



**FOR IMMEDIATE RELEASE**

**ADCOLOR® AND THE CABLETELEVISION ADVERTISING BUREAU PARTNER WITH NAMIC TO PRESENT FIRST-EVER AD SALES TRACK AS PART OF THE 22<sup>nd</sup> ANNUAL NAMIC CONFERENCE**

**More Than One Hundred Business Leaders Scheduled To Appear At NAMIC Conference**

**NEW YORK, NY – September 12, 2008 -- NAMIC (National Association for Multi-ethnicity In Communications)** will present newly developed **Ad Sales** content as part of the program slated for the **22<sup>nd</sup> Annual NAMIC Conference**. The robust Conference agenda will be anchored by four Educational Tracks focused on **Corporate Diversity & Inclusion, Digital Media, Leadership Development** and a block of sessions, which examine diversity within the **Ad Sales** arena. Kicking off **Cable Diversity Week**, the Annual NAMIC Conference will be held September 14-16, 2008 at the **New York Marriott Marquis** in Manhattan.

“The launch of the Ad Sales Track is timely and significant in light of the ever-changing landscape of the general market,” said Kathy Johnson, president, NAMIC. “We are excited to collaborate with our industry’s top marketers and organizations such as ADCOLOR® and CAB to facilitate dialogue on issues impacting ad sales as the customer base diversifies.”

In partnership with NAMIC, **ADCOLOR®** and the **Cabletelevision Advertising Bureau (CAB)** will present sessions as part of the 22<sup>nd</sup> Annual NAMIC Conference. ADCOLOR® is a collaboration between the Advertising Club of New York, the Association of National Advertisers, the American Advertising Federation, the American Association of Advertising Agencies and Arnold Worldwide. A cross-industry initiative, ADCOLOR® serves as a catalyst for the next generation of diversity programs by combining the energy of the marketing, advertising and media industries to identify current issues and opportunities around diversity. Founded in 1980, CAB is a television advertising advocacy group dedicated to providing advertisers and their agencies with the most current, complete and actionable media insights at the national, DMA and local level.

“The ADCOLOR® Industry Coalition is honored to be partnering with NAMIC to highlight not only the achievement of those professionals of color who have succeeded in ad sales, but the paths they took to get there,” said **Tiffany R. Warren**, ADCOLOR® founder/VP and director of Multicultural Programs and Community Outreach for Arnold.

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“We are thrilled to partner with NAMIC in delivering a panel of true leaders from across the network cable advertising sales industry,” said **Sean Cunningham**, president & CEO of the Cabletelevision Advertising Bureau. “As the role of video advertising continues to evolve in the marketer’s media mix; the capabilities and mindset of identifying cable’s future advertising leaders must also evolve. We believe attendees of this session will leave with a better perspective of the business -- which may ultimately help them play larger roles in cable’s advertising future.”

The Ad Sales Track is comprised of four Concurrent Breakout Sessions:

- ***Diversifying Your Business with Non Traditional Revenue Generation***  
**Moderator:** Ed O’Donnell, CEO, Kid Ro Productions  
**Panelists:** Phiderika Foust, SVP, Business Development, Scripps Networks; Pat Jones, SVP, Account Services, Carat Entertainment; Alan Klein, EVP, Partnerships, IFC/Sundance Channel
- ***After the Upfront: Looking Beyond “Spots” and ‘Dots”*** (Presented in partnership with CAB)  
**Moderator:** Kenetta Bailey, SVP, Marketing, WE tv, and planning co-chair, 22<sup>nd</sup> Annual NAMIC Conference  
**Panelists:** Joe Abruzzese, president, Ad Sales, Discovery Communications; Louis Carr, president, Media Sales, BET Networks; Hank Close, president, U.S. Ad Sales, MTV Networks; Arlene Manos, president, National Ad Sales, Rainbow Media Holdings LLC
- ***Marketing & Sales: Working Hand-in-Hand to Innovate for Diverse Clients and Viewers***  
**Moderator:** Karen Williams, associate publisher, marketing, *Essence* Magazine  
**Panelists:** Scott Collins, SVP, Ad Sales, We tv; Darryl Heggans, director, Ad Sales, Gospel Music Channel; Janice Moore, Head of Integrated Sales & Marketing, Gospel Music Channel; Liz Poerner, senior director, Co-Marketing, ESPN; Wendell Scott, VP, Multimedia Sales, ESPN, Elain Waldman, VP, Trade Marketing, WE tv
- ***ADCOLOR: Collaborating to Add Color to the Advertising Industry*** (Presented in partnership with ADCOLOR®)  
**Moderator:** Tiffany R. Warren, VP, director of Multicultural Programs and Community Outreach, Arnold  
**Panelists:** Joe Bernard, VP, Network Sales, mun2; Orlando Reece, SVP, Broadcast Sales, Martha Stewart Living Omnimedia; Michele Thornton, account executive & director, Multicultural Sales, CNN Ad Sales

Additional conference highlights include the presentation of the **2008 Mickey Leland Humanitarian Achievement Award** to Charlayne Hunter-Gault, award-winning journalist and author; the **Excellence in Multi-cultural Marketing Awards (EMMA)**, which recognize the best and most innovative campaigns targeting ethnic markets; and the **15<sup>th</sup> Anniversary L. Patrick Mellon Mentorship Luncheon** featuring a keynote address delivered by two-time NBA All-Star, entrepreneur and philanthropist **Allan Houston**, founder of the Allan Houston Legacy Foundation’s Business Education and Development Program. Additionally, a special luncheon featuring “**A Conversation with Soledad O’Brien**” will be presented in partnership with CNN as a forum for O’Brien to discuss “CNN Presents: Black in America,” CNN’s groundbreaking documentary series, which examined the state of Black America 40 years after the assassination of Dr. Martin Luther King, Jr.

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Produced to stimulate dialogue on multi-ethnic diversity and inclusion “**Diversity Town Hall Meeting: The State of the Pipeline**,” led by **Tony Harris**, anchor, *Morning Edition*, CNN Newsroom, will focus on the results of the **NAMIC 2008 Employment Research Survey, A Look Toward Advancement: Multi-ethnic Employment in the Telecommunications Industry**. New Media's effect on the political process will be examined as part of a General Session, moderated by **John Norris**, correspondent, MTV News, entitled “**OMG, did u vote? How New Media is Changing the Political Process**.” The Conference will be further highlighted by the presentation of the **NAMIC Fall 2008 Writers' Workshop** and the **NAMIC Diversity in Communications Career Expo**.

Recent additions to the dynamic speaker roster, which features more than one hundred business leaders, include: **Ranj Bath**, Founder & Chief Content Officer, Desi Hits!; **Kerry Chandler**, SVP, Human Resources, National Basketball Association (NBA); **Cesar Conde**, Chief Strategy Officer & EVP, Univision Communications Inc.; **Alma Derricks**, Director, Media & Entertainment Strategy, Deloitte Consulting LLP; **Rajan Dev**, President, Hot Studio; **Ed Forman**, EVP, Products and Services, ActiveVideo Networks; **Shravan Goli**, GM, Yahoo Video; **Keyla Hernandez-Ulloa**, Outreach & Policy Advisor, Consumer & Governmental Affairs Bureau, FCC; **Erika Irish Brown**, SVP, Head of Diversity, Lateral Recruiting, Lehman Brothers; **Susan Jin Davis**, VP, Corporate Development, Comcast Cable; **Jim Larrison**, EVP, Platform Sales & Service, Adify Corp.; **Rhonda Joy McClean**, Associate General Counsel, Time Inc.; and **Ken Naz**, President, North America, Eros International USA Inc.

Annual NAMIC Conference sponsors to date include Bresnan Communications, Discovery Communications, ESPN Deportes, Scripps Networks, Walter Kaitz Foundation, Russell Reynolds, WE tv, NAMIC-New York, Spark Networks, BET Networks, TV One, A&E Television Networks, Cisco, Disney and ABC Television Group, The Newchannels of Time Warner Cable, Time Warner Cable, Rainbow Media, Univision, Food Network/HGTV, Motorola, NCTA, OlympuSAT, Outdoor Channel, Playboy, TuTv, UCLA, Uptown Magazine, WWE, QVC, The Sportsman Channel, WOW! and Gilmore Group.

For registration instructions, complete agenda and speaker line-up for the 22<sup>nd</sup> Annual NAMIC Conference, visit [www.namic.com](http://www.namic.com) or contact NAMIC, at 212-594-5985.

### **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, please visit [www.namic.com](http://www.namic.com).

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