



FOR IMMEDIATE RELEASE

**CALL FOR ENTRIES ANNOUNCED FOR THE 14<sup>th</sup> ANNUAL NAMIC VISION AWARDS**

**Entry Deadline Set For October 31, 2007**

**(NEW YORK, NY – October 1, 2007) - - NAMIC (National Association for Multi-ethnicity in Communications)** today announced the call for entries for the **14<sup>th</sup> Annual NAMIC Vision Awards**. Original programs that aired on cable networks between October 1, 2006 and September 30, 2007 are eligible. Entries received by the October 31, 2007 deadline will be considered for nomination. Now in its fourteenth year, the **NAMIC Vision Awards** is the only celebration recognizing the cable industry's commitment to quality, original programming that reflects the world's rich, multi-ethnic populace. Submissions are welcomed in fourteen award categories. Winners of the 2008 NAMIC Vision Awards will be announced at a luncheon ceremony scheduled for April 16, 2008 at the Beverly Hilton in Beverly Hills, California.

The **NAMIC Vision Awards**, a partnership between NAMIC, Inc. and NAMIC-Southern California, honors cable television entities that have demonstrated a commitment to producing quality, multi-ethnic and cross-cultural original programming content. Award categories include Animation, Children's, Comedy, Documentary, Drama, Foreign Language, Lifestyle, News/Informational, Original Movie or Special, Reality, Sports, Variety/Talk Show, Best Comedic Performance and Best Dramatic Performance. Nominees for the 2008 NAMIC Vision Awards will be announced on January 15, 2008.

"What began as a small grassroots event, recognizing cable networks demonstrating a commitment to creating positive multi-ethnic original programming, has now become an industry standard of excellence," said Kathy Johnson, president, NAMIC. "We are excited to continue honoring those entities producing culturally relevant content."

A distinguished panel of professionals representing the entertainment industry, media, education, and civic arenas will judge all qualifying entries. Judging is focused on overall imagery (creative merit, originality and presentation quality), sensitivity (the consideration given to cultural nuances), writing (the depiction of issues relevant to people of color) and the quality of acting in the performance categories.

Submission forms, instructions, detailed judging criteria and a list of past winners are available on-line at [www.namic.com](http://www.namic.com). For more information regarding the NAMIC Vision Awards, please call the NAMIC national headquarters at 212-594-5985.

**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 nearly 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.

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**MEDIA CONTACTS:**

Daphne Leroy  
Director of Marketing & Communications, NAMIC  
212-594-5985 (office)  
daphne.leroy@namic.com

Charmaine Chapman  
BTB Communications  
310-242-8407 (office)  
char@btbcommunications.com