



**FOR IMMEDIATE RELEASE**

## **NAMIC ANNOUNCES RECORD ATTENDANCE AT 22<sup>nd</sup> ANNUAL CONFERENCE**

**NEW YORK, NY – September 23, 2008 -- NAMIC (National Association for Multi-ethnicity in Communications)**, a leading trade association, which advocates for diversity in the communications industry, today announced record-setting attendance for the **22<sup>nd</sup> Annual NAMIC Conference, *Diversity: Pipeline to Innovation*** held in New York City. The Conference, which took place September 14-16, 2008 was NAMIC's largest and one of the most successful to date with nearly 850 professionals in attendance - a 12 percent increase over 2007.

"With our country experiencing such tough economic times, we are overwhelmed by the industry support that has led to the success of this year's Conference," said Kathy Johnson, president, NAMIC. "The enthusiasm demonstrated by our supporters - both financially and via attendance, coupled with the evolving composition of our audience is indicative of the industry's commitment to diversity as a business priority."

More than 100 speakers contributed to the three-day event, which was marked by standing room only crowds at Conference sessions focused on Corporate Diversity and Inclusion, Digital Media, Leadership Development and the first-ever Ad Sales track, which featured sessions produced by **ADCOLOR®** and the **Cabletelevision Advertising Bureau**. The 22<sup>nd</sup> Annual NAMIC Conference will be remembered for many highlights including the following:

- Author and cultural critic, **Dr. Michael Eric Dyson**, kicked things off with an insightful and energizing keynote at the NAMIC National Membership Meeting. Dyson's appearance was presented via a partnership with **MTV Networks**.
- **Tony Harris**, anchor of CNN Newsroom, was back by popular demand to moderate the **Diversity Town Hall Meeting** produced to stimulate dialogue on multi-ethnic diversity and inclusion with a focus on NAMIC's 2008 Employment Research Survey: *A Look Toward Advancement: Multi-ethnic Employment in Telecommunications*. Facilitated in partnership with *DiversityInc* magazine, the comprehensive biennial survey provides a baseline of statistics about the state of workplace demographics in the telecommunications industry. Panelists included **David Cohen**, EVP, Comcast Corporation; **Debra Lee**, chairman & CEO, BET Networks; **John Lansing**, president, Scripps Networks; **Robert D. Marcus**, Senior EVP & CFO, Time Warner Cable; **Kyle McSlarrow**, president & CEO, National Cable Television Association; **Abbe Raven**, president & CEO, A&E Television Networks;

(more)

**Johnathan Rodgers**, president & CEO, TV One; **Luke Visconti**, co-founder & partner, *DiversityInc*; and **David Zaslav**, president & CEO, Discovery Communications. Zaslav also served as an Honorary Co-Chair for the 22<sup>nd</sup> Annual NAMIC Conference. Audience polling conducted in conjunction with the Diversity Town Hall Meeting showed session attendees considered themselves Black (51%), White (24%), Hispanic (13%), Asian (6%), Native American (0%) and Other (7%). Among those polled 75% felt that their companies' diversity efforts were primarily focused on race versus gender, while 24% of the respondents said that diversity is appreciated and encouraged at the most senior executive level of their companies.

- NAMIC, in partnership with CNN, presented an extraordinary luncheon, which showcased CNN anchor and special correspondent, **Soledad O'Brien**. "A Conversation with Soledad O'Brien" focused on "CNN Presents: Black in America," the network's landmark, multi-media initiative reported by O'Brien. The groundbreaking documentary series featured six hours of programming revealing the state of Black America 40 years after the assassination of Dr. Martin Luther King, Jr. Pop Culture correspondent for CNN's American Morning **Lola Ogunnaike** facilitated the thought-provoking, in-depth, one-on-one interview.
- NAMIC continued its tradition of recognizing the cable industry's campaigns that demonstrate best practices in multi-cultural marketing. Hosted by Fuse television personality **Jared Cotter** and sponsored by ESPN Deportes and the competition's exclusive media partner, *CableFAX Daily*, the **NAMIC Excellence In Multi-Cultural Marketing Awards** were presented to the cable industry's top companies, distributors, networks and industry suppliers.
- Award-winning journalist and author, **Charlayne Hunter-Gault** accepted the 2008 **Mickey Leland Humanitarian Achievement Award**, which is bestowed by NAMIC in honor of the memory of the late Congressman from Texas and his lifelong advocacy of social justice and equality for people around the world. Hunter-Gault's eloquent and riveting acceptance speech set the tone for a General Session focused on new media's impact on the political process. Expertly moderated by MTV News correspondent **John Norris**, panelists included: **Pamela Gentry**, senior political producer, BET Networks; **Lee Hawkins**, contributor, CNBC and reporter, *Wall Street Journal*; **Roland Martin**, journalist and syndicated columnist; and **Sree Sreenivasan**, dean of Student Affairs, Columbia University Graduate School of Journalism and tech reporter, WNBC-TV. **Neil Smit**, president & CEO, Charter Communications, Inc. and Honorary Co-Chair for this year's event delivered opening remarks.
- Two-time NBA All-Star **Allan Houston** delivered an inspiration-filled and motivational keynote address as part of the **15<sup>th</sup> Anniversary L. Patrick Mellon Mentorship Luncheon**. An entrepreneur and philanthropist, the former New York Knicks shooting guard is the founder of the Allan Houston Legacy Foundation's Business Education and Development Program, which provides aspiring entrepreneurs with training in negotiation, networking, economics, marketing and other aspects of business.

The 22<sup>nd</sup> Annual NAMIC Conference was further highlighted by record-breaking attendance at the adjunct **Diversity in Communications Career Expo**, which boasted over 750 job seekers matched up with 40 exhibitors representing the communications industry's leading media and entertainment companies. The NAMIC Conference also featured a two-day **Writers' Workshop**, led by veteran TV executive and producer **Carole Kirschner**. Additionally, excellent networking opportunities were presented via exclusive receptions hosted by **Scripps Networks, TV One, Uptown Magazine and NAMIC-New York**.

(more)

Sponsors of the NAMIC Conference included 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 Newschannels 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 The Gilmore Group. *Black Enterprise*, *Broadcasting and Cable*, *CableFAX Daily*, *DiversityInc*, HispanicMPR, LatinVision Media, *Multichannel News*, *Savoy Professional*, *TelevisionWeek* and The Bridge Media Group served as this year's media partners.

For an in-depth, behind-the-scenes look at the 22nd Annual NAMIC Conference, visit the NAMIC Conference Blog at <http://annualnamiconference.blogspot.com/>.

### **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).

### **MEDIA CONTACTS:**

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

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

