Southern California West Coast Creative Summit, which is part of the trade organization's signature, daylong educational forum focused on creating, delivering and marketing content across multiple platforms for the multi-ethnic consumer. Creators of original television content demonstrating a commitment to producing quality, multi-ethnic and cross-cultural programming will be recognized in the following award categories: Animation, Children's, Comedy, Documentary, Drama, Foreign Language, Lifestyle, News/Informational, Original Movie or Special, Reality, Sports, Variety/Talk Show, Best Performance – Comedy, Best Performance – Drama, Digital Media – Short Form and Digital Media – Long Form. Original programs airing between November 1, 2008 and October 31, 2009 via broadcast networks, cable networks, cable operators (local origination programming) and VOD content produced by cable and/or broadcast companies for digital platforms including web and mobile are eligible for award consideration.

"As the television viewing audience becomes more ethnically, racially and culturally diverse year over year, NAMIC is honored to celebrate those broadcast and cable entities committed to green lighting and producing programming content that truly reflects our world's mosaic landscape," said Kathy Johnson, president, NAMIC.

Judging will be focused on overall imagery (creative merit, originality, and presentation quality), sensitivity (the consideration given to cultural nuances), writing (the depiction of issues relevant to people of color) and the quality of acting in the performance categories. Entries will be judged by a distinguished panel comprised of communications industry executives, producers, scholars and community leaders.

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For more information on the 2010 NAMIC Vision Awards or to access nomination forms and detailed eligibility/submission requirements, visit www.namic.com or contact Sandra Girado, director of Meetings and Events, NAMIC, at 212-594-5985 ext. 23. For inquiries pertaining to sponsorship opportunities for the NAMIC-Southern California West Coast Creative Summit and the NAMIC Vision Awards luncheon ceremony, contact Danny McGlone, vice president for Fund Development, NAMIC, at 212-594-5985 ext. 13.

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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 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, please visit www.namic.com.

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