



**Contents - May 2, 2008**

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



**PRESIDENT'S MESSAGE**

Tickets are still available for the NAMIC Awards Breakfast on Monday, May 19th at the NCTA Cable Show in New Orleans.

Please join NAMIC and our honorary chair Patrick Esser, president of Cox Communications, Inc., as we recognize some of the best and brightest multi-ethnic leaders in the cable industry. Carl Quintanilla, co-anchor of CNBC's "Squawk Box" will emcee the morning's festivities and singer/songwriter Brian McKnight will perform live courtesy of BET Networks.

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

For the third consecutive year, NAMIC will honor Next Generation Leaders in the MSO, Programmer and Technology categories. Our 2008 honorees are:

- Marge Jackson, VP, Marketing & Sales, New Jersey Region, Comcast Cable – MSO Category
- Keith Dawkins, GM, Nicktoons Network & SVP, Nickelodeon Programming Partnerships – Programmer Category
- Veenod Kurup, VP, Data Product Services, Cox Communications, Inc. – Technology Category

In addition, eight exceptional Luminaries—also industry stars—will be saluted. They include: Christine Bragan, VP, Marketing & Communications, Rainbow Media Holdings, LLC; Darlene Chapman-Holmes, SVP, Marketing, AmericanLife TV Network; Sean Cohan, SVP, International, A&E Television Networks; Johnita P. Due, Senior Counsel & Diversity Council Chair, CNN Worldwide; Sonya Lockett, VP, Public Affairs, BET; Ariela Nerubay, VP, Sales & Marketing, TuTv Networks; Chris Powell, EVP, Human Resources, Scripps Networks; and Michelle Rice, SVP, Distribution & Strategy, TV One.

We hope you will be able to join us for this star-studded breakfast of leaders. It's sure to be a real eye-opener.

For tickets and more information, visit [www.namic.com](http://www.namic.com).



**Kathy Johnson**  
President, NAMIC

## MULTICULTURAL MARKETING

### **RockYou Launches in Puerto Rico, Latin America, and the US Hispanic Market**

**April 29, 2008**

RockYou has partnered with Silicon Valley-based ES Interactive to deliver ads for ESI's partners in the Caribbean and Latin America market, with an exclusive deal specifically for Mexico and Puerto Rico. [HispanicAd.com](http://HispanicAd.com)

## BUSINESS

### **Disney: Leveraging a Strong Customer Database by Launching a Hispanic Magazine**

**May 2, 2008**

"We wanted to have a very tangible product to leverage our very robust database of Hispanic customers," says Gilbert Davila, V.P. Multicultural Marketing at The Walt Disney Company and also publisher of the new magazine, Disney en Familia. [Portada](http://Portada)

## PROGRAMMING

### **Coming to a Monitor Near You**

**April 30, 2008**

Byron Allen's Entertainment Studios Inc. has partnered with popular social networking site MySpace to become the single largest provider of video content to its MySpaceTV Web portal. [Black Enterprise](http://BlackEnterprise)

### **Essence Partners with Warner Bros. for New TV Projects and Web Strategy**

**April 21, 2008**

The Warner Bros. Television Group and Time Inc.'s Essence Communications Inc. are teaming up on a series of initiatives that will expand the Essence brand across a number of platforms, including the Internet and television. [Target Market News](http://TargetMarketNews)

## RESEARCH

### **Rise in Minorities Is Led by Children, Census Finds**

**May 1, 2008**

Since 2000, members of racial and ethnic minorities have become a majority of youngsters under 15 in two of the nation's fastest-growing states, Florida and Nevada, with Georgia, Maryland and New York poised to follow, according to census data. [The New York Times](#)

**The Intelligence Group Releases 2008 Latino Lifestyle Study®  
April 28, 2008**

The Intelligence Group, publisher of the popular Cassandra Report, the industry's foremost comprehensive lifestyle study of 14-34-year-old mainstream consumers and trendsetters, has published its third annual Latino Intelligence Report® [HispanicTips.com](#)

## HOLLYWOOD UPDATE

**Shake Your Bollywood  
April 30, 2008**

Indian films are already distributed around the world. Now Bollywood dances are following, as choreographers open studios everywhere from Melbourne to Dubai. [Conde Nast Portfolio](#)

**'Harold and Kumar' Push the Limits of Multiculturalism  
April 23, 2008**

Somehow, in featuring the misadventures of two regular guys who just happened to not be white, the pair pushed the limits of multiculturalism in contemporary cinema, bringing film closer to speed with changes that seemed to have already taken hold in the world of casting for television. [Los Angeles Times](#)

## EVENTS

**NAMIC-New York  
*Cinco de Mayo + Dos*  
Wednesday, May 7, 2008**

Calico Jack's  
800 2nd Ave. between 42nd and 43rd Streets  
New York, NY  
6:30 pm - 9:30 pm

Come out and mingle with NAMIC-New York. Food and drinks will be served and there will be raffle prizes.

Members: \$15.00  
Non-Members: \$25.00  
(\$25.00 for Members and Non-Members at the door)

[Click here to register](#)

For questions please contact [namic.ny.events@gmail.com](mailto:namic.ny.events@gmail.com)

---

**NAMIC-Mid-Atlantic**  
***A Mentoring Roundtable Discussion: Evolve/Expand/Enhance***  
**Tuesday, May 13, 2008**

Discovery Communications  
One Discovery Place  
Silver Spring, MD  
6:00 pm – 8:30 pm

You will have an opportunity to interact directly with leaders in the cable industry about critical topics and new ideas.

Members: \$20.00  
Non-Members \$25.00  
Students: \$10.00

For questions please contact [namic\\_midatlantic@namic.com](mailto:namic_midatlantic@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

Members: \$60.00  
Non-Members: \$70.00

[Click here to register](#)

For questions please contact Veronica Stickelman at  
[veronica\\_stickelman@cable.comcast.com](mailto: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**

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.

- 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 to register](#)

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).

---

**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](mailto: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](#)

## 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](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:

##### **Cox Communications**

Director, Public Relations [Click here for more information](#)

##### **Comcast Spotlight**

Producer/Director [Click here for more information](#)

##### **fuse**

Manager, Content Distribution - LA - MSG/fuse [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.

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.

[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.

