



FOR IMMEDIATE RELEASE

**NATIONAL ASSOCIATION FOR MULTI-ETHNICITY IN COMMUNICATIONS
AND WOMEN IN CABLE TELECOMMUNICATIONS
TO PARTNER ON JOINT EMPLOYMENT RESEARCH VITAL TO THE ADVANCEMENT OF
ETHNIC AND GENDER DIVERSITY IN THE CABLE INDUSTRY**

- *The Society for Human Resource Management to Conduct Survey*
- *Funding for the Combined Survey Provided by a Grant from the Walter Kaitz Foundation*
- *Results of the Survey to be Released at Town Hall Meeting During Cable Diversity Week*
 - *NAMIC Survey Re-branded*

New York, NY – March 30, 2011 -- National Association for Multi-ethnicity in Communications (NAMIC) and Women in Cable Telecommunications (WICT) today announced plans to partner on a joint survey for the next editions of the **WICT PAR Initiative** and the newly re-branded **NAMIC AIM** (Advancement Investment Measurement).

This first-ever fully merged questionnaire – with 70% fewer questions than in previous survey vehicles – is a direct response to the industry’s call for a streamlined process.

NAMIC and WICT have engaged the **Society for Human Resource Management (SHRM)** to conduct the joint survey, which will benchmark data vital to the advancement of gender and ethnic diversity in the cable industry. The survey activation period will begin on March 31, 2011, with data collection being facilitated for approximately six weeks, until May 9, 2011. SHRM will distribute the combined survey and will independently manage the development of customized data reports for each association.

“The data generated from this joint effort is vital to advancing awareness and understanding of ethnic and gender diversity in our industry,” said **Kathy Johnson**, president of NAMIC. “The partnering of NAMIC and WICT on this project highlights our commitment to the common goal of sustaining a robust pipeline of diverse talent – especially at the top echelons of the industry.”

Added **Maria Brennan**, president and CEO of WICT, “Measurement goes hand in hand with informed decision making. Both WICT and NAMIC are pleased that our efforts will provide the industry with critical tools they can utilize to help build teams that are as rich in talent as they are diverse.”

Funded by a grant provided by the **Walter Kaitz Foundation**, the joint survey results will focus on the current state of ethnic and gender diversity within the cable telecommunications industry. Findings from this research initiative will be presented by WICT and NAMIC during a Town Hall Meeting scheduled for October 4, 2011 in New York City as part of Cable Diversity Week.

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"The Walter Kaitz Foundation is proud to underwrite NAMIC & WICT's efforts to strengthen and streamline their survey process. The information obtained from this survey will better position the industry to continue to improve its diversity at all levels," said **David Porter**, executive director of the Walter Kaitz Foundation.

Launched in 1999, the NAMIC employment survey, formerly entitled, "A Look Toward Advancement: Multi-ethnic Employment in the Communications Industry," provided a baseline of statistics and perceptions about the state of multi-ethnic diversity in the cable telecommunications industry. This newest iteration of the NAMIC employment survey, now called the NAMIC AIM (Advancement Investment Measurement), will provide rich data that companies can use to support goals for sustainable growth of multi-ethnic diversity, and will further strengthen NAMIC's role as a key industry resource for the cultivation of a diverse talent pipeline. Key outgrowths of the NAMIC employment survey include the launch of NAMIC's prestigious **Executive Leadership Development Program (ELDP)**, presented in partnership with UCLA's Anderson School of Management, and **the NAMIC Leadership Seminar for middle managers**.

Since 2003, the WICT PAR Initiative has measured the status of women employees in the cable industry based on three criteria: **P**ay Equity, **A**dvancement Opportunities and **R**esources for Work/Life Support. A comprehensive advocacy program helping companies to set goals, institutionalize practices, measure progress and achieve results, the PAR Initiative showcases best practices regarding company policy and procedures, which are changing the landscape of the industry. Each year, the PAR Initiative grows more valuable as a resource for measuring and supporting the advancement of women in the cable and telecommunications industry and has been supported both by WICT's 20 chapters nationwide and industry.

For more information on WICT and the PAR Initiative visit <http://wict.org>. Additional information on NAMIC and the Advancement Investment Measurement (AIM) can be found at <http://namic.com>.

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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 2,200 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.

ABOUT WICT

For over thirty years, Women in Cable Telecommunications (WICT) has partnered with cable and telecommunications leaders to provide professional development programs, research, and services that help advance women in cable media. With over 8,100 members, WICT is the oldest and largest professional association serving women in the cable and telecommunications industry. Comcast, Rainbow/WE tv, Time Warner Cable and Turner Broadcasting System, Inc. are WICT's Strategic Touchstone Partners. Please visit www.wict.org or follow @WICT on Twitter for more information.

ABOUT SHRM

The Society for Human Resource Management (SHRM) is the world's largest association devoted to human resource management. Representing more than 250,000 members in over 140 countries, the Society serves the needs of HR professionals and advances the interests of the HR profession. Founded in 1948, SHRM has more than 575 affiliated chapters within the United States and subsidiary offices in China and India. www.shrm.org.

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