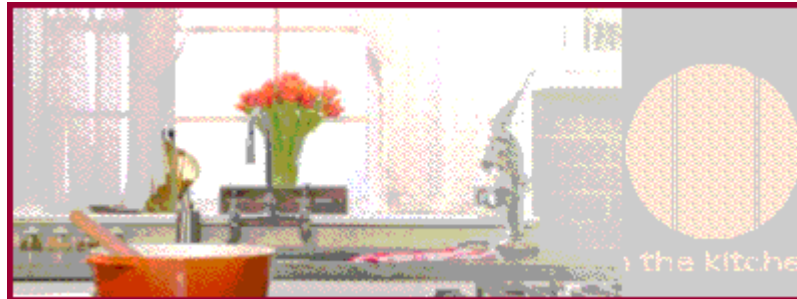




Contents - February 15, 2008

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



PRESIDENT'S MESSAGE

NAMIC is now accepting nominations for its Next Generation Leaders Awards. The awards are presented in three categories: Cable MSO, Cable Programmer and Technology Company or Discipline. This year's group of emerging leaders will be recognized at the 2008 Next Generation Leaders Awards Breakfast held in conjunction with the National Cable & Telecommunications Association (NCTA) Cable Show on May 19th at the Morial Convention Center in New Orleans, Louisiana.

The deadline to submit nominations is March 14, 2008.

Presented in partnership with *MultichannelNews*, the Next Generation Leaders Awards recognize the industry's up-and-coming business leaders who reflect and embrace NAMIC's mission to educate, advocate and empower for multi-ethnic diversity in the communications industry. Executives of color age 45 or under representing a cable MSO, cable programming network or technology company or discipline are eligible. Additionally, based on the eligibility criteria, nominees must hold one of the following positions: President; Senior Vice President; Area Vice President; Chief Technical Officer; Chief Functional Officer; Managing Director; Vice President; Executive Vice President; Chief Executive Officer; Chief Operating Officer; General Manager.

Those wishing to enter a colleague demonstrating exceptional practices of diversity and inclusion should visit www.namic.com to obtain the complete overview of the awards eligibility criteria and nominations process. For more information and sponsorship opportunities please visit www.namic.com

We look forward to receiving your entries!

Kathy Johnson
President, NAMIC

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



MULTICULTURAL MARKETING

Asian Americans Are Good for Advertisers - So Where Are the Advertisers?

February 7, 2008

According to the Selig Center for Economic Growth, Asian Americans represented \$253 billion in spending power in 2001, and this number is projected to reach \$528 billion by 2009. [New America Media](#)

BUSINESS

Hispanic Representation in Boardrooms Remains Static January/February 2008

Despite the steady growth of the Hispanic population and an increasing number of Hispanic politicians and high-ranking executives, Hispanic representation in corporate boardrooms (an estimated 3 percent) remains poor, according to this year's Boardroom Elite list. [HispanicBusiness.com](#)

PROGRAMMING

XM Launches Nation's Only Satellite Channel Dedicated to African-American Talk

February 7, 2008

XM Radio, the nation's leading provider of satellite radio announced that beginning Monday, February 11th, the lineup for The Power (XM Channel 169), the only national 24-hour radio channel exclusively dedicated to African-American talk programming, will be expanded to include new shows featuring Tavis Smiley, Kojo Nnamdi, Blanche Williams, and the sports talk radio duo The 2 Live Stews. [Target Market News](#)

RESEARCH

Affluent African-Americans Buoy Community Buying Power February 13, 2008

The African-American community's buying power is expected to top \$1.1 trillion dollars by 2012 - a nearly 30% jump - driven in large part by a relatively small affluent sub-segment, according to a new paper from Packaged Facts. [MediaPost Publications](#)

HOLLYWOOD UPDATE

**Current Stars Blur the Racial Divide
February 13, 2008**

The Image Awards spotlight diversity's new face. Look out Hollywood, there's a new kind of hero in town. Call him the hybrid, as represented by stars such as Vin Diesel, Wentworth Miller and the Rock. [Variety](#)

**More Stars Added to Celebratory Special 20th Edition of
'Premio Lo Nuestro' Latin Music Awards
February 12, 2008**

Some of Latin music's biggest stars have been added to the list of performers and presenters scheduled to appear on the gala 20th edition of "Premio Lo Nuestro a la Musica Latina" (Lo Nuestro Latin Music Awards), television's longest-running music awards show. [HispanicAd.com](#)

EVENTS

**NAMIC-Atlanta
Show Me The Money
Monday, February 18, 2008**

An interactive and informative dialogue surrounding careers in advertising sales will provide exposure to high income careers within the cable industry for mid-level professionals.

Cox Enterprises
6205 Peachtree Dunwoody Road
Atlanta, GA
6:30 pm - 8:30 pm

\$20.00 - Members
\$25.00 - Non-members

[Register now](#)

Contact [NAMIC-Atlanta](#) for more information

**NAMIC-Carolinas
Multicultural Marketing Panel & Networking Reception
Wednesday, February 27, 2008**

Time Warner Cable
7800 Crescent Executive Drive – Cafeteria
Charlotte, NC
5:30 pm - 7:00 pm

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

[Click here to register now](#)

Contact [NAMIC-Carolinas](#) for more information

**NAMIC-Minnesota
Membership Mixer
Wednesday February 27, 2008**

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

Remarks by NAMIC-Minnesota President Bill Jensen, Regional
Vice President, Mediacom Communications Corp.

Bring a friend who is not a member to join! Light appetizers will be
served.

[Email your RSVP here](#) or call 952-607-4095 by February 21st.

**NAMIC-New York
Presents 'A Night on Broadway'
Tennessee Williams' Cat On A Hot Tin Roof
Directed by Debbie Allen
Wednesday, February 27, 2008**

Pre-show Reception
Etcetera Etcetera
352 West 44th Street
New York, NY
6:30 pm - 7:30 pm

Front Mezzanine Tickets plus Exclusive Q&A with
Director Debbie Allen and Producer Stephen J. Byrd
Cast members have also been invited
8:00 pm - 10:00 pm

Individual Ticket Prices:
\$100.00 - Members
\$130.00 - Non-Members

You must purchase a ticket to attend both the reception and the
play.

Tickets will be sold on a first come first serve basis.

[Click here to register now](#)

Contact the [NAMIC-New York Programming Committee](#) for more
information.

**NAMIC-Southern California
Executive Speed Networking and
Mentoring Event (Members Only)
Thursday, February 28, 2008**

Fox Networks Group
10201 Pico Blvd. Bldg. 103

Los Angeles, CA
6:00 pm - 8:00 pm

Members - \$50.00

[Click here to register now](#)

Contact [NAMIC-Southern California](#) for more information.

Congressional Hispanic Caucus Institute Seeks Applicants for Congressional Internships, Fellowships and Scholarships

The Congressional Hispanic Caucus Institute, an educational and youth leadership development organization, has launched a national campaign to recruit Hispanic students - undergraduate and graduate - for its nationally recognized youth development leadership programs.

Please visit <http://www.chci.org/> for more information and applications for the following programs:

- The Public Policy Fellowship Program (deadline March 1, 2008)
 - The Graduate & Young Professional Fellowship Program (deadline March 1, 2008)
 - The Scholarship Program (deadline April 16, 2008)
-

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!

Please visit www.mcmexpo.com for more information and up-to-date speaker listings.

**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 16, 2008 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.

NAMIC Spring 2008 Writers' Workshop
Tuesday, April 15-Wednesday, April 16, 2008
Presented in conjunction with the
NAMIC-Southern California West Coast Creative Summit
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](#)

2008 Next Generation Leaders Annual Awards Breakfast
(At the NCTA Cable Show)
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.

[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.

**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 by credit card](#)

[Click here to download the registration form and pay by check](#)

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.

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

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:

Cox Communications

Marketing Web Coordinator [Click here for more information](#)

The Golf Channel

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

Comcast

VP, Internet Strategy & Development [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.

**NAMIC, Inc. | 336 West 37th Street | Suite 302 | New York, NY 10018
PHONE 212-594-5985 | FAX 212-594-8391 | www.NAMIC.com**

This email was sent to ermclintock1@comcast.net. 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.

powered by
emma 