



FOR IMMEDIATE RELEASE

**NAMIC ANNOUNCES CALL FOR ENTRIES FOR THE 2010 NAMIC EXCELLENCE IN
MULTI-CULTURAL MARKETING AWARDS**

Entry Deadline Set For June 30th

NEW YORK, NY – May 19, 2010 – (NAMIC) National Association for Multi-ethnicity in Communications has launched the submissions period for this year's **NAMIC Excellence in Multi-cultural Marketing Awards (EMMA)**. NAMIC members in good standing are welcomed to submit digital entries via <http://www.namic.com>. The submissions deadline for all completed entries is Wednesday, June 30, 2010 at 11:59 p.m. EDT. Winners will be acknowledged during the **24th Annual NAMIC Conference** scheduled for September 14-15, 2010 at the Hilton New York in Manhattan as part of Cable Diversity Week.

Recognizing the cable industry's campaigns that demonstrate best practices in multi-cultural and ethnic targeted marketing, the competition is comprised of two award categories: Case Studies/Campaigns and Marketing Tactics. Entries submitted in each category are judged within two divisions: Cable Companies and Networks/Industry Suppliers. Marketing efforts targeting one or more cultural segments including, but not limited to African American, Asian and Hispanic markets that were facilitated between June 1, 2009 and May 31, 2010 are eligible.

"As demographics shift, targeting ethnic consumers with focused, multi-platform marketing strategies has become essential," said Daphne Leroy, vice president of Marketing & Communications, NAMIC. "We are excited to continue the tradition of recognizing those entities that are demonstrating exceptional efforts to connect their brands with an increasingly diverse audience."

The NAMIC Multi-cultural Marketing Committee, a consortium of the industry's leading multi-cultural marketing experts, produces the awards competition. A judging panel of independent industry experts will evaluate all entries and select winners. Sound and innovative strategy, strength of creative execution against the strategy, evaluations of strategy, implementation and results are among the areas that will be evaluated. Deviating from the traditional "best of" competition method, each entry will be judged against a standard of excellence and not against other entrants, resulting in the potential for zero to multiple winners in each category.

For complete eligibility information, detailed judging criteria, a list of past EMMA winners or to submit digital entries log onto <http://www.namic.com>. Information on the 24th Annual NAMIC Conference or inquiries pertaining to sponsorship should be directed to Sandra Girado, director of Meetings and Events, NAMIC at 212-594-5985, ext. 23. Online registration for the 24th Annual NAMIC Conference can be accessed by visiting www.namic.com.

###

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.

MEDIA CONTACTS:

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

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