



FOR IMMEDIATE RELEASE

CNN'S DON LEMON TO MODERATE GENERAL SESSION PANEL OF THE 24TH ANNUAL NAMIC CONFERENCE FOCUSED ON TELEVISION CONTENT DIVERSITY

NEW YORK, NY – September 1, 2010 – NAMIC (National Association for Multi-ethnicity in Communications) today announced that **Don Lemon**, “CNN Newsroom” anchor, has been confirmed as moderator of *The New Original*, a General Session panel focused on television programming diversity. The panel will take place on Wednesday, September 15, 2010 from 9:15 a.m. to 10:30 a.m. EDT during a General Session of the **24th Annual NAMIC Conference**. Scheduled for September 14-15 at the Hilton New York in Manhattan, the 24th Annual NAMIC Conference is being presented as part of the communications industry’s newly reinstated *Diversity Week*.

Confirmed panelists include **Matt Alvarez**, executive producer of the original series, “Are We There Yet” and “Everybody Hates Chris,” **Ice Cube**, American rapper-actor-screenwriter-film director-producer, **Loretha Jones**, president, Original Programming, BET Networks, **Geraldine Moriba**, executive producer of CNN Worldwide’s “In America” production unit, and **Ligiah Villalobos**, writer-producer for “Go Diego Go.” An award-winning journalist and veteran correspondent covering news reports across CNN/U.S. programming, Lemon will lead the panel of top-level television executives in a discussion that examines the importance of investing time and resources in the creation of multi-ethnic programming. The panel should serve as a barometer for where the industry has made strides, the benefits achieved and what additional work remains to be done.

The rich agenda planned for the 24th Annual NAMIC Conference will focus on timely topics within educational track sessions such as Digital Media, Diversity and Inclusion, Leadership Development and Multi-ethnic Content and Programming. “Hot Topic” sessions including *Hispanic America 2010* presented by The Nielsen Company and presentation of the Excellence in Multi-cultural Marketing Awards will further highlight the two-day agenda. Special events include The L. Patrick Mellon Mentorship Program Luncheon sponsored by the Walter Kaitz Foundation and presented in partnership with Women in Cable Telecommunications (WICT), Mickey Leland Humanitarian Award Luncheon, Breakfast Honoring the CableFAX “Most Influential Minorities in Cable”, the Diversity in Communications Career Expo and strategic networking opportunities.

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Sponsors of the 24th Annual NAMIC Conference include A&E Television Networks, BET Networks, Cox Communications, ESPN Deportes, HBO, Motorola, the National Cable & Telecommunications Association, The Nielsen Company, Rainbow Media, Scripps Networks, Showtime Networks Inc., Suddenlink Communications, Time Warner Cable, Turner Broadcasting System, Inc., TuTV, Univision Networks, the Walter Kaitz Foundation and WeTV Networks.

To view the complete agenda slated for the 24th Annual NAMIC Conference and access online registration, visit www.namic.com. Group registration is available for companies wishing to send multiple employees. For more information and sponsorship inquiries contact Sandra Girado, director of Meetings and Events, NAMIC at 212-594-5985, ext. 23.

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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 is comprised of 2,000 professionals belonging to a network of 18 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