



FOR IMMEDIATE RELEASE

**CALL FOR ENTRIES FOR THE 2011 NAMIC EXCELLENCE IN MULTI-CULTURAL
MARKETING AWARDS ANNOUNCED**

Entry Deadline Set For July 15th

NEW YORK, NY – June 6, 2011 -- The **National Association for Multi-ethnicity in Communications** today announced its call for entries for this year's **Excellence in Multi-cultural Marketing Awards (EMMA)**. Cable companies, including MSO's, networks and industry suppliers are now welcome to submit digital entries via the Excellence in Multi-cultural Marketing Awards microsite, <http://emmacompetition.com>. The submissions deadline for all completed entries is Friday, July 15, 2011 at 11:59 p.m. EDT. Winners will be acknowledged during the **25th Annual NAMIC Conference** scheduled for October 4-5, 2011 at the Hilton New York in Manhattan as part of the communications industry's *Diversity Week*.

Recognizing the cable industry's best practices in multi-cultural and ethnic targeted marketing, the competition comprises two elements: Case Studies/Campaigns and Marketing Tactics. Entries submitted in each element are judged within two divisions of competition: Cable Distributors and Networks/Industry Suppliers. Marketing efforts targeting one or more cultural segments, including but not limited to African-American, Asian and Hispanic markets, that were executed between June 1, 2010 and May 31, 2011 are eligible.

"Multi-cultural marketing is essential for companies to connect their brands with an audience that's becoming more diverse year over year," said Daphne Leroy, vice president of Marketing and Communications, NAMIC. "We are pleased to continue the tradition of recognizing those within the communications industry who are facilitating outstanding campaigns that resonate with ethnic consumers."

The Excellence in Multi-cultural Marketing Awards are presented exclusively in partnership with *CableFAX Daily*. A judging panel of industry marketing experts will evaluate all entries and select winners. Sound and innovative strategy, strength of creative execution against the strategy, evaluations of strategy, implementation and results are among the areas that will be assessed. Deviating from the traditional "best of" competition method, each entry will be judged against a standard of excellence and not against other entrants, resulting in the potential for zero to multiple winners in each category.

For complete eligibility information, detailed judging criteria, to submit digital entries, and to view a highlight reel of past EMMA winners, visit <http://emmacompetition.com>. Information regarding the 25th Annual NAMIC Conference or inquiries pertaining to sponsorship should be directed to Sandra Girado, director of Meetings and Events, NAMIC at 646-545-2502.

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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 2,200 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.

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