



FOR IMMEDIATE RELEASE

NAMIC ANNOUNCES CALL FOR ENTRIES FOR THE 2012 NAMIC-SOUTHERN CALIFORNIA VISION AWARDS

NEW YORK, NY – November 15, 2011 -- NAMIC (National Association for Multi-ethnicity in Communications) today announced the call for entries for the **2012 NAMIC-Southern California Vision Awards**. Launched in 1994, the awards competition honors 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 December 22, 2011 entry deadline will be eligible for consideration.

Presented annually by NAMIC-Southern California, the awards will again be produced as an online event via the 2012 NAMIC Vision Awards Winners Gallery. The online gallery will feature video clips showcasing winning programs in the 16 award categories. Additionally, NAMIC members, for the second consecutive year, will have the opportunity to cast their votes and select their favorite program from the field of winning entries to be named the 2012 Members' Choice Award recipient. 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 having aired from November 1, 2010 to November 10, 2011 are eligible for submission. The NAMIC-Southern California Vision Awards competition extends eligibility to:

- Broadcast Networks (National, Network-Owned and Operated, Affiliates)
- Cable Networks (National and Regional)
- Cable Operators (Local Origination Programs)
- Syndicators (First-Run Original Programs)
- VOD (Cable and/or Broadcast Content for Digital Platforms Including Web/Mobile)

Judging will be focused on overall imagery (creative merit, originality and presentation); sensitivity (the consideration given to cultural nuances); writing (the depiction of issues of relevant to people of color); and the quality of acting in the performance categories. A distinguished panel of entertainment industry executives and content creators will comprise the judging panel. Nominations will be announced in early April 2012.

For more information on the 2012 NAMIC Vision Awards or to access nomination forms and detailed eligibility/submission requirements, visit <http://www.namic.com> or contact Sandra Girado, director of Meeting and Events, NAMIC at 212-594-5985.

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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 over 2,400 professionals belonging to a network of 16 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 and stay connected to NAMIC on Facebook, LinkedIn, Twitter and DiversityLive: The Business > Social NAMIC Network.

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