



NAMIC 25TH ANNUAL CONFERENCE

October 4-5, 2011 | Hilton New York | New York, NY

FOR IMMEDIATE RELEASE

JOHN LANSING AND LAUREN ZALAZNICK NAMED HONORARY CO-CHAIRS FOR THE 25TH ANNUAL NAMIC CONFERENCE

NAMIC To Host 25TH Anniversary Conference October 4-5, 2011 In New York City As Part Of Diversity Week

“New Media, New Voices, New World” Announced As Conference Theme

NEW YORK, NY – August 10, 2011 -- **John F. Lansing**, president, Scripps Networks and **Lauren Zalaznick**, chairman, NBCUniversal Entertainment & Digital Networks and Integrated Media, have been named honorary co-chairs for the **25th Annual NAMIC Conference**. Presented as part of *Diversity Week*, the conference is scheduled for October 4-5, 2011 at the Hilton New York in Manhattan.

The theme for the 25th Annual NAMIC Conference - **New Media, New Voices, New World** - signifies the current multi-cultural, multi-tiered, multi-faceted state of media and entertainment, as driven by advancing technology and shifting demographics. Providing a platform for professionals at varying levels and disciplines to engage in dynamic presentations and interactive sessions, content inspired by the conference theme will drive stimulating, forward-thinking dialogue. Over the course of the two-day agenda, some of the most progressive, diverse and seasoned business leaders within the media and entertainment industry will share their perspectives on timely topics offered within the General Sessions and four learning tracks focused on Audience Development, Content & Imagery, Diversity & Inclusion and Leadership Development.

“Since launching what was originally branded as the Urban Markets Conference in 1986, the event has grown exponentially through the cooperation of longstanding industry supporters,” said **Kathy Johnson**, president, NAMIC. “This year’s conference theme illustrates the evolving interplay of technology and culture, which has created a unique platform for increased innovation and opportunity within the media and entertainment landscape. We are honored to have John Lansing and Lauren Zalaznick, two of our industry’s trailblazers, on-board as NAMIC continues to build community and dialogue around the imperative for diversity and inclusion within our multi-faceted industry.”

Lansing joined Scripps Networks in January 2004 as executive vice president from the E.W. Scripps Company in Cincinnati, where, since September 2000, he had been senior vice president for television in charge of Scripps’ broadcasting division, which included 10 television stations. In his role as president, Lansing is responsible for Scripps’ portfolio of networks including HGTV, DIY Network, Food Network, Cooking Channel, Travel Channel and Great American Country (GAC). In 2006, *The Delaney Report* named Lansing the Cable Broadcasting Executive of the Year for his part in keeping Scripps’ lifestyle networks “fresh, informative and lively.”

(more)

Additionally, Lansing has been named Gannett Television News Executive of the Year and is the recipient of an AWRT National Commendation for editorial writing.

Zalaznick was named chairman, NBCUniversal Entertainment & Digital Networks and Integrated Media in January 2011 when Comcast and GE completed their transaction creating a joint venture consisting of NBCUniversal businesses and Comcast's cable networks, regional sports networks, and certain digital properties. In this role, she oversees Bravo Media, Oxygen Media, Style, mun2, Sprout and Telemundo. Additionally, she runs the digital properties iVillage, DailyCandy, Swirl, Fandango, and the Integrated Strategic Marketing group, which includes the company-wide initiatives, Green is Universal, Healthy at NBCU, Hispanics at NBCU and Women at NBCU. In 2010, *Fortune* included her in their "50 Most Powerful Women" issue; in 2009, *Time* magazine named Zalaznick one of the "Time 100: World's Most Influential People," *Vanity Fair* named her to their "New Establishment" list, and she was the subject of a *New York Times Magazine* cover story in October 2008.

In addition to Lansing and Zalaznick serving as honorary co-chairs for the 25th Annual NAMIC Conference, this year's planning committee co-chairs include NAMIC board directors, **Michael Armstrong**, senior vice president and general manager, BET International & Paramount Pictures Channels, Viacom International Media Networks; **Sherisse Hawkins**, vice president, CPE & Navigation, Time Warner Cable; **Robert Mendez**, senior vice president, Diversity, Disney/ABC Television Networks, and **Belinda Turner Patterson**, vice president, People Services, Cox Communications.

Further highlighting the Conference will be compelling General Sessions; the L. Patrick Mellon Mentorship Program Luncheon presented in partnership with Women in Cable Telecommunications (WICT) and sponsored by the Walter Kaitz Foundation; presentation of the 2011 Mickey Leland Humanitarian Achievement Award; acknowledgment of this year's winners of the Excellence in Multi-cultural Marketing Awards; the Diversity in Media and Entertainment Career Expo; Breakfast recognizing the *CableFAX* Most Influential Minorities in Cable; and other special events and networking opportunities.

Event sponsors confirmed to date include **A+E Networks, AMC Networks, BET Networks, Cooking Channel, Cox Communications, Food Network, Scripps Networks, Turner Broadcasting System, Inc.** and the **Walter Kaitz Foundation**. Media partners confirmed to date are ***Broadcasting and Cable, CableFAX Daily, Hispanic MPR, LatinVision Media, MediaBiz, Multichannel News, Portada*** and ***The Network Journal***.

For more information on the 25th Annual NAMIC Conference, contact Sandra Girado, director of Meetings and Events, NAMIC, at 212-594-5985. Sponsorship opportunities are still available. Inquiries pertaining to sponsorship should be directed to Daniel J. McGlone, vice president of Membership and Fund Development, NAMIC at 212-594-5985. Online registration for 25th Annual NAMIC Conference can be accessed by visiting <http://www.namic.com>. Group registration discounts are available for multiple attendees from the same company.

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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 THE 25th ANNUAL NAMIC CONFERENCE THEME

New Media, New Voices, New World.

Demographic shifts, multi-screen platforms, social media – it's a new day filled with powerful anticipation of the next big thing. Today, the ecosystem of the digital world is a confluence of interactive, multi-cultural, multi-faceted, multi-tiered, multi-everything that is generating a new idea every New York minute. It's an exciting time for professionals at every level and in every discipline in the media and entertainment industry. The opportunities for new products, new ventures, and becoming the next industry leader are, in a word, limitless. The *NAMIC 25th Annual Conference* fulfills the promise of 25 years of content excellence with dynamic presentations and interactive sessions delivered by the experts – new and seasoned pros – who are embracing the sparkling evolution of an industry of inevitable breakthroughs. Don't miss it!

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