

CULTURAL LENS

A Closer Look at Multi-ethnic Marketing

SUMMER 2008



NATIONAL ASSOCIATION FOR MULTI-ETHNICITY IN COMMUNICATIONS

EMBRACE DIVERSITY. EMBRACE SUCCESS.

Sizzling Summertime!

Welcome to NAMIC's *Cultural Lens*. *Cultural Lens* is a product of NAMIC's Multicultural Marketing Committee.

This issue of *Cultural Lens* highlights key marketing tactics for specific multi-ethnic audiences. In **Marketing Leaders** you'll read about key marketing executives who were honored at NAMIC's Annual Awards Breakfast during the NCTA Cable Show in New Orleans.

Success Stories gives a teaser for the upcoming Excellence in Multicultural Marketing Awards (EMMAs). The entry deadline is fast approaching on July 11th. Have you submitted your entry?

Act Locally highlights the West Coast Creative Summit presented by NAMIC-Southern California.

The first step to understanding the multicultural market is awareness, so we begin with our traditional **Multicultural Calendar**. Enjoy a sampling of the exciting holidays that will be celebrated by cultures around the world during the third quarter of 2008.

Warm regards,
The *Cultural Lens* team

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Fourth of July isn't the only celebration of independence in the world. See how other countries celebrate their independence this summer.

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SUCCESS STORIES: Support Multicultural Marketing– Make An EMMA Nomination!

We have highlighted several 2007 EMMA winners in *Cultural Lens* over the past year. Perhaps you can be the next winner.

ACT LOCALLY: NAMIC-Southern California's West Coast Creative Summit

This day-long event shines a light on the content development and creative side of the business.

DAY BY DAY: MULTICULTURAL CALENDAR

By Ravi Pillai, Director, Marketing, Saavn

July 2008

1 Foundation of the Somalia Republic

From the 7th to the 10th century, Arab and Persian trading posts were established along the coast of present-day Somalia. The British ruled the entire area after 1941, with Italy returning in 1950 to serve as United Nations trustee for its former territory. By 1960, Britain and Italy granted independence to their respective sectors, enabling the two to join as the Republic of Somalia on July 1, 1960.

1 Rwanda Independence Day

The original inhabitants of Rwanda were the Twa, a Pygmy people who now make up only 1% of the population. While the Hutu and Tutsi are often considered to be two separate ethnic groups, scholars point out that they speak the same language, have a history of intermarriage, and share many cultural characteristics. When Rwanda became the independent nation of Rwanda on July 1, 1962, it was under Hutu rule.

4 Fourth of July – United States

In the United States, Independence Day (commonly known as the Fourth of July) is a federal holiday commemorating the adoption of the Declaration of Independence on July 4, 1776, declaring independence from the Kingdom of Great Britain. Independence Day is commonly associated with fireworks, parades, barbecues, carnivals, picnics, baseball games, and various other public and private events celebrating the history, government, and traditions of the United States, but is often also viewed as simply a summer festival, apart from its patriotic overtones.

5 Venezuela Independence Day

When Columbus explored Venezuela on his third voyage in 1498, the area was inhabited by Arawak, Carib, and Chibcha Indians. A subsequent Spanish explorer gave the country its name, meaning "Little Venice." Caracas was founded in 1567. Simón Bolívar, who led the liberation from Spain of much of the continent, was born in Caracas in 1783. Since 1959, Venezuela has been one of the most stable democracies in Latin America.

August 2008

6 Jamaica Independence Day

Jamaica was inhabited by Arawak Indians when Columbus explored it in 1494 and named it St. Iago. It remained under Spanish rule until 1655, when it became a British possession. On May 6, 1962, Jamaica gained internal autonomy, and, in 1962, it led in organizing the West Indies Federation. A nationalist labor leader, Sir Alexander Bustamante, later campaigned to withdraw from the federation. After a referendum, Jamaica became independent on Aug. 6, 1962.

6 Bolivia Independence Day

Famous since Spanish colonial days for its mineral wealth, modern Bolivia was once a part of the ancient Inca empire. After the Spaniards defeated the Incas in the 16th century, Bolivia's predominantly Indian population was reduced to slavery. But the existence of a large indigenous group forced to live under the thumb of their colonizers created a stratified society of haves and have-nots that continues to this day. By the end of the 17th century the mineral wealth had begun to dry up. The country won its independence in 1825 and was named after Simón Bolívar, the famous liberator.

9 Singapore National Day

Inhabitants of the Malaysian peninsula and the island of Singapore first migrated to the area between 2500 and 1500 B.C. It was made a separate Crown colony of Britain in 1946, when the former colony of the Straits Settlements was dissolved. On Sept. 16, 1963, Singapore joined Malaya, Sabah (North Borneo), and Sarawak in the Federation of Malaysia. It withdrew from the federation on Aug. 9, 1965, and a month later proclaimed itself a republic.

10 Ecuador Independence Day

The tribes in the northern highlands of Ecuador formed the Kingdom of Quito around 1000. It was absorbed, by conquest and marriage, into the Inca Empire. Peru invaded Ecuador in 1941 and seized a large tract of Ecuadorian territory in the disputed Amazon region. In 1981 and 1995 war broke out again. In May 1999, Ecuador and Peru signed a treaty ending the nearly 60-year border dispute.

15 India Independence Day

One of the earliest civilizations, the Indus Valley civilization flourished on the Indian subcontinent from c. 2600 B.C. to c. 2000 B.C. It is generally accepted that the Aryans entered India c. 1500 B.C. from the northwest, finding a land that was already home to an advanced civilization. After World War I, in which the Indian states sent more than 6 million troops to fight beside the Allies, Indian nationalist unrest rose to new heights under the leadership of a Hindu lawyer, Mohandas K. Gandhi, called Mahatma Gandhi. His philosophy of civil disobedience called for nonviolent noncooperation against British authority. He soon became the leading spirit of the Indian National Congress Party, which was the spearhead of revolt. In 1919, the British gave added responsibility to Indian officials, and in 1935, India was given a federal form of government and a measure of self-rule. Gandhi was released in 1944 and negotiations for a settlement were resumed. Finally, in Aug. 1947, India gained full independence.

15 South Korea Independence Day

South Korea came into being after World War II, the result of a 1945 agreement reached by the Allies at the Potsdam Conference, making the 38th parallel the boundary between a northern zone of the Korean peninsula to be occupied by the USSR and southern zone to be controlled by U.S. forces. Elections were held in the U.S. zone in 1948 for a national assembly, which adopted a republican constitution and elected Syngman Rhee as the nation's president. The new republic was proclaimed on Aug. 15 and was recognized as the legal government of Korea by the UN on Dec. 12, 1948.

31 Trinidad and Tobago Independence Day

When Trinidad was explored by Columbus in 1498, it was inhabited by the Arawaks; Carib Indians inhabited Tobago. Trinidad remained in Spanish possession, despite raids by other European nations, until it was ceded to Britain in 1802. Slavery was abolished in 1834. Between 1845 and 1917, thousands of indentured workers were brought from India to work on sugarcane plantations. In 1889 Trinidad and Tobago were made a single colony. Partial self-government was instituted in 1925, and from 1958 to 1962 the nation was part of the West Indies Federation. On Aug. 31, 1962, it gained independence and on Aug. 1, 1976, Trinidad and Tobago became a republic, remaining within the Commonwealth.

September 2008

9 Founding of the Democratic People's Republic of Korea

In the 17th century, Korea became a vassal state of China and was cut off from outside contact until the Sino-Japanese War of 1894–1895. Following Japan's victory, Korea was granted independence. By 1910, Korea had been annexed by Japan, which developed the country but never won over the Korean nationalists, who continued to agitate for independence. The Democratic People's Republic of Korea (North Korea) was established on May 1, 1948, with Kim Il Sung as president.

15 Guatemala Independence Day

Once the site of the impressive ancient Mayan civilization, Guatemala was conquered by Spanish conquistador Pedro de Alvarado in 1524 and became a republic in 1839 after the United Provinces of Central America collapsed. A succession of military juntas dominated during the civil war, until a new constitution was passed and civilian Marco Vinicio Cerezo Arévalo was elected and took office in 1986. A peace agreement was finally signed in Dec. 1996 by President Álvaro Arzú Irigoyen.

16 Mexico Independence Day

At least three great civilizations—the Mayas, the Olmecs, and later the Toltecs—preceded the wealthy Aztec empire, conquered in 1519–1521 by the Spanish under Hernando Cortés. Spain ruled Mexico as part of the viceroyalty of New Spain for the next 300 years until Sept. 16, 1810, when the Mexicans first revolted. They won independence in 1821.

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Ravi Pillai serves as the Director of Marketing at Saavn and brings valuable experience and understanding of the South Asian market. During his tenure as Head of Operations with Adlabs Films Limited, India's largest overseas film distribution company, Ravi marketed and distributed big budget Bollywood films like Krrish, Jaan-e-mann, Guru, Baabul, Vivah and Umrao Jaan. He has established critical relationships with eminent media personalities, theater owners and corporate clients in the US. He completed his Bachelors in Commerce from the University of Bombay and graduated from Grand Valley State University, MI with an MBA in International Marketing. Ravi is a member of NAMIC's Multicultural Marketing Committee.

MARKETING LEADERS: Highlighting NAMIC's Next Generation Leaders and Luminaries

NAMIC's Annual Awards Breakfast honoring Next Generation Leaders and Luminaries was held on Monday, May 19th during the NCTA Cable Show in New Orleans.

NAMIC honored three Next Generation Leaders and eight Luminaries who demonstrated exceptional leadership and a fresh perspective on diversity within the communications industry.

In this issue, we will highlight the four *marketing* honorees, one of whom plays a key role on NAMIC's Multicultural Marketing Committee.

Christine Bragan, Vice President of Marketing and Communications for Rainbow Holdings Media LLC., was one of this year's Luminary honorees. Bragan was honored for being instrumental in the development of Rainbow's corporate marketing, public affairs and communications initiatives, which included the recent company-wide integration of a new logo and look. Bragan is an inaugural member of Rainbow Media's Diversity Committee.

Darlene Chapman-Holmes, Senior Vice President of Marketing for AmericanLife TV Network, was one of this year's Luminary honorees. Chapman-Holmes is responsible for both consumer and affiliate marketing for AmericanLife TV, and works closely with affiliate sales on negotiations and promotion of the network. She has also contributed to many industry organizations.

Marge Jackson, Vice President of Marketing and Sales, New Jersey Region for Comcast Cable, was honored as one of this year's Next Generation Leaders. "I researched thoroughly what was coming next – Internet – and became an Internet consultant to small businesses. I knew cable would carry this new technology and one of my clients was

Comcast, which asked me to become its marketing director at its Prince George County, Md. System," said Jackson.

She not only built a team, but discovered she indeed had the leadership skills. "I want to lead by example, so I hope this award will prove for future female and minority executives, and is a sign of better things to come," she concluded.

Ariela Nerubay, Vice President of Sales and Marketing for TuTV Networks, was one of this year's Luminary honorees. Nerubay brings 15 years of diversified experience in marketing to Spanish-speaking audiences and currently oversees consumer, affiliate, advertising and marketing efforts in the U.S. for TuTV's five networks. Her responsibilities include national and local campaigns and promotions, public relations, strategic partnerships and other functions for cable and satellite distributors, along with all integrated marketing initiatives across TuTV branded platforms, including VOD, online and on-air.

She has received several industry awards, including three NAMIC Excellence in Multicultural Marketing Awards (EMMA) for her Hispanic case studies and tactical submissions. And last year she served as Vice President of NAMIC's Southern California Chapter. She also currently serves as the Co-Chair on the Membership Subcommittee on NAMIC's Multicultural Marketing Committee.

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EMBRACE DIVERSITY. EMBRACE SUCCESS.

SUCCESS STORIES: Support Multicultural Marketing – Make an EMMA Nomination!

By Cindy Morrisroe

Vice President, Market Management

Cablevision Systems Corporation

The Excellence in Multicultural Marketing Awards (EMMAs) recognize efforts and excellence from Cable Companies, Networks and Industry Suppliers in addressing the multicultural marketplace. The EMMA competition is held annually, and administered by NAMIC's Multicultural Marketing Committee.

The deadline for 2008 EMMA entries is July 11, 2008. The EMMAs will be presented at the 22nd Annual NAMIC Conference, scheduled for September 14-16 at the New York Marriott Marquis, and winning entries will be profiled in *CableFAX Daily* magazine – just think of all the publicity you'll get! The entry process is easy, the form is short, and the fee is \$150 per entry. Entry forms can be obtained at www.namic.com

We have highlighted several 2007 EMMA winners in *Cultural Lens* over the past year. To see these stories, go to <http://www.namic.com/newsletters/culturallens/index.php>

All of the EMMA-winning programs have one characteristic in common: They have addressed one or more ethnic markets in an effective, culturally relevant manner. And the individuals and teams who submitted these entries have a true passion for ethnic communities, and for great marketing. You're reading *Cultural Lens* right now, so you do, too!

The EMMAs support the goals of the NAMIC Multicultural Committee and of ALL ethnic marketing professionals in our industry, by providing a vehicle to recognize and share great work throughout the NAMIC membership and within the industry at large. The EMMAs elevate and illustrate the value of ethnic marketing by demonstrating the importance of relevant creative and by linking ethnic marketing to business results.

There are two categories of EMMAs: The Case Studies/Campaigns category highlights efforts in marketing, operational, community relations, public relations and diversity awareness to acquire and retain culturally diverse customers, employee talent and business and community partners. The Marketing Tactics category highlights creative successes in the form of direct mail, grassroots, Internet/new media, out of home, print, radio television and any other media.

We're looking forward to your submissions!

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Cindy Morrisroe is Vice President of Market Management at Cablevision Systems Corporation. She has been a passionate advocate and practitioner of multicultural marketing for over ten years. Cindy is a member of NAMIC's Multicultural Marketing Committee

ACT LOCALLY: NAMIC-Southern California West Coast Creative Summit

On April 16, NAMIC-Southern California presented the West Coast Creative Summit and 14th Annual Vision Awards at The Beverly Hilton in Beverly Hills.

The NAMIC Vision Awards, hosted by Shaun Robinson of "Access Hollywood," recognized the best of cable's multi-ethnic and cross-cultural original programming. HBO led the 29 networks vying for honors in 14 award categories with a trio of wins.

More than 450 people were on hand for the day-long West Coast Creative Summit which shines a light on the content side of the business. This year's theme 'Content 3.0', emphasized the conference's look at the future creation of multicultural content and the new platforms that will deliver it.

Summit highlights included an opening panel session on how the emergence of digital technology has transformed the TV and entertainment industry. Other concurrent sessions focused on multicultural advertising, distribution of multiethnic content, and marketing to a multicultural audience.

ABOUT NAMIC's Multicultural Marketing Committee

The NAMIC Multicultural Marketing Committee serves to support the objectives of NAMIC and NAMIC's core principles of Education, Advocacy and Empowerment. Specifically, the committee exists to:

- Share information (education) about effective marketing strategies and tactics that target the diverse marketplace of multi-ethnic communities;
- Encourage companies in our industry to develop a multicultural marketing strategy and to implement and support multicultural consumer marketing tactics as a sustained practice (advocacy), and;
- Attract, mentor and encourage dynamic, marketing professionals within the industry (empowerment) so that the industry truly represents the diverse world in which we live.

ABOUT NAMIC

NAMIC is the premier organization focusing on multi-ethnic diversity in the communications industry. Founded in 1980 as a non-profit trade association, today NAMIC is comprised of 2,000 professionals belonging to a network of 17 chapters nationwide. Through initiatives that focus on education, advocacy, and empowerment, NAMIC champions equity and inclusion in the workforce, with special attention given to ensuring that the leadership cadres of our nation's communications industry giants reflect the multi-ethnic richness of the populations they serve.