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**PRESIDENT'S MESSAGE**

Where do creative minds go for the insider track on enhancing diversity in the content development arena? The NAMIC Creative Summit, of course!

Join us at The Beverly Hilton in Beverly Hills, California on Wednesday, April 16th as NAMIC-Southern California presents *Content 3.0: The Future is Here!* Since 2004, the NAMIC West Coast Creative Summit has been the premier educational forum for content creators and distributors who value diversity in the media, the message and the mindset.

Featuring a veritable Who's Who of the cable, broadcast, film and entertainment industries, this day-long event includes plenary sessions and educational workshops focused on creating, distributing and marketing content to multi-ethnic consumers across multiple platforms. Session topics include: deal making, on-air promotion, publicity and how to land and keep that Hollywood dream job. Hiring companies will also have opportunities to strategically network with a highly qualified pool of diverse candidates.

You'll also want to be on hand when NAMIC presents the 14th Annual Vision Awards during a special luncheon session at the Creative Summit. Twenty-nine networks are vying for awards in 15 categories for this prestigious recognition of original cable programming with positive imagery of our diverse cultures.

For complete details of the Creative Summit and Vision Awards, please visit [www.namic.com](http://www.namic.com).

Reserve your seat today!

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



**Kathy Johnson**  
President, NAMIC

## MULTICULTURAL MARKETING

[Click here](#) to read *Cultural Lens*, a newsletter produced by **NAMIC's Multicultural Marketing Committee**, designed to educate readers about effective marketing strategies and tactics that target the diverse marketplace of multi-ethnic consumers.

## BUSINESS

### **From South Asia to iTunes**

**March 21, 2008**

Anjula Acharia-Bath made sure she was in the right place at the right time. The co-founder and CEO of online entertainment portal DesiHits had heard nothing but no from Apple after repeatedly pitching a sales partnership. She didn't lose heart. [Business Week](#)

## PROGRAMMING

### **BET to Debut Original Mixed Martial Arts Series Featuring Hip-Hop Stars**

**March 12, 2008**

Introducing celebrities from the worlds of hip-hop, sports and Hollywood to the competitive ranks of mixed martial arts, BET is bringing a different twist to mixed martial arts with its new original series IRON RING. [Target Market News](#)

## RESEARCH

### **Minority Shopping Online Up In Numbers and Frequency**

**March 21, 2008**

According to a new report from The Media Audit, online shopping by African-American, Asians, Hispanics and other minorities has increased dramatically during the past five years. [Center For Media Research](#)

### **Influential Hispanic Consumers Spend Time Sharing Views Online**

**March 18, 2008**

The most influential Hispanic consumers use the Internet to share their views about products and brands as well as to connect with friends and family, according to a study released by Burson-Marsteller. [HispanicAd.com](#)

## HOLLYWOOD UPDATE

### 'Forbidden' Gets China World Bow

March 18, 2008

Jackie Chan and Jet Li's "The Forbidden Kingdom" will have its world premiere April 16 in Beijing, producer Raffaella de Laurentiis confirmed, marking the first major Hollywood-China co-production to debut in China. [The Hollywood Reporter](#)

## EVENTS

### **NAMIC-Mid-Atlantic Spring Membership Mixer Wednesday, April 16, 2008**

NAMIC-Mid-Atlantic invites you to bring a colleague and mingle with the chapter as they provide complimentary drinks, hors d'oeuvres and door prizes.

Ceviche  
921-J Ellsworth Drive  
Silver Spring, MD  
6:00 pm – 8:00 pm

Free admission.

Please RSVP and guarantee your spot by Monday, March 31st to [namic\\_midatlantic@namic.com](mailto:namic_midatlantic@namic.com)

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### **NAMIC-Western Pennsylvania Digital Diversity Wednesday, April 16, 2008**

Join Clayton Banks, President/Founder, Ember Media as he leads an open discussion on new products in digital media and diversity in technology.

Comcast  
Main Building - Payday Room  
300 Corliss Street  
Pittsburgh, PA  
2:00 pm - 3:00 pm

Admission is free.

Sponsored by Comcast.

Please RSVP to Beverly Durrett at  
[beverly\\_durrett@cable.comcast.com](mailto:beverly_durrett@cable.comcast.com).

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**NAMIC-Southern California  
West Coast Creative Summit  
Content 3.0 – The Future Is Here!  
Wednesday, April 16, 2008  
The Beverly Hilton Hotel  
Beverly Hills, CA**

[Click here to register](#)

Entertainment Industry's Top Movers and Shakers to be Featured  
at Daylong Forum

- Educational forum for current and aspiring executives in the broadcast, cable, digital, entertainment and film industries.
- An opportunity for attendees to hone their craft, learn insider tips about the business and meet industry colleagues and peers.

Presenting Sponsor: Warner Bros.

Agenda:

- Opening and Closing General Sessions
- Panel Discussions
- Presentation of the NAMIC Vision Awards
- Career Expo
- Networking Opportunities
- Evening Reception

The cost is \$125 for NAMIC members; \$150 for non- members; and \$50 for students.

You can also purchase a ticket only for the Opening General Session or the Evening Reception.

To learn more about sponsorship opportunities and benefits, [click here](#)

For general information about this event, please contact Sandra Girado at (212) 594-5985, ext. 23.

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**NAMIC-Southern California  
Vision Awards  
Luncheon Ceremony at West Coast Creative Summit  
Wednesday, April 16, 2008  
The Beverly Hilton Hotel  
Beverly Hills, CA**

For the 14th consecutive year, NAMIC will recognize outstanding achievement in original, multi-ethnic cable programming. To view a list of the nominees, [click here](#).

To purchase a table (\$1,000) or buy tickets (\$125 each), [click here](#).

To sponsor this event, please contact  
Danny McGlone at (212) 594-5985, ext. 13.

For general information about this event, please contact  
Sandra Girado at (212) 594-5985, ext. 23.

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**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

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

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**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.

[Click here for press release](#)

To sponsor this event, please contact  
Danny McGlone at (212) 594-5985, ext. 13.

For general information about this event, please contact  
Sandra Girado at (212)594-5985, ext. 23.

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**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.

- Register by March 31st and save! The cost is now only \$900 for members; group registration pricing is available for companies wishing to send multiple employees.
- Submit a session proposal or suggest a speaker. Visit [www.namic.com](http://www.namic.com) for more details. The deadline for submissions is fast approaching – Friday, April 4th.
- 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.

Interested in learning about sponsorship opportunities for this must-attend event? Contact Danny McGlone at (212) 594-5985, ext. 13 or [danny.mcglone@namic.com](mailto:danny.mcglone@namic.com).

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](#)

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**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](#)

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## **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](http://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:**

#### **A&E Television Networks**

Mgr/Sr. Mgr Digital Media Ad Operations [Click here for more information](#)

#### **Comcast**

Director IT System Development [Click here for more information](#)  
**Time Warner Cable Media Sales**  
Senior Media Allocator Planner [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](mailto: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](http://www.NAMIC.com)**

This email was sent to [susan.waldman@namic.com](mailto:susan.waldman@namic.com). To ensure that you continue receiving our emails, please add us to your address book or safe list.

[manage](#) your preferences | [opt out](#) using TrueRemove®

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

Got this as a forward? [Sign up](#) to receive our future emails.

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**emma** 