



Contents - March 7, 2008

- [Multicultural Marketing](#)
- [Business](#)
- [Programming](#)
- [Research](#)
- [Hollywood Update](#)
- [Events](#)
- [NAMIC News](#)
- [Advertising/Research Opportunities](#)



**PRESIDENT'S MESSAGE**

We hope that you will join us for NAMIC-Southern California's West Coast Creative Summit on Wednesday, April 16th at The Beverly Hilton as Hollywood insiders share tips for breaking into and making it on the content development side of the cable, broadcast, film and entertainment industries.

This signature daylong forum, sponsored by Warner Bros., is focused on diversity in content development and is targeted to current and aspiring artisans and professionals. The rich agenda features general sessions, panel discussions, workshops and networking opportunities for attendees to hone their craft, and meet industry colleagues and peers.

Confirmed speakers, to-date, include Dwight Caines, EVP, Worldwide Digital Marketing, Columbia Tristar Marketing Group; Albert Cheng, EVP, Digital Media, Disney ABC Television Group/The Walt Disney Company; David Eun, VP, Content Partnerships, Google; and Eva Davis, SVP, Acquisitions and Business Development, Warner Premiere.

In addition, you won't want to miss the Career Expo - a veritable who's who of the broadcast, cable, digital, entertainment and film industries, including top companies looking to meet, greet and hire multi-ethnic professionals at various levels.

Another highlight of the Creative Summit will be the presentation of the 2008 NAMIC Vision Awards during a special luncheon ceremony. This marks the 14th year of NAMIC's celebration of the best in original cable programming that reflects our diverse cultures.

Don't miss your chance to access top executives from the entertainment industry! Register now for the Creative Summit at [www.namic.com](http://www.namic.com).

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



**Kathy Johnson**  
President, NAMIC

## MULTICULTURAL MARKETING

### **Understanding Language Preferences Key to Engaging Second-gen Hispanics**

**March 3, 2008**

Direct marketing professionals seeking to connect with one of the most influential groups of Hispanic consumers may be surprised to learn that Spanish-language media aren't necessarily the way to go. [BtoB](#)

## BUSINESS

### **How to Make a Multicultural Business Plan**

**February 25, 2008**

When Oliver Chin and his wife had their first child, he looked around for children's books with Asian American characters. The publishing veteran and lifelong cartoonist was discouraged by what he found. [TheStreet.com](#)

## PROGRAMMING

### **Landmark TV Performances Illuminate 'Raisin in the Sun'**

**February 24, 2008**

There are dreams that never die, suns that never set, and stars that never cease to shine. [USA Today](#)

## RESEARCH

### **Report Shows Online Shopping by Minorities Up Sharply in Five Years**

**March 7, 2008**

Online shopping by African-Americans, Asians, Hispanics and other minorities has increased dramatically during the past five years, according to a new report from The Media Audit. [Target Market News](#)

## HOLLYWOOD UPDATE

### **Miami Festival's Global Stature Grows**

**February 27, 2008**

Now in its 25th year, the festival has grown into a significant event with ties not only to Miami but also Hollywood, Latin America and the international film sphere. [Variety](#)

## EVENTS

### **NAMIC-St. Louis**

#### ***You're Hired! 7 Strategies to Building a Lasting First Impression***

**Friday, March 7, 2008**

General membership meeting and career development event featuring speaker Ron Phillips, Comcast West Division, Vice President Human Resources.

Charter Communications  
12405 Powerscourt Drive  
St. Louis, MO  
12:00 pm - 1:30 pm

Free Admission. Feel free to bring a friend!

For more information contact Betty Sanders at 314.288.3327

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### **NAMIC-Atlanta**

#### ***Your Position Is Your Business***

**Thursday, March 13, 2008**

Interactive workshop where attendees will develop a mission, vision and strategy for their current position as it relates to the structure of a business.

CNN  
One CNN Center  
10 South, Focus and Resolve Rooms  
Atlanta, GA  
5:30 pm - 8:00 pm

\$25.00 - Members  
\$30.00 - Non-members

Parking is included.

**[Mandatory RSVP](#)**

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**Third Annual MultiCultural Media Expo  
Tuesday, March 11-Wednesday, March 12, 2008  
Los Angeles Convention Center - Concourse**

Meet the nation's leading experts in multicultural marketing. During the two days of this year's conference you will be privy to breaking research and will gain greater insights into reaching the growing multicultural consumer markets. Visit the convention center expo floor where you will see leading companies that specialize in every element of reaching the multicultural consumer. This is an important annual event that has increasingly grown to be on the "must attend" list of multicultural marketers.

Sign up now!

**NAMIC Panel at the MultiCultural Media Expo  
*Attracting Multi-ethnic Television Audiences*  
Wednesday, March 12, 2008  
11:30 am - 12:30 pm**

Moderator:

Kathy Johnson, President, NAMIC

Panelists (Who also serve on NAMIC's Multicultural Marketing Committee):

Ravi Pillai, Director of Marketing, Saavn

Ariela Nerubay, VP Sales & Marketing, TuTV

Vicky Free, VP Entertainment Marketing, TBS, TCM & TNT

Please visit [www.mcmexpo.com](http://www.mcmexpo.com) for more information and up-to-date speaker listings.

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**NAMIC-Minnesota  
*Diversity & Multi-ethnic Marketing Panel*  
(During the North Central CATV Show)  
March 17, 2008**

Learn how to improve and foster diversity in your workplace and within your corporate member organizations at this panel discussion.

Hyatt Regency Hotel  
Nicollet Avenue  
Minneapolis, MN  
9:00 am - 10:00 am

RSVP no later than March 13, 2008 to [Yolanda Sims](mailto:Yolanda.Sims@starz.com) at  
(952) 607-4095

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**NAMIC-Denver  
*Countdown to Digital Television: Are You Ready?*  
Thursday, April 10, 2008**

This workshop will provide an opportunity for attendees to discuss the challenges associated with the upcoming digital television transition and to make sure consumers are ready.

Starz Entertainment  
8900 Liberty Circle  
Englewood, CO

5:30 pm Reception  
6:30 pm Workshop

For more information contact [Chelsye Burrows](#) at  
chelsye.burrows@starz.com

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

[Click here to register](#)

NAMIC announced the nominees for the 14th Annual NAMIC Vision Awards. Presented by NAMIC–Southern California, the NAMIC Vision Awards is the only competition recognizing outstanding achievements in original, multi-ethnic cable programming. The prestigious awards are scheduled for presentation on April 16th at the Beverly Hilton in Beverly Hills, California. This year's NAMIC Vision Awards will be presented at a special luncheon held in conjunction with the NAMIC West Coast Creative Summit, which is focused on the content development aspects of the television industry.

[Click here for press release and complete list of nominees](#)

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 Spring 2008 Writers' Workshop  
Tuesday, April 15-Wednesday, April 16, 2008  
Presented in conjunction with the  
NAMIC-Southern California West Coast Creative Summit  
The Beverly Hilton Hotel  
Beverly Hills, CA**

Be selected as one of 15 writers of color participating in an extraordinary, intense day and a half workshop led by Carole Kirschner, veteran television executive and producer, and architect of the CBS Diversity Institute Writers Mentoring Program.

**Application Deadline is March 14th.**

[Click here to apply now](#)

For additional information, please contact NAMIC at 212-594-5985

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

## **New Orleans, LA**

Industry movers and shakers will gather the morning of Monday, May 19th in New Orleans for NAMIC's Annual Awards Breakfast to honor – for the third consecutive year – Next Generation Leaders. Presented in partnership with *MultichannelNews*, the breakfast is scheduled from 7:30 a.m. – 9:00 a.m. at the Morial Convention Center, in New Orleans during the NCTA Cable Show.

[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**

**Register now save!**

[Click here to register online](#)

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

Group registration pricing is available for companies wishing to  
send multiple employees

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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**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:**

#### **Comcast**

Business Analyst [Click here for more information](#)

**Viacom**

Senior Manager, Human Resources [Click here for more information](#)

**New England Sports Network**

Director of Creative Services [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)**

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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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