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PRESIDENT'S MESSAGE

DiversityLive is here!

We are excited to announce the launch of *DiversityLive: The NAMIC Video Network*.

Presented in partnership with Motorola, this new online destination was created exclusively for NAMIC members and is designed to keep diversity at the forefront of the digital culture. *DiversityLive* will showcase user-generated content and feature professional networking, the latest diversity news, blogs, educational webinars, information on careers in technology and more. As the companion micro-site to the all-new namic.com website, *DiversityLive* will be highlighted by an evolving digital platform including videos and stimulating forum discussion contributed by NAMIC members—professionals who are among the most media savvy in the communications industry.

NAMIC members are urged to sign in, create a profile and upload video and photographs from local chapter events, start your own blog and participate on our message board. As a NAMIC member, you're also eligible to participate in our first-ever Diversity and Technology Video Competition. Don't miss out on the chance to win great prizes from Motorola!

To join NAMIC and become a part of the *DiversityLive* community, visit www.namic.com. We look forward to your participation!

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



Kathy Johnson
President, NAMIC

MULTICULTURAL MARKETING

Radio One's Digital Unit Inks Multi-year Ad Rep Deal With AllHipHop.com

May 12, 2008

Interactive One, the digital division of Radio One, in partnership with AllHipHop.com, one of the fastest growing provider of music-related urban online content, announced a five-year multi million dollar deal to offer advertisers access to the most engaged and active African-Americans online. [Target Market News](#)

Desi Rising: South-Asian Demo Sees U.S. Economic, Media Clout Grow

May 11, 2008

Last fall in New York at the first annual summit of the South Asians in Media and Marketing Association, Rishad Tobaccowala appeared as one of many high-caliber media industry speakers to discuss the burgeoning and highly desirable South-Asian media market. [Mediaweek.com](#)

BUSINESS

How Howard Will Help Agencies Diversify

May 12, 2008

Late last month, Nancy Hill, the new president-CEO of the American Association of Advertising Agencies, stood in a conference room in a hotel in Laguna Niguel, Calif., and made what could go down as an important announcement in industry race relations. [AdAge](#)

PROGRAMMING

Fox Sports en Español takes Content and Integration to the Next Level

May 13, 2008

Eleven years after launching as the first national Spanish-language sports network in the United States, Fox

Sports en Español has not only evolved into the most dominant sports network in Spanish-language cable television, but stands as the country's most widely-distributed sports brand with its multi-platform assets. HispanicAd.com

Univision Kicks Off Soccer Reality Show, Sprint and Nissan Sponsor

May 12, 2008

Univision will debut a soccer reality competition series this fall, looking for a new avenue to quench its audience's thirst for the sport. MediaPost Publications

RESEARCH

Hispanic-Americans Are Heaviest Media Users

May 15, 2008

In February 2008 the average Hispanic-American over the age of 11 spent more time online than watching television, according to the Terra Networks-sponsored "Hispanic Syndicated Study," conducted by comScore Media Metrix. eMarketer

Differences in Media Consumption among Racial Groups

May 14, 2008

Targeted advertising toward African Americans, Hispanics, Asians and White requires distinct media plans, because these groups use traditional media differently-and their new-media adoption patterns vary, according to an analysis by BIGresearch. MarketingCharts

HOLLYWOOD UPDATE

Outsider in South Africa (Wisconsin, Too)

May 4, 2008

Two summers ago, when Moses Port and David Guarascio, both television writers, pitched their unorthodox and potentially controversial premise for "Aliens in America" — a comedy built around a Pakistani Muslim exchange student who moves in with a somewhat reluctant family in small-town Wisconsin — they were pleased to discover that studio and network executives at CW were enthusiastic about the idea. The New York Times

EVENTS

**NAMIC Annual Awards Breakfast
Featuring Next Generation Leaders
Morial Convention Center
La Nouvelle Ballroom
Monday, May 19, 2008
New Orleans, LA
7:15 am - 8:45 am**

Host: Carl Quintanilla, Co-Anchor, "Squawk Box", CNBC -
Courtesy of NBC Universal

Special Guest: Brian McKnight, Singer/Songwriter - Courtesy of
BET Networks

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.

A limited number of tickets can be purchased onsite at \$150
each. Onsite registration will open at 6:15 am

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 CableCares! 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 CableCares! (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 CableCares 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 CableCares
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](#)

**NAMIC-Atlanta
Dishing on Diversity
Thursday, May 22, 2008**

The Weather Channel
300 Interstate North Parkway SE
Atlanta, GA
5:30 pm – 8:00 pm

Come join our discussion on the similarities and differences of marketing to a diverse audience. Learn how diversity influences a media company's approach to programming, marketing and community outreach.

Members: \$25.00
Non-Members: \$30.00

Participating Media Companies:
TBS/TNT/TCM
The Weather Channel
HGTV
Cox Communications
Starz Entertainment

For questions, please contact namic_atlanta@namic.com

[Click here to register](#)

**NAMIC-Tennessee
*IPTV (Internet Protocol Television) 101: The Basics of
Internet Protocol Television*
Wednesday, May 28, 2008**

Peerless Restaurant
320 N. Peters Road
Knoxville, TN

6:00 pm – 8:00 pm

NAMIC-Tennessee presents an overview of what IPTV is and how it relates to the average television viewer.

Members: Free admission
Non-Members: \$15.00

Featured Speaker: Mike Donovan, SVP, Engineering and Satellite Distribution, Scripps Networks

For questions and to RSVP, please contact bpiper@scrippsnetworks.com.

NAMIC-Carolinas
Digital Media Event
Thursday, June 5, 2008

Time Warner Cable
3347 Platt Springs Road
West Columbia, SC
Registration opens at 2:30 pm
Event kicks off at 3:00 pm

The discussion will focus on the Digital Transition and the deployment of advanced services and technology from one of the Time Warner test markets.

Refreshments will be served.

Members: \$15.00
Non-Members: \$20.00

[Click here to register](#)

For questions, please email namic_carolinas@namic.com

NAMIC-Western Pennsylvania
Speed Date Your Career: Proven Strategies to Achieve Your Career Goals
Thursday, June 26, 2008

Holiday Inn in Greentree
401 Holiday Drive
Pittsburgh, PA
6:00 pm – 9:00 pm

A Career Development Workshop that will provide attendees with strategic planning and tips for setting goals to advance

their career. This event will include career stations so that attendees will have the opportunity to spend 15 minutes with senior leaders on different career topics, followed by a small reception.

Featured Speaker: Ron Phillips, Vice President, Human Resources, Comcast

Members \$15.00
Non-Members \$20.00

For questions and to RSVP please email
beverly_durrett@cable.comcast.com

22nd Annual NAMIC Conference
Diversity: Pipeline to Innovation
Sunday, September 14-Tuesday, September 16, 2008
New York Marriott 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](#)

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:

Scripps Networks

Producer [Click here for more information](#)

Scientific Atlanta, a Cisco Company

Development Support Engineer [Click here for more information](#)

Comcast Spotlight

Local Sales Account Executive [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.

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

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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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