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PRESIDENT'S MESSAGE

"Bury My Heart at Wounded Knee" topped the honors at the 14th Annual NAMIC Vision Awards in Beverly Hills on April 16. The HBO film won for Best Drama and it's star, Adam Beach, won for Best Performance in a Drama. HBO also had a nod in the Best Comedy category for "D.L Hughley: Unapologetic" to lead all networks with three wins.

CNN and Disney had two wins each. CNN topped all with "American Morning: MLK Series/Soledad O'Brien," in the Best News/Informational category and "Special Investigations Unit: Judgment in Jena," in the Best Documentary category. Disney Channel captured Best Animation with a "Handy Manny" episode entitled "A Very Handy Holiday" and the Best Children's award with "High School Musical 2."

Networks winning in other categories included: Bravo (Best Performance – Comedy), BETJ (Best Variety/Talk Show), ESPN (Best Sports), SiTV (Best Lifestyle), Style Network (Best Reality), The Africa Channel (Best Original Movie or Special), and The History Channel (Best Foreign Language).

[Click here for a full listing of winners.](#)

Kathy Johnson
President, NAMIC

[Your opinion counts. Click here to take our survey!](#)



MULTICULTURAL MARKETING

Alliance for SBS, MySpace Latino
April 15, 2008

MySpace Latino will provide video, IM platforms and hosting capabilities to SBS (Spanish Broadcasting System). [Adweek.com](#)

BUSINESS

Beaming Online Services Toward Blacks

April 14, 2008

Cheap computers and Internet connections have helped people get online in greater numbers in recent years. Now Barry Diller's IAC/InteractiveCorp wants to make money by helping minority groups connect more easily to specific sites. [The New York Times](#)

PROGRAMMING

Freemantle, Man Union Sign Production Pact

April 7, 2008

In a bid to crack the notoriously tight Japanese TV market, FreemantleMedia, producers of "X Factor" and "American Idol," have signed a wide-ranging production alliance with Japanese giant TV Man Union. [The Hollywood Reporter](#)

RESEARCH

An Ear For Spanish

April 14, 2008

Univision's announcement last week that it was rolling out, with Nielsen, a research tool combining TV-viewing data with product purchasing information gives the Hispanic network more ammo toward convincing advertisers they should divert some English-language marketing dollars into its space. [Mediaweek.com](#)

Minorities To Account For More Than One-Third Of Telecom Spending

April 14, 2008

Hispanics alone will spend the most, making them a key to survival of telecommunications providers, according to Insight Research. [Information Week](#)

HOLLYWOOD UPDATE

Why Reliance is Buying U.S. Cinemas

April 15, 2008

India's Reliance Entertainment has acquired more than 200 movie theaters in 28 U.S. cities in pursuit of global expat communities. [Business Week](#)

**Co-Production Unit Xinhua Media Bridges China, U.S.
April 14, 2008**

The China Film Group and Xinhua Media Entertainment, a new subsidiary of Nasdaq-listed XFMedia, announced a strategic alliance to co-produce movies from offices in Beijing and Los Angeles. [The Hollywood Reporter](#)

EVENTS

**NAMIC-Minnesota
April Membership Mixer
Wednesday, April 23, 2008**

Harrington Mansion - Zuhrah Shrine Center
2540 Park Avenue South
Minneapolis, MN
5:30 pm - 7:00 pm

\$20.00 - Members
\$25.00 - Non-members

Light appetizers will be served.

Please RSVP to [Yolanda Sims](#) or (952) 607-4095

**NAMIC-Atlanta
Digital Transition: A 'Chat & Chew' Event
Wednesday April 30, 2008**

Cisco Systems (Scientific Atlanta)
5030 Sugarloaf Parkway
Lawrenceville, GA
12:00 pm – 1:30 pm

Bring your brown bag lunch and join us for a discussion for an eye-opening discussion on the latest industry hot topic: The Digital Transition. Local experts will lead and offer insight on how this transition affects the entire industry.

Featured Speaker: Doug Ross, Vice President of Business Development, Scientific Atlanta

For questions please email namic_atlanta@namic.com

**NAMIC-Philadelphia
Paragon Awards
Thursday, May 15, 2008**

Ritz Carlton
10 Avenue of the Arts
Philadelphia, PA
6:00 pm to 8:00 pm

The Paragon Awards celebrate the achievements of leaders in diversity.

Honoree: Barbara Gee, Vice President of Strategic Sales Alliances, Comcast Cable

\$60.00 - Member
\$70.00 - Non-member

[Click here to register](#)

For questions please contact Veronica Stickelman at veronica_stickelman@cable.comcast.com or call 215-286-8809

**NAMIC Annual Awards Breakfast
Featuring Next Generation Leaders
Morial Convention Center
Monday, May 19, 2008
New Orleans, LA**

Join industry influencers at the NAMIC Annual Awards Breakfast during the NCTA Cable Show in New Orleans!

In partnership with *Multichannel News*, NAMIC will recognize Next Generation Leaders who demonstrate exceptional practices of diversity and inclusion and truly embody the professionalism that reflects our mission to educate, advocate and empower for greater multi-ethnic diversity in our industry.

- Become a sponsor and choose from one of three levels -- \$15,000, \$10,000 and \$7,500 – each with their own visibility benefits
- Buy a table of ten at \$3,500
- Buy a block of tickets at \$150 each

[Click here for press release](#)

For more information contact Sandra Girado or Danny McGlone at (212) 594-5985 or sandra.girado@namic.com or danny.mcglone@namic.com.

**Stay Connected to NAMIC at the NCTA Cable Show
Visit us at the Cable Cares! Booth (#2847)**

**Give Back to New Orleans by Helping to Rebuild School
Libraries**

Planning on attending the NCTA Cable Show in New Orleans? If so, then be sure to visit NAMIC as part of Cable Cares! (Booth #2847).

Bring a colleague who is not a NAMIC member and if they join onsite, your name will be entered into a raffle to win a complimentary registration to the Annual NAMIC Conference this coming fall in New York City.

The Cable Cares Booth will be the drop-off destination for those who choose to give back to New Orleans by helping to rebuild school libraries. Make the joy of reading possible for school-age children of New Orleans and bring a copy of your favorite elementary school level book to the Cable Cares booth.

**Breakfast Panel Discussion at the Cable Show
Multicultural Television: Addressing Cable's Big Opportunities
Tuesday, May 20, 2008
New Orleans, LA**

Presented by *Broadcasting & Cable* and *Multichannel News*

The multicultural opportunity for cable TV is bigger than ever before! Discover how operators increase revenue in these markets while facing digital transition, competition and more.

[Click here for more information and to register](#)

**22nd Annual NAMIC Conference
Sunday, September 14-Tuesday, September 16, 2008
New York Marriot Marquis
New York, NY**

Kick off Cable Diversity Week at the communications industry's premiere conference focused on diversity as a business imperative. Last year's conference was hailed as "the best ever" and drew record attendance: 750 distinguished multi-ethnic thought leaders, influencers and experts were on hand to hear from prominent speakers such as CNN anchor Anderson Cooper and journalist/author Mariane Pearl.

Interested in sponsoring this must-attend event? Contact Danny McGlone at (212) 594-5985, ext. 13 or danny.mcglone@namic.com.

Book your room! NAMIC has a room block at the New York Marriott Marquis at the rate of \$409 per night. Reserve your room before August 15th by calling 800-228-9290.

Have questions about the conference? Contact Sandra Girado at (212) 594-5985, ext. 23.

[Click here to register online](#)

[Click here to download the registration form](#)

**ALL THINGS MEDIA: Venture Capital Forum 2008
A Venture Capital Forum for all Media: From Television and
Radio to Digital Media and Emerging Platforms
Wednesday, October 29-Thursday, October 30, 2008
The Paley Center for Media
New York, NY**

Co-hosted by Springboard Enterprises and the *She Made It*

initiative from The Paley Center for Media, ALL THINGS MEDIA: 2008 is a venture capital Forum showcasing investment-ready, high growth media companies led by women. The Forum program includes a recruiting, screening, training and coaching program involving media executives, investors, attorneys, industry experts, business development professionals, and seasoned entrepreneurs. The eight-month program culminates in the Forum event on October 30, 2008 at which selected companies will present their business opportunities to angel, venture and corporate investors.

ALL THINGS MEDIA is the first-ever venture capital forum *exclusively* for women entrepreneurs in all sectors of media - including television, radio, print, digital media, mobile, video games, search, social networking, e-commerce, online advertising, outdoor, animation, software and other businesses making up this ever-expanding sector.

If you know a woman CEO, President, Founder, Co-founder, CFO, CTO, or COO holding an equity stake in her media sector company, please encourage her to fill out an online application.

Application deadline is May 5, 2008

[Click here for more information and to apply online](#)

NAMIC NEWS

Join NAMIC Today!

Become a member of the ONLY professional association fostering multi-ethnic diversity in the communications industry

Not yet a NAMIC member? Join today online and add your name to our growing membership roster of 2,000 cable, communications and entertainment industry professionals. NAMIC has 17 chapters nationwide and is in a market near you.

Programs

Opportunity to apply for NAMIC's prestigious professional development programs that give you the tools to advance your career.

- L. Patrick Mellon Mentorship Program
- Executive Leadership Development Program (including Executive Coaching)
- NAMIC Leadership Seminar
- Webinar Series
- Writers' Workshops

Events

Opportunity to attend local and national events:

- Creative Summit/Vision Awards
- Annual Awards Breakfast
- Annual Conference

- Chapter Workshops

Benefits

- Networking opportunities with the most diverse group of communications industry professionals
- Ongoing educational forums to increase your industry knowledge and share effective business practices with industry peers
- Career development offerings which present companies with the opportunity to add value to employee benefits
- Chance to learn and share effective diversity practices with industry peers through our Diversity Roundtable and Multicultural Marketing Committee
- Opportunities for visibility and enhancement of your leadership skills by volunteering at the local and national levels
- Eligibility to compete for a coveted NAMIC Vision Award and the NAMIC Excellence in Multi-cultural Marketing Award (EMMA)
- Members-only pricing for our signature events and local chapter events
- Receipt of our online publications: *Diversity Scoop*, *InTouch* and *Cultural Lens*
- Much, much more.....

Discounts

Receive members-only prices on registration to events including the Annual NAMIC Conference and local chapter events.

[Click here for information on membership prices and levels](#)

[Click here to download the membership application](#)

NAMIC Job Bank

The NAMIC Job Bank is the leading resource for connecting employers and highly qualified diverse job candidates in the communications industry.

Job seekers who are also NAMIC members can browse jobs and apply online for FREE. To learn more about becoming a NAMIC member, go to www.namic.com!

Job seekers:

- Browse jobs using a variety of search functions
- Save jobs to their online accounts
- Post their resumes
- Set email alerts and have new jobs sent directly to their inboxes
- Find discounts and resources for relocation services

Employers:

- Post positions for a low fee
- Track views and applicants
- Search resumes
- Create alerts to automatically email new resumes matching their criteria

Featured Jobs:

MTV Networks

Director, Communications - Nickelodeon [Click here for more information](#)

Comcast Cable

Senior Network Application Development Engineer [Click here for more information](#)

Cox Communications

Sales Manager, Cox Media [Click here for more information](#)

[Click here for additional job listings](#)

ADVERTISING/RESEARCH OPPORTUNITIES

Want to reach thousands of ethnically diverse professionals and entrepreneurs? Advertise your company or conduct a customized research poll in the next issue of Diversity Scoop. Click here to view the [2008 Diversity Scoop Media Kit](#) or contact susan.waldman@namic.com for more details.

NAMIC's mission is to educate, advocate, and empower for multi-ethnic diversity in the communications industry.

**NAMIC, Inc. | 336 West 37th Street | Suite 302 | New York, NY 10018
PHONE 212-594-5985 | FAX 212-594-8391 | www.NAMIC.com**

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although you are opting out of NAMIC's Diversity Scoop newsletter, this will not exclude you from receiving other NAMIC correspondence

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