



FOR IMMEDIATE RELEASE

CALL FOR ENTRIES ANNOUNCED FOR THE 2011 NAMIC-SOUTHERN CALIFORNIA VISION AWARDS

LOS ANGELES, CA – November 30, 2010 – The **National Association for Multi-ethnicity in Communications (NAMIC)** is now accepting entries for the **2011 NAMIC-Southern California Vision Awards**. Submissions are welcomed in 16 award categories recognizing original content created for television and/or digital platforms that best reflects the increasingly diverse, multi-ethnic and multi-cultural viewing audience. Qualified submissions received by the January 14, 2011 deadline will be eligible for consideration.

Award categories include: 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, 2009 and October 31, 2010 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.

“Through the Vision Awards, NAMIC has maintained a focus on the imperative to create programming that is inclusive of the depth, breadth and spirit of people of color,” said Marco Williams, president, NAMIC-Southern California and director, Talent Sourcing, Warner Bros. Entertainment, Inc. “We are pleased to continue our tradition of honoring broadcast, cable and production entities for their achievements in programming diversity.”

Judging will be focused on overall imagery (creative merit, originality, and presentation), 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 distinguished panel of entertainment industry executives will judge entries. Nominations will be announced in early March of 2011.

For more information on the 2011 NAMIC Vision Awards or to access nomination forms and detailed eligibility/submission requirements, visit <http://www.namic.com> or contact Sandra Girado, director of Meetings and Events, NAMIC at 212-594-5985 ext. 23.

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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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