

CURRICULUM

ELDP is conducted in four two-and-a-half to three-day sessions held on the UCLA campus. Class VIII sessions are scheduled for October and December, 2008, and February and April, 2009. Participants are required to attend all four sessions for successful completion of the program.

The curriculum addresses the critical marketing, finance, strategy, operations and general leadership skills that any successful executive must master. Most important, the curriculum also examines the unique challenges faced by executives of color throughout their careers. Class members are expected to complete assignments during the sessions and some "homework" between meetings. For those seeking advanced degrees, UCLA has offered to confer nine CEU (Continuing Education Unit) credits upon successful completion of the program.

APPLICATION PROCESS

A maximum of 40 executives from the communications industry will be selected for the class. Tuition for the NAMIC Executive Leadership Development Program is \$15,000 per participant and includes books, materials and meals. Travel and lodging expenses are the responsibility of the participants' sponsoring companies. Applications are due no later than July 25, 2008 at the NAMIC national office. Applications should be sent to:

NAMIC
Executive Leadership Development Program
336 West 37th Street, Suite 302
New York, NY 10018

Attention: James C. Jones, Vice President of Education Programs

Visit www.namic.com for additional information about the ELDP or call 212-594-5985.

A confidential NAMIC committee will review all applications. Applicants and their sponsors will be notified of selection results by August 18, 2008.



The John E. Anderson Graduate School of Management, UCLA Campus, Los Angeles, California

NAMIC

ABOUT NAMIC

NAMIC 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 more than 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.

ELDP

Executive Leadership Development Program

2008-2009

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336 West 37th Street, Suite 302, New York, NY 10018
212-594-5985 • www.namic.com

NATIONAL ASSOCIATION FOR MULTI-ETHNICITY IN COMMUNICATIONS



Kathy Johnson
President, NAMIC

"Perhaps one of the greatest services that NAMIC can provide our industry is to help shape its future by cultivating the extraordinary potential of the diverse talent that experiences the ELDP."

PROGRAM BACKGROUND

In Fall, 2001 NAMIC's Board of Directors approved the creation of the Executive Leadership Development Program as a direct, positive outcome of NAMIC's groundbreaking 1999 research study, "A Look Toward Advancement: Minority Employment in Cable." This study among cable operators and programmers found that people of color were severely underrepresented in the cable industry's executive suites, representing only five percent of all upper-level management positions (senior vice president to CEO).

In a separate survey, NAMIC members declared a strong interest in NAMIC-sponsored professional development programs that would help them develop

"A Look Toward Advancement: Minority Employment in Cable"

NAMIC is proud to announce that applications are now being accepted for the 2008-2009 Class VIII of the Executive Leadership Development Program (ELDP), designed around a rigorous, engaging curriculum tailored specifically for the empowerment and advancement of male and female executives of color.

ELDP Class VII



Bruce Evans
SVP, Drama Programming
NBC Entertainment
(ELDP Class VII)

"ELDP was a true growth experience. The teaching staff does a great job of presenting truly relevant material while also empowering participants to take control of their own careers. Truly just a win-win for me and I know I'll reap the benefits of my participation in ELDP for many years to come."

their potential to gain access to the higher echelons of management. Senior executives had frequently expressed dismay at the difficulty in locating, either internally or externally, qualified candidates of color for these position levels within their companies.

THE BUSINESS CASE FOR ELDP

The launch of ELDP was due in no small measure to a generous gift from MTV Networks, which provided NAMIC with the momentum and fiscal support to take the important first steps toward getting the program off the ground. Now, after seven highly successful classes, the NAMIC ELDP is praised as a prestigious industry staple.

Tangible ROI for the participants and the companies that sponsor them is the core value around which the ELDP curriculum has been designed. During the four sessions, class members explore areas critical to sustained success in the ever-changing, dynamic communications industry: marketing and financial analysis, corporate strategy, organizational behavior,



Meeri Park Cunniff
VP, Programming
The N, MTV Networks,
Kids & Family
(ELDP Class VII)

"ELDP was one of the most empowering experiences I've ever had. It completely changed the way I think of my role within my organization, my relationships, and my own career plan."

managing innovation, operations management, achieving optimal results from diverse teams, communication strategies in a multi-cultural context, change management, and entrepreneurship.

Another pillar of the ELDP infrastructure is comprehensive individual assessment and career planning, utilizing leading-edge instruments supported by certified professional interpretation and coaching. Participants spend time in guided examination of individual leadership styles, strengths and "blind spots," emotional intelligence, and the unique relationship that executives of color have with Power-acquiring it; using it wisely; comprehending it in all its cultural and organizational complexity.

THIRD-PARTY PROGRAM IMPACT STUDY

In 2007, NAMIC engaged Oliver Wyman to conduct a third-party in-depth evaluation of its education programs, including the Executive Leadership Development Program. Respondents were unanimous in

"The NAMIC Executive Leadership Development Program addresses issues that affect retention, promotion and effectiveness of executives of color in the communications industry by giving them the tools to interpret the signals around them, take strategic control of their careers, and learn to distinguish professional feedback from reactions to their social identity." – Robin Denise Johnson, Ph.D, President, EQUEST, Inc., ELDP Faculty



Pragash Pillai
VP, Strategic Engineering
Bresnan Communications
(ELDP Class V)

"I can honestly say that the NAMIC Executive Leadership Development Program provided me with an eye-opening experience from multiple perspectives such as organizational challenges, multicultural environment and leadership skills that are so valuable for me professionally and personally. The program also provides participants with excellent opportunities to network with a diverse and influential group of alumni."

hailing the program as having had significant and measurable impact on leadership acumen and professional advancement. Study participants cited these key benefits of having experienced ELDP: managerial skill building, increased self-confidence as leaders of color, individual career enhancement, a more profound understanding of the strategic value of a diversity of inputs stemming from cultural context and worldview, and knowledge of how to link personal vision to organizational success. They reported statistically significant positive differences in salary growth, promotions, and both internal and external recognition for their accomplishments compared with non-participants over the same timeframe.

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Donna Northington
VP, Strategic Planning
Turner Broadcasting System, Inc.
(ELDP Class V)

"In my role as head of strategic planning for Turner Networks affiliate sales group, strategy and negotiation are key elements of our success. The NAMIC ELDP program presented separate, in-depth classes on both of these subjects. The world-class professors and lively participation from fellow classmates combined to impart insights and sophisticated, market tested approaches that I have already used to good advantage in my workplace."

FACULTY

The multi-ethnic, multi-cultural ELDP faculty is comprised of professors from the UCLA Anderson School of Management and guest lecturers from other renowned academic institutions like Harvard and the Tuck School of Business at Dartmouth. To these are added experts on leadership and the culture of organizations, as well as senior executives from the communications industry. In addition, the top-flight researchers and subject-matter-experts, many of whom, as they say, "wrote the book," engage the group in interactive exercises, simulations, and self-directed discovery of the value of strategic networking, mentoring, negotiation, conflict management, problem-solving and decision making.