



**For Immediate Release**

**NAMIC ANNOUNCES LAUNCH OF USER-GENERATED ONLINE DIVERSITY VIDEO NETWORK WITH GRANT FROM THE MOTOROLA FOUNDATION**

**New York, NY, January, 23, 2008** – The **National Association for Multi-ethnicity In Communications (NAMIC)** today announced the receipt of its first-ever grant from the **Motorola Foundation** for funding of the launch of an online Diversity Video Channel. The digital media platform will showcase user-generated video content that reinforces NAMIC's mission to educate, advocate and empower for multi-ethnic diversity in the communications industry. Through an educational grant of \$150,000.00, the NAMIC and Motorola co-sponsored initiative will commence in the spring of 2008 on the NAMIC website ([www.namic.com](http://www.namic.com)).

The online destination will provide a unique user experience through access to user-generated video content, social and professional networking opportunities, professional development, diversity news, webinars, information about careers in technology and other exclusive educational offerings. Visitors to the site will be a click away from an active online community of savvy media consumers.

"As a leading organization focused on multi-ethnic diversity in the communications industry, NAMIC is proud to partner with the Motorola Foundation, a technology leader that is committed to keeping diversity at the forefront of emerging digital platforms," said Kathy Johnson, president, NAMIC.

The online network will kick off with a "Diversity & Technology" national competition among NAMIC's roster of 17 chapters. The competition is aimed at showcasing the best regional diversity and technology event. Video entries will be judged by NAMIC's membership base, comprising 2,000 professionals. Winners will be unveiled at the 22<sup>nd</sup> Annual NAMIC Conference, scheduled for September 14-16, 2008 at the New York Marriott Marquis. NAMIC and Motorola will provide on-going technical support for local chapter level initiatives connected to the online Diversity Video Channel.

"NAMIC's Diversity Video Network represents two themes that are very close to our hearts at Motorola – diversity and the effective use of technology to educate," said Dan Moloney, president of Motorola's Home and Networks Mobility business. "As a leader in the cable industry, we are proud to be in a position to support the community in which we work by contributing to such key initiatives that promote education, diversity and growth."

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For additional information about the online Diversity Video Channel, call the NAMIC national headquarters at 212-594-5985. For more information on NAMIC and its programs, visit [www.namic.com](http://www.namic.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.

### **About the Motorola Foundation**

The Motorola Foundation is the independent charitable and philanthropic arm of Motorola. With employees located around the globe, Motorola seeks to benefit the communities where it operates. The company achieves this by making strategic grants, forging strong community partnerships, fostering innovation and engaging stakeholders. The Motorola Foundation focuses its funding on education, especially science, technology, engineering and math programming. For more information on Motorola Corporate and Foundation giving, visit [www.motorola.com/giving](http://www.motorola.com/giving).

### **About Motorola**

Motorola is known around the world for innovation and leadership in wireless and broadband communications. Inspired by our vision of seamless mobility, the people of Motorola are committed to helping you connect simply and seamlessly to the people, information, and entertainment that you want and need. We do this by designing and delivering "must have" products, "must do" experiences and powerful networks -- along with a full complement of support services. A Fortune 100 company with global presence and impact, Motorola had sales of \$42.8 billion in 2006. For more information about our company, our people and our innovations, please visit [www.motorola.com](http://www.motorola.com).

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