



FOR IMMEDIATE RELEASE

**NAMIC AND FOOD NETWORK LAUNCH NEW DIGITAL COOKBOOK FEATURING  
DELICIOUSLY DIVERSE RECIPES**

**Initiative Developed Exclusively For Online Community Of NAMIC Members At User-  
Generated Website "DiversityLive: The NAMIC Video Network"**

**NEW YORK, NY, May 5, 2009** – The **National Association for Multi-ethnicity In Communications (NAMIC)** in partnership with **Food Network** announced the launch of ***Deliciously Diverse Recipes***, a user-generated, online initiative that will serve up a custom cookbook to participating NAMIC members.

Through August 31, 2009, NAMIC members can visit *DiversityLive: The NAMIC Video Network* through NAMIC.com and submit their favorite recipes to Food Network via its website partner Tastbook.com. The *Deliciously Diverse Recipes* hardcover cookbook will feature 25 of the best recipes chosen by the culinary staff at Food Network, plus 25 additional recipes participants can select from Food Network and Tastebook.com. Participants can start redeeming a custom cookbook beginning October 26, 2009 to coincide with the 23<sup>rd</sup> Annual NAMIC Conference in Denver, Colorado as part of Cable Connection – Fall.

"The launch of this unique offering for the online community of NAMIC members represents the continued evolution of our DiversityLive digital media platform," said Kathy Johnson, president, NAMIC. "NAMIC is proud to partner with Food Network, a leading interactive brand that shares our commitment to diversity."

The four-month online promotion will also feature recipes and videos from favorite Food Network chefs and hosts such as the Neelys of *Down Home with the Neelys*, Aaron McCargo Jr. of *Big Daddy's House*, Daisy Martinez of *Viva Daisy*, and Sunny Anderson of *Cooking For Real*.

"At Scripps Networks, we're all about connecting with consumers how and where they want to interact with our brands," said Lisa Choi Owens, Scripps' SVP of online partnerships and distribution. "This converged platform has become a leading social networking application for FoodNetwork.com, and I know NAMIC and its members will love the experience we're providing through this unique online community."

Launched in 2008 in partnership with Motorola, *DiversityLive: The NAMIC Video Network* showcases user-generated content and features professional networking, the latest diversity news, blogs, educational webinars, information on careers in technology and more. As the companion micro-site accessed through NAMIC.com, *DiversityLive* is highlighted by an evolving digital platform including videos and stimulating discussion forums contributed by NAMIC members - professionals who are among the most media savvy in the communications industry.

For additional information about ***Deliciously Diverse Recipes***, or other NAMIC programs and initiatives, call the NAMIC national headquarters at 212-594-5985 or visit [www.namic.com](http://www.namic.com).

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

### **About Food Network**

FOOD NETWORK ([www.foodnetwork.com](http://www.foodnetwork.com)) is a unique lifestyle network and Web site that strives to be way more than cooking. The network is committed to exploring new and different ways to approach food - through pop culture, competition, adventure, and travel - while also expanding its repertoire of technique-based information. Food Network is distributed to more than 98 million U.S. households and averages more than 9 million unique Web site users monthly. Food Network programming is available internationally in more than 150 countries. Food Network is headquartered in New York, and maintains offices in Atlanta, Los Angeles, Chicago, Detroit and Knoxville, Tenn. Scripps Networks Interactive (NYSE: SNI), which also owns and operates HGTV ([www.hgtv.com](http://www.hgtv.com)), DIY Network ([www.diynetwork.com](http://www.diynetwork.com)), Great American Country ([www.gactv.com](http://www.gactv.com)) and Fine Living Network ([www.fineliving.com](http://www.fineliving.com)), is the manager and general partner.

If you are a member of the media, please log on to the Scripps Networks Online Media Center (<http://newsroom.scrippsnetworks.com>) for the latest brand news, useful photos and graphics, detailed programming information, contacts and current research.

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