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**NAMIC UNVEILS VIDEO CONTENT FROM THE 24TH ANNUAL NAMIC
CONFERENCE ON *DIVERSITYLIVE.NET***

NEW YORK, NY – October 27, 2010 - - **NAMIC (National Association for Multi-ethnicity in Communications)**, a leading trade association advocating for diversity and inclusion within the communications industry today launched video content from the **24th Annual NAMIC Conference, 3D: Diversity, Digital, Demographics** online via ***DiversityLive.net***. The Conference, which took place September 14-15, 2010 in New York as part of the cable television industry's *Diversity Week*, was attended by 560 professionals, resulting in a 40% increase over the 2009 event. General Session and video content from the event can now be streamed via *DiversityLive.net*.

"We'd like to extend our heartfelt thanks to the sponsors, co-chairs, media partners, speakers, and attendees for their support of the Annual NAMIC Conference and Diversity Week overall," said **Kathy Johnson**, president, NAMIC. "This year's conference was very informative and we are pleased to share this exciting content with the industry-at large via *DiversityLive.net*."

Serving as NAMIC's online digital community in partnership with Motorola, *DiversityLive.net* showcases user-generated video content, and features professional networking opportunities, industry resources, professional development information, diversity news, a live blog, webinars and other exclusive educational offerings.

General Sessions programmed for the 24th Annual NAMIC Conference, included the following highlights:

- Keynote address delivered by The Honorable **Mignon Clyburn**, commissioner, Federal Communications Commission
- Leading cable industry executives including **Cesar Conde**, president, Univision Networks, **Patrick Esser**, president, Cox Communications, **Kyle McSlarrow**, president and chief executive officer, NCTA, **Scott Mills**, president and chief operating officer, BET Networks and **Laureen Ong**, president, Travel Channel, and academic authority, **Leobardo Estrada**, PhD, associate professor of Urban Planning, School of Public Affairs, UCLA, participated in the General Session panel, *3D: Diversity, Digital, Demographic*. Moderated by **Juju Chang**, news anchor for ABC's "Good Morning America," the panel discussion focused on the results of the 2010 Census, while addressing the implications of this data for the communications industry, its workforce and consumer base.

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- Top-level television executives creating diverse programming examined the importance of investing time and resources in the creation of multi-ethnic programming as part of General Session panel, *The New Original*. Moderated by **Don Lemon**, anchor, “CNN Newsroom,” panelists included **Loretha Jones**, president, Original Programming, BET Networks, **Geraldine Moriba**, executive producer of CNN Worldwide’s “In America” production unit and **Ligiah Villalobos**, writer-producer for “Go Diego Go.”
- **Eric Liu**, author, former Clinton speechwriter and creator of the Guiding Lights Network delivered a keynote address at the L. Patrick Mellon Mentorship Program Luncheon.
- **MTV Networks** received the 2010 Mickey Leland Humanitarian Achievement Award at the closing General Session Luncheon of the Conference.

Sponsors of the 24th Annual NAMIC Conference included AETN, BET Networks, Cox Communications, ESPN Deportes, HBO, Motorola, NCTA, The Nielsen Company, Rainbow Media, Scripps Networks, Showtime Networks Inc., Suddenlink Communications, Time Warner Cable, TuTV, Turner Broadcasting System, Inc., Univision, Walter Kaitz Foundation and WeTV Networks. Media partners included The Bridge, Broadcasting & Cable, CableFAX Daily, Hispanic MPR, LatinVision, The Paley Center for Media, Portada, Minority Media & Telecom Council and Multichannel News.

DiversityLive.net can be accessed by visiting www.namic.com. For a behind-the-scenes look at the 24th Annual NAMIC Conference, log onto www.namic.com to access the Annual NAMIC Conference Blog.

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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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