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**HBO GARNERS EIGHT NOMINATIONS FOR THE 2010 NAMIC VISION AWARDS  
RECOGNIZING ACHIEVEMENTS IN TELEVISION PROGRAMMING DIVERSITY**

**HBO's "The No. 1 Ladies' Detective Agency" And NBC/Universal Media Studios' "30 Rock" Receive Two Nominations Each To Top All Nominated Series**

(Los Angeles, CA – February 10, 2010) -- Nominations for the 2010 **NAMIC Vision Awards** were announced today by the **National Association for Multi-ethnicity in Communications (NAMIC)**. Now in its 16<sup>th</sup> year, the NAMIC Vision Awards honor original multi-ethnic and cross-cultural television programming that best reflects the diversity of the global viewing audience. The NAMIC Vision Awards will be presented at a luncheon ceremony scheduled for Thursday, April 22, 2010 at the Beverly Hilton in Beverly Hills, California.

A total of 27 networks and producers/distributors representing a wide range of programming generated 59 nominations for awards presented in 15 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; and Digital Media (Short Form). Original programs that aired between the dates of November 1, 2008 and October 31, 2009 were eligible for consideration.

HBO led the field of contenders for the 2010 NAMIC Vision Awards with eight nominations including two for HBO's "The No. 1 Ladies' Detective Agency," which received a nod in the Drama category and a Best Performance – Drama nomination for actor and recording artist, **Jill Scott**. Additional Best Performance – Drama nominees include: **Cicely Tyson** for the Hallmark Channel's "Relative Stranger," and actor **Russell Hornsby**, who garnered two nominations for ABC Family's "Lincoln Heights" and HBO's "In Treatment." Hornsby is the first actor in NAMIC Vision Awards history to receive multiple nominations in a single performance category.

NBC/Universal Media Studios' "30 Rock" also garnered multiple nominations, receiving a nod in the Comedy category and a Best Performance – Comedy nomination for actor **Tracy Morgan**. Additional nominees for Best Performance – Comedy include: **Dana Davis** for ABC Family's "10 Things I Hate About You," **Dilshad Vadasaria** for ABC Family's "Greek," **Margaret Cho** for Lifetime Television's "Drop Dead Diva," and **Dule Hill** for USA Network's "Psych."

Programs nominated in the Comedy category in addition to "30 Rock" include: Lifetime Network's "Sherri," and HBO's "George Lopez: Tall, Dark & Chicano" and "Wanda Sykes: I'ma Be Me." Nominees joining HBO's "The No. 1 Ladies' Detective Agency" in the Drama category include ABC Network's "Grey's Anatomy," TNT's "Hawthorne," and NBC/Universal Media Studios' "Law & Order: Special Victims Unit."

"The television viewing audience is becoming more ethnically and culturally diverse," said Marco Williams, vice president, Affiliate Marketing, The Africa Channel and president, NAMIC-Southern California. "NAMIC is proud to continue recognizing those entities that remain committed to producing original content across all digital entertainment platforms that accurately reflects the full spectrum of our world's populace."

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The NAMIC Vision Awards competition extends eligibility to national broadcast and cable networks; local affiliates; local origination programs from cable operators; and VOD content produced for digital platforms. Entries are judged by a distinguished panel comprised of communications industry executives, producers, and scholars. Judging is 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.

A complete list of nominees for the 2010 NAMIC Vision Awards follows. For more information contact Sandra Girado, director, Meetings and Events, at the NAMIC national headquarters, 212-594-5985, ext. 23. Sponsorship and ticket/table purchase inquiries should be directed to Danny McGlone, vice president of Fund Development, NAMIC at 212-594-5985 ext. 13.

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#### **ANIMATION**

Handy Manny - The Disney Channel  
The Backyardigans - Nickelodeon

#### **BEST PERFORMANCE – COMEDY**

Dana Davis: 10 Things I Hate About You - ABC Family  
Dilshad Vadasaria: Greek - ABC Family  
Dule Hill: Psych - USA Network  
Margaret Cho: Drop Dead Diva - Lifetime Television  
Tracy Morgan: 30 Rock - NBC/Universal Media Studios

#### **BEST PERFORMANCE – DRAMA**

Cicely Tyson: Relative Stranger - Hallmark Channel  
Jill Scott: The No. 1 Ladies' Detective Agency - HBO  
Russell Hornsby: In Treatment - HBO  
Russell Hornsby: Lincoln Heights - ABC Family

#### **CHILDREN'S**

Russell Simmons Presents Brave New Voices - HBO  
Dora The Explorer - Nickelodeon  
Go, Diego, Go! - Nickelodeon  
Nick News with Linda Ellerbee: We Shall Not Be Moved - Nickelodeon

#### **COMEDY**

30 Rock - NBC/Universal Media Studios  
George Lopez: Tall, Dark & Chicano - HBO  
Sherri - Lifetime Television  
Wanda Sykes: I'ma Be Me - HBO

#### **DIGITAL MEDIA - SHORT FORM**

Buppies - BET Networks  
Comcast Celebrates South Florida Black History - Comcast  
John Legend; Obama - Most American President - MTV Networks  
Will.i.am Pea Pod Foundation - MTV Networks

#### **DOCUMENTARY**

Breast Cancer Examined: An African American Perspective - TV One, LLC  
By The People: The Election of Barack Obama - HBO  
CNN Presents: Black in America 2 - CNN  
CNN Presents: Latino in America - CNN

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**DRAMA**

Grey's Anatomy - ABC Network  
Hawthorne - TNT  
Law & Order: Special Victims Unit - NBC/Universal Media Studios  
The No. 1 Ladies' Detective Agency - HBO

**FOREIGN LANGUAGE**

El Rescate Perfecto - Discovery en Espanol  
La Gripe Letal - Discovery en Espanol  
La Marcha De Las Uvas - Discovery en Espanol  
Major League Baseball Pre-Game Show - Fox Sports en Espanol

**LIFESTYLE**

Adrenalina - Si TV  
Black Canvas - Gail & Okamoto - EBRU TV  
Rajo Red: The Business of Elegance - GMA Network, Inc.  
World in America - Guyana - EBRU TV

**NEWS/INFORMATIONAL**

Anderson Cooper 360: Black in America 2 Preview - CNN  
CNN Presents: Reclaiming the Dream II - CNN  
Critical Condition: What's at Stake in Health Care Reform - BET News  
Up From a Past: African American Firsts - CNN

**ORIGINAL MOVIE OR SPECIAL**

America - Sony Pictures Television  
Gifted Hands - TNT  
The BET Honors 2009 - BET Networks  
TV ONE Night Only: Live From the Essence Music Festival - TV One, LLC

**REALITY**

MADE - MTV Networks  
Monica: Still Standing - BET Networks  
Project Runway - Lifetime Television  
The T.O. Show - VH1

**SPORTS**

Carry On - ESPN  
James Stewart: King of the Hill - E:60/ESPN  
Kim NG - Kim Possible - E:60/ESPN  
The Enough Project - ESPN Deportes

**VARIETY/TALK SHOW**

Lens on Talent: Johnson & Johnson Presents a Filmmaker's Challenge - BET Networks  
Soundtracks at Red Kiva - The Africa Channel  
Sunday Best 2 - BET Networks  
We Are One: The Obama Inaugural Celebration at Lincoln Memorial - HBO

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## **NOMINATIONS BY NETWORK/DISTRIBUTOR**

HBO - 8  
CNN - 5  
BET Networks - 5  
Nickelodeon - 4  
ABC Family - 3  
Discovery en Espanol - 3  
Lifetime Television - 3  
MTV Networks - 3  
NBC/Universal Media Studios - 3  
EBRU TV - 2  
E:60/ESPN - 2  
TNT - 2  
TV ONE, LLC - 2  
ABC Network - 1  
BET News - 1  
Comcast - 1  
ESPN - 1  
ESPN Deportes - 1  
Fox Sports en Espanol - 1  
GMA Network - 1  
Hallmark Channel - 1  
Si TV - 1  
Sony Pictures Television - 1  
The Africa Channel - 1  
The Disney Channel - 1  
USA Network - 1  
VH1 - 1

### **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](http://www.namic.com).

### **MEDIA CONTACTS:**

Daphne Leroy  
Vice President of Marketing & Communications, NAMIC  
212-594-5985 (office)  
daphne.leroy@namic.com

Charmaine Chapman  
BTB Communications  
310-882-5498 (office)  
char@btbcommunications.com