



FOR IMMEDIATE RELEASE

CALL FOR NOMINATIONS ANNOUNCED FOR 15TH ANNUAL NAMIC VISION AWARDS

Legacy Awards Competition Recognizing Programming Diversity Expanded Beyond Cable To Include Broadcast Networks, VOD Content, Digital Media And More

Entry Deadline Set For December 1, 2008

Los Angeles, CA – October 16, 2008 -- The **National Association for Multi-ethnicity in Communications (NAMIC)** today announced the call for nominations for the **15th Annual NAMIC Vision Awards**. Since the show's inception in 1995, NAMIC, through the Vision Awards competition has recognized the achievements of cable networks producing quality, multi-ethnic and cross-cultural original programming content. The 15th anniversary presentation will mark the expansion of the awards program with eligibility extended to national broadcast networks; local affiliates; local origination programs from cable operators; and VOD content produced for digital platforms.

Winners of the **15th Annual NAMIC Vision Awards** will be announced at a luncheon ceremony scheduled for April 17, 2009 at the Beverly Hilton in Beverly Hills, California. The NAMIC Vision Awards luncheon will be held in conjunction with the **NAMIC–Southern California West Coast Creative Summit**, which is part of the trade organization's signature, daylong educational forum focused on creating, delivering and marketing content across multiple platforms for the multi-ethnic consumer.

"As the content arena grows exponentially, NAMIC will continue to support and encourage those entities that remain committed to producing multi-ethnic, original programming," said Kathy Johnson, president, NAMIC. "By expanding the Vision Awards competition, our goal is to honor the growing number of creators fostering diversity across video platforms."

Submissions are welcomed in sixteen award categories presented in honor of original programs that best reflect the world's rich, multi-ethnic populace. 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 that aired between the dates of October 1, 2007 and September 30, 2008 are eligible. Submissions received by the December 1, 2008 entry deadline will be eligible for consideration. Nominees for the 15th Annual Vision Awards will be announced on February 10, 2009.

Entries will be judged by a distinguished panel comprised of communications industry executives, producers, scholars and community leaders. Judging will be focused on overall imagery (creative merit, originality, and presentation quality), sensitivity (the consideration given

to cultural nuances), writing (the depiction of issues relevant to people of color) and the quality of acting in the performance categories.

###

Nomination forms and detailed eligibility information can be accessed online at www.namic.com. For questions regarding submissions, contact Sandra Girado, manager, Meetings and Events at the NAMIC national headquarters, 212-594-5985 ext. 23. For information regarding sponsorship opportunities for the NAMIC-Southern California West Coast Creative Summit and Vision Awards luncheon ceremony, contact Danny McGlone, vice president for Fund Development, NAMIC at 212-594-5985 ext. 13.

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 17 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.

MEDIA CONTACTS:

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

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