

## **AGENDA**

*(as of Wednesday, April 15, 2009; subject to change)*

8:30 am

### **Registration**

*Beverly Hills Foyer*

9:00 – 9:45 am

### **Coffee and Connections: A Power Networking Session**

**Coffee Bar Sponsored by: Disney and ESPN Media Networks**

*Beverly Hills Ballroom*

10:00 – 11:15 am

First Set of Concurrent Breakout Sessions

### **Career and Leadership Development Track/Session 1:**

***Your Resume Is Your Calling Card – How To Get It Noticed***

*Santa Monica Room*

Getting your resume noticed takes more than a nice paper, crisp font and precise copy outlining your accomplishments and contributions to a company. In an era when most resumes are transmitted electronically and when the competition for a position – especially in these tough economic times – is fierce, learn how to make your resume stand out and get noticed in a recruiter's "in box." This panel of human resources executives will share what it takes to get your resume noticed, as well as do's and don'ts of resume writing and etiquette.

Moderator: Tracy Lawrence, Consultant and Executive Recruiter

Speakers: Jose Andino, VP, Human Resources, Network Entertainment, NBC Universal  
Joy Branch, Associate, Human Resources, HBO  
Elyssa Malcom, Sr. Recruiter, Comcast Entertainment Group  
Cindy Mayer, VP, Recruitment, Disney/ABC Television Group

**Sponsored by:**

**Disney/ABC Television Group**

**Content Track/Session 1:**  
***Making Your Impression In The Digital Arena***  
*Beverly Hills Salon*

Who's creating the "cool" digital content? How do you get into the game? How do you monetize digital distribution? You'll walk away from this session as clear as "Hi-Def" on how to make an impression in the digital arena.

Moderator: Karen Hunte, VP, Program Planning & Development, KCET-PBS

Speakers: Dilip Bala, VP, Business Development, Digital Media, Disney/ABC Television Group  
George Chen, Director, Business Development, Disney/ABC Television Group  
Jackie Kain, SVP, New Media, KCET-PBS

**Sales and Marketing Track/Session 1:**  
***Getting Buyers To Take That Leap Of Faith***  
*Wilshire Ballroom*

We've all heard that people need to spend money in order to get the economy going again. So, the million dollar question is, "How do you get buyers to make that leap of faith?" What are the strategies for selling in a depressed market? What are the new challenges in selling new content, as well as established brands? With large-scale advertisers going out of business, how do you find others to take their place? In this session you will learn innovative ideas and how sales leaders find new revenue opportunities.

Moderator: Eric Brown, EVP, Distribution, Wealth TV

Speakers: Tony Guevarra, Senior Director, Customer Care, Time Warner Cable  
Clifton Moseley, Chairman of the Board/Founder, Los Angeles Chapter, National Sales Network  
Denise Pines, President, Sales & Marketing, The Smiley Group  
Dane Shigemura, VP, Sales Operations, Theatrical, Sony Pictures

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11:15 – 11:30 am

Break

11:30 am – 12:45 pm

Second Set of Concurrent Breakout Sessions

**Career and Leadership Development Track/Session 2:**

***You Got Your Foot in The Door, Now Keep It There!***

*Santa Monica Room*

Whew! Your resume has been noticed and made it through the review process. You've been called either for an initial interview by phone, or more important, in-person. Are you ready? First impressions are everything and how well you perform on your interview, will determine whether or not you go to the next step. What you say during the interview and how you say it are the key ingredients you need not only to get your foot in the door, but to keep it there and get hired. A group of seasoned interviewers will share how to ace the interview and pitfalls to avoid. They will also share how to add a whole new dimension to a job search through on-line portals such as Linked In and Facebook.

Moderator: Debra Langford, VP, Inclusion & Business Diversity, NBC Universal & President, NAMIC-Southern California

Speakers: Gaston Bitar, VP, Human Resources, Sony Pictures Entertainment  
Shirley Black, VP, Human Resources, HBO  
Jackie Brown, VP, Human Resources, Fox Filmed Entertainment  
Kim Congdon, Regional VP, Human Resources, Time Warner Cable, West Region  
Tonya Dobine, VP, Human Resources, Disney/ABC Television Group  
Tina Figueroa, Director, Human Resources, Entertainment and Animation, Turner Broadcasting System, Inc.  
Paul Martin, VP, Staffing & Diversity, Sony

**Sponsored by: Disney/ABC Television Group**

**Content Track/Session 2:**  
***So You Want to Be On-Air***  
**Presented in partnership with Discovery Communications**  
*Beverly Hills Salon*

Casting and talent development involves a great deal of research to identify not only qualified people, but the right ones to put on air that will make a program appealing to fickle viewers. Talent executives from Discovery Communications – a company that is committed to increasing diversity on camera to better reflect their global consumers who view their programming – will be on hand to share with you what it takes to get on-air for their networks. They will share how they identify talent and then work with them to cultivate their skills to become a successful on-air personality. Are you ready for your close-up?!

Speakers: Terry Danuser, Director, Talent Development & Casting, Discovery Communications  
Andrew Strausser, Director, Talent Development & Casting, Discovery Communications

**Sales and Marketing Track/Session 2:**  
***Getting the Most “BANG” For Your Marketing Dollars In A Tight Economy***  
*Wilshire Ballroom*

In turbulent times, companies often look first to reduce their variable costs. Unfortunately, the marketing budget is usually an easy target. How do you adjust your strategy when your marketing budget is slashed? How do you make the case for continued investment in the multicultural market? How do you do grassroots marketing when the grass isn't greener on either side? Top MSO, broadcast and film marketing executives will share strategies for helping you to get the most “bang” for your marketing dollars in a tight economy.

Moderator: Danielle Wade, VP, Marketing & Customer Care, Bright House Networks

Speakers: Todd Brown, Division VP, Comcast Networks  
Ivan Cevallos, CEO, Luminacion  
Rio Cyrus, VP, Marketing, 20<sup>th</sup> Century Fox Home Entertainment  
Desiree Rollins, VP, Affiliate Marketing, Scripps Networks

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1:00 – 2:30 pm

**Vision Awards Luncheon Ceremony**

Hosted by Shaun Robinson

- Weekend Co-Anchor and Correspondent, *Access Hollywood*
- Author of the newly published book, *Exactly As I Am: Celebrated Women Share Candid Advice with Today's Girls on What It Take to Believe in Yourself*

2:45 – 4:00 pm

Third Set of Concurrent Breakout Sessions

**Career and Leadership Development Track/Session 3:**

***Be Seen As A Leader and Not A Follower***

*Santa Monica Room*

Your resume got noticed. You aced the interviewed. You've been hired. Now what? It's time to prove your value to your new employer and show them you're a leader and that they made the right choice. Raising your profile within a company and being seen as a leader, requires a strategic plan that includes mentoring, and taking advantage of internal and external leadership development opportunities, including those offered by NAMIC. Learn how to be seen as a leader in your company; what it takes to keep your job; how to get your employer to invest in your future; and how to advance in your career.

Moderator: Andy Ortiz, VP, Organizational Development, Warner Bros.

Speakers: Andres Astralaga, Senior Director, Human Resources, ESPN  
JoAnn Black, SVP, Human Resources, Warner Bros.  
Derrick Crawford, Consultant  
Paul Falcone, VP, Human Resources, Time Warner Cable  
Gisele Moncure, Director, Talent Acquisition, Marketing, Fox Interactive Media

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**Content Track/Session 3:**  
***The New Rules of Television Programming***  
*Beverly Hills Salon*

As media converges and new platforms emerge, is “hot” content enough to attract broadcast and cable audiences? Which television programs/formats best showcase diverse talent? Who are the diverse decision-makers driving programming from behind the camera? What are the “sweet spots” in pitching or buying a show—a star or a concept? In this thought-provoking session, leading Hollywood professionals will provide insights into the new rules of television programming. It’s not business as usual.

Moderator: Rose Catherine Pinkney, Head of TV Development, Cinema Gypsy Productions

Speakers: Traci Drummond, Producer, Filtered Water Productions  
Kelly Goode, SVP, Programming, The Game Network  
Billy Hall, VP, Programming, TNT & TBS  
Winifred White Neisser, SVP, MOW, Sony Pictures Television  
Maureen Lane, VP, Programming, Time Warner Cable, Los Angeles  
Shirley Neal, EVP, Programming & Production, The Africa Channel  
Roland Poindexter, VP, Current Series, Animation, Nickelodeon  
Lynne Robinson, Writer/Producer/Director  
Reena Singh, Director of Development, The Disney Channel

**Sales and Marketing Track/Session 3:**

***Finding Your Audience***

*Wilshire Ballroom*

Given all the new media platforms, there is fierce competition for audience mindshare. Where is the audience? On Twitter? Facebook? Mobile phones? What are the most viable platforms for securing your next consumer or viewer? Is there room in the multi-media universe to sell more of everything? Learn new tactics for gathering your audience and bringing them home to your brand.

Moderator: Todd Brown, Division VP, Comcast Networks

Speakers: Burke Berendes, Head of Affiliate Relations, Condista Networks  
Chris Fager, President, TuTV  
Marlyn Garcia, Director, Marketing, Time Warner Cable, Los Angeles  
James Lopez, SVP, Marketing, Atlantic Records  
Karen Moy, VP, Creative Affairs, Sony  
Karen Slade, GM/VP, KJLH Radio 102.3 FM  
Darrell G. Smith, VP, Community Development & Marketing, The Africa Channel

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## 2009 CALENDAR OF NATIONAL EVENTS AND PROGRAMS

- April 22-24                      Executive Leadership Development Program Class VIII – Session 4  
UCLA Anderson Graduate School of Management  
Los Angeles, CA
- April 30 – May 1                Leadership Seminar – Session XIII  
Atlanta, GA  
(by invitation only)
- September                      Leadership Seminar – Session XIV  
Denver, CO  
(by invitation only)  
To apply, visit [www.namic.com](http://www.namic.com)
- October 26-28                    23<sup>rd</sup> Annual NAMIC Conference (as part of Cable Connection-Fall)  
***Diversity Rules***  
Grand Hyatt Denver  
Denver, CO  
To register and/or book a hotel room at the Grand Hyatt Denver  
at the NAMIC rate of \$195 visit, [www.namic.com](http://www.namic.com)
- October 26                      Continuing Education Workshop  
for Executive Leadership Development Program (ELDP)  
and Leadership Seminar Alumni  
Grand Hyatt Denver  
Denver, CO

For more information about these and other NAMIC events and programs, please visit [www.namic.com](http://www.namic.com).

To learn more about sponsorship opportunities, please contact Danny McGlone at (212) 594-5985, ext. 13 or [danny.mcglone@namic.com](mailto:danny.mcglone@namic.com).

## **ABOUT NAMIC**

Founded in 1980, NAMIC is a growing non-profit trade association with more than 2,000 members in 18 chapters nationwide. NAMIC is the only organization that educates, advocates and empowers for multi-ethnic diversity and inclusion in the communications industry. NAMIC's programs include leadership development, mentoring, executive coaching, web-based learning, annual events nationally and locally, career development and e-publications. NAMIC is also a key resource to industry companies seeking to hire, retain and manage a multi-ethnic workforce. For more information, visit [www.namic.com](http://www.namic.com).