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PRESIDENT'S MESSAGE

“Ouch! That Stereotype Hurts!” -- A New Web-based Seminar from NAMIC

Turn off your phones, turn on your monitor and log on to the NAMIC Leadership Suite—a series of webinars designed to help NAMIC constituents gain new knowledge, refresh their skills, join in stimulating discussions and connect with colleagues, both old and new. Experts from the world of academia, the communications industry, and consultants to some of the most successful companies for diversity lead virtual expeditions across a terrain of interactive, challenging learning.

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

Some webinars are open to all NAMIC constituents (members and non-members), while some are exclusively for alumni of NAMIC's education programs--the Leadership Seminar and the Executive Leadership Development Program (ELDP).

On Tuesday, June 12th from 3:00 p.m. – 4:00 p.m. Eastern Daylight Time, we will offer the second webinar in the 2008 NAMIC Leadership Suite – “Ouch! That Stereotype Hurts!” This webinar is open to everyone and will be facilitated by Leslie Aguilar, principal consultant and founder of International Training and Development, LLC, and a renowned international speaker, trainer and facilitator.

Join in as Ms. Aguilar:

- Examines the impact of stereotypical comments
- Explores why people don't protest the use of stereotypes



and other biased behaviors

- Provides techniques for speaking up without blame or guilt

The cost is \$40 for NAMIC members and \$50 for non-members. [Click here to register.](#)

Don't miss this unique learning opportunity provided to you in the comfort of your own office!

Kathy Johnson
President, NAMIC

MULTICULTURAL MARKETING

'Got Milk?' Gets Spanish Site

May 27, 2008

The California Milk Processor Board's iconic "Got Milk?" health initiative and ad campaign gives its Spanish counterpart "Toma leche" ("Drink milk") a permanent interactive home Wednesday with the launch of the Web portal, TomaLeche.com.

[Adweek.com](#)

BUSINESS

Radio One CEO Prepares for Shareholders

May 26, 2008

On a wall of his office, seven floors above a stretch of shopping centers in Lanham, Radio One chief executive Alfred C. Liggins III has a poster that reads: "Words...lead to destiny."

[WashingtonPost.com](#)

PROGRAMMING

Food TV, Website Target Latino Food Aficionados

May 27, 2008

Food Network and FoodNetwork.com, established almost two years ago, executives hope to capture Latino food aficionados' interest with a television program that began airing in the summer of 2007; and an online Latin Cooking Series, featuring videos, recipes and tips from Food Network hosts Ingrid Hoffmann and Bobby Flay. [Hispanic Marketing & Public Relations](#)

RESEARCH

Minorities Dominate Use of New Media

May 28, 2008

According to BIGresearch's most recent Simultaneous Media Survey, African Americans, Hispanics, Asians and Whites not only use traditional media differently, their adoption of new media is also quite unique. [Center for Media Research](#)

HOLLYWOOD UPDATE

'Hollywood Chinese' Traces Roles of Asians

May 25, 2008

It wasn't all that long ago Hollywood thought audiences wouldn't pay money to see a movie with an Asian lead. So producers would cast non-Asian actors—replete with yellow-face makeup—in these roles. [Los Angeles Times](#)

EVENTS

**NAMIC Leadership Suite
Webinar Series
Ouch! That Stereotype Hurts!
Thursday, June 12, 2008**

Experience the impact of stereotypical comments. Explore why people don't protest the use of stereotypes and other biased behaviors. Learn techniques for speaking up without blame or guilt.

Members: \$40.00
Non-Members: \$50.00

[Click here to register](#)

**NAMIC-San Francisco
The Digital Media Evolution
Tuesday, June 17, 2008**

San Francisco State University in the Westfield Plaza
835 Market Street
San Francisco, CA
Room 609
6:00 pm – 9:00 pm

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

Keynote Speaker:
Clayton Banks
President and Founder, Ember Media

Join NAMIC-San Francisco for a discussion on how digitalization will shape and change the future.

Hors d'oeuvres will be served.

RSVP to Jaliza_Johnson@cable.comcast.com or call
510-567-9277

NAMIC-Minnesota
Thursday, June 19, 2008
Career Development - Inside and Out

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

Join NAMIC-Minnesota for a panel discussion on how to take your career to the next level inside and out of the work place.

Light Appetizers will be served.

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

RSVP to yolanda_sims@cable.comcast.com

NAMIC-Carolinas
Spring Membership Mixer
Thursday, June 19, 2008

O. Henry Hotel
Hawkins-Brown Room
624 Green Valley Road
Greensboro, NC
6:00 pm – 8:00 pm

Join NAMIC-Carolinas for a Membership Mixer. Join a committee, meet the chapter officers and get involved!

Hors d'oeuvres and drinks will be served.

To RSVP and for more information please email
namic_carolinas@namic.com

NAMIC-Atlanta
C3: *Bringing Programmers & Advertisers Together*
Thursday, June 26, 2008

Scripps Ad Sales Office - Southeastern Division
Metzler One Buckhead Plaza
3060 Peachtree Rd NW
Atlanta, GA
Large Conference Room
5:30 pm - 8:00 pm

What is Nielsen C3, why is it so important, and how will it affect ratings & revenue? Join NAMIC-Atlanta for a discussion of the new Nielsen C3 rating system that was recently developed.

Members: \$25.00

Non-Members: \$30.00

[Click here to register](#)

For questions, please email namic_atlanta@namic.com

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

Register by June 30th and save!

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.

Honorary Co-Chairs Include:

- Neil Smit, President & CEO, Charter Communications
- David Zaslav, President & CEO, Discovery Communications

[Click here to register online](#)

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

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

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

Have questions about the Conference? Contact Sandra Girado at (212) 594-5985, ext. 23 or sandra.girado@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.

**2008 NAMIC (EMMA)
Excellence in Multi-Cultural Marketing Awards
Call for Entries**

Recognizing the top marketing tactics and case studies targeted to multicultural audiences.

Entry Deadline: Friday, July 11, 2008

Be recognized for your innovative multi-cultural marketing efforts! How well did your last multi-cultural marketing campaign impact your bottom line? Don't miss your opportunity to share your successes and be recognized for your results. A judging panel of industry experts will review all entries and select winners.

Winners will be honored at a special awards ceremony during the Annual NAMIC Conference.

[Click here to download the Marketing Tactics entry form](#)

[Click here to download the Case Studies/Campaigns entry form](#)

[Click here for the official rules](#)

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
- NAMIC Leadership Suite 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*
- Inclusion of profile on *DiversityLive.net*, NAMIC's own professional networking website
- 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:

CN8 - The Comcast Network

Graphic Designer [Click here for more information](#)

Cox Communications

Director, Broadband Operations [Click here for more information](#)

Chicago Public Radio

Education Reporter [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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