



FOR IMMEDIATE RELEASE

**NATIONAL ASSOCIATION FOR MULTI-ETHNICITY IN COMMUNICATIONS AND WOMEN
IN CABLE TELECOMMUNICATIONS ANNOUNCE PANELISTS FOR DISCUSSION OF
RESULTS OF COMBINED EMPLOYMENT SURVEY**

- *Top Executives to Engage in Panel Discussion Focused on Benchmarked Data Vital to the Advancement of Ethnic and Gender Diversity in the Cable Industry*
 - Joint Town Hall Meeting to be Held on October 4 as Part of Diversity Week

NEW YORK, NY – August 17, 2011 – The National Association for Multi-ethnicity in Communications (NAMIC) and Women in Cable Telecommunications (WICT) today announced panelists participating in the joint **Town Hall Meeting on Diversity, scheduled for Tuesday, October 4, 2011, at the Hilton New York in Manhattan. The forum will address the findings of the latest editions of the **NAMIC AIM (Advancement Investment Measurement)** and **WICT PAR Initiative (Pay Equity, Advancement Opportunities and Resources for Work/Life Support)** surveys, employment research critical to the advancement of ethnic and gender diversity in the cable industry.**

The panel discussion planned for the Town Hall Meeting on Diversity will center on the results of the survey, which was funded by a grant from the **Walter Kaitz Foundation**. The Town Hall Meeting is part of *Diversity Week*, featuring the **25th Annual NAMIC Conference**, the **2011 WICT Leadership Conference**, the **28th Annual Walter Kaitz Foundation Fundraising Dinner** and other events held by cable industry organizations.

Executives confirmed to participate in the Town Hall Meeting on Diversity panel are:

- **Adria Alpert Romm**, senior executive vice president, human resources, Discovery Communications
- **David Cohen**, executive vice president, Comcast Corporation
- **John Dooney**, manager, strategic research, SHRM
- **Mae Douglas**, executive vice president & chief people officer, Cox Communications
- **Jacqueline Hernandez**, chief operating officer, Telemundo Communications Group
- **Rob Marcus**, president & chief operating officer, Time Warner Cable
- **Michael Powell**, president and chief executive officer, NCTA
- **Kelly Regal**, executive vice president, Turner Broadcasting System, Inc.

“By partnering on this research, NAMIC and WICT have demonstrated a resolute commitment to ensuring that the industry has access to uniform data that is vital to sustaining a strong pipeline of diverse talent,” said **Kathy Johnson**, president, NAMIC. “We are pleased to have the participation of this distinguished group of thought leaders as we broaden the discussion on diversity through this joint forum.”

“Our industry recognizes that it cannot move forward until we know where we stand. Measuring diversity is step one in strengthening diversity,” said **Maria E. Brennan**, CAE, President and CEO of WICT. “WICT is proud to have such strong representation from the industry on our panel to discuss the survey results.”

(more)

SHRM (Society for Human Resource Management) conducted a joint survey on behalf of NAMIC and WICT that featured the first-ever, streamlined, fully-merged questionnaire. The combined survey reduced the total number of questions by over 70 percent in comparison with the previously separate surveys. Data collection was facilitated over a six-week activation period in the spring of 2011, with SHRM independently managing the development of customized data reports for each association.

In addition to the panel discussion, the format for the Town Hall Meeting on Diversity will include audience participation. Attendees of the 25th Annual NAMIC Conference and the 2011 WICT Leadership Conference will have the opportunity to contribute to the discussion via questions focused on key issues that impact diversity and inclusion. The desired outcome of the Town Hall Meeting is to discuss survey results and best practices that support the goal of sustainable growth of multi-ethnic and gender diversity throughout all levels of management.

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 the WICT PAR Initiative and the 2011 WICT Leadership Conference visit <http://wict.org>. Additional information on the 25th Annual NAMIC Conference and the NAMIC 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 2,300 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, Time Warner Cable, Turner Broadcasting System, Inc., and AMC Networks/WE tv 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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