



NATIONAL ASSOCIATION FOR MULTI-ETHNICITY IN COMMUNICATIONS

EMBRACE DIVERSITY. EMBRACE SUCCESS.



## Contents - April 10, 2009

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



## PRESIDENT'S MESSAGE

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

### Business Not as Usual...It's Time to Get Creative

That's the theme of the NAMIC-Southern California Creative Summit taking place Friday, April 17 from 8:00am - 4:00pm at the Beverly Hilton Hotel in Beverly Hills, California. In keeping with the theme, NAMIC-Southern California is shaking things up for this day-long educational forum, so it will not be business as usual.

In addition to sitting in on panel discussions, attendees will have the unique opportunity to speed mentor/strategically network with each speaker to seek his/her advice, guidance and insights. By the end of the day, attendees will have acquired industry insights on the future of our business and will also have had direct access to top industry executives. To view the agenda and a list of the diverse panelists secured to-date, [click here](#).

The Creative Summit features three educational track sessions: Career and Leadership Development; Content; and Marketing/Sales. The 15th Annual NAMIC Vision Awards, recognizing outstanding achievement in original, multi-ethnic television programming, will be presented during a luncheon ceremony at the Summit. Shaun Robinson, weekend anchor and correspondent, Access Hollywood, will serve as host. To view a list of the Vision Awards nominees, [click here](#).

Don't miss out on this unique opportunity to be among some of the most diverse and best creative minds in the entertainment industry! [Click here to purchase tickets now.](#)



**Kathy Johnson**  
**President, NAMIC**

## MULTICULTURAL MARKETING

### **Boost Mobile Targets Latinos by Adding Texting Option to Monthly Unlimited Plan**

**April 7, 2009**

Boost Mobile, the prepaid division of Sprint Nextel, has launched International Connect, a \$10 per month add-on for Monthly Unlimited customers which includes unlimited international text messaging and Walkie-Talkie in and between the U.S., Canada, Baja California (Mexico) and to select areas of South America from the U.S., Canada and Baja California (Mexico) for one flat charge.

[TMCnet.com](http://TMCnet.com)

## BUSINESS

### **Ethnic Markets Survive In Sinking Media Market**

**April 7, 2009**

Though these are grim times for major news organizations across the country, a few organizations - often labeled "ethnic media" - are thriving. [NPR.com](http://NPR.com)

## PROGRAMMING

### **TV One to Premiere Trumpet Awards Honoring Black Achievement on April 12th**

**April 6, 2009**

TV One will premiere the 17th Annual Trumpet Awards, hosted by The View's Sherri Shepherd and comedian, actor and Law and Order star Anthony Anderson on Sunday, April 12 from 8-10PM, repeating from midnight - 2AM. [Target Market News](http://TargetMarketNews)

### **GOT MILK? Launches Animated Spanish-Language TV Spots**

**April 6, 2009**

The California Milk Processor Board (CMPB) - creator of GOT MILK? and TOMA LECHE - will launch its first fully-animated spots on Spanish-language television. [HispanicAd.com](http://HispanicAd.com)

## RESEARCH

### **Hispanics Aggressively Adapting to Tech; Companies Taking Notice**

**April 8, 2009**

According to a recent study by Mintel, Hispanics adapt to newer Internet technologies faster, using the World Wide Web through their cell phones and browsing social networks far more than non-Hispanics. [HispanicBusiness.com](http://HispanicBusiness.com)

## HOLLYWOOD UPDATE

### Small Films See the Big, Wide World

April 5, 2009

In the new indie film "Goodbye Solo," a Senegalese cab driver with a Hispanic woman befriends a suicidal, middle-aged white man. The characters all interact in an urban, working-class atmosphere in which their racial, sexual and ethnic diversity is not only accepted, it isn't even a plot point. [Los Angeles Times](#)

## EVENTS

**NAMIC-Southern California  
West Coast Creative Summit/Vision Awards Luncheon  
Friday, April 17, 2009  
The Beverly Hilton  
Beverly Hills, CA**

[Click here to purchase tickets](#)

Since 1995, the **NAMIC Vision Awards** has been our annual salute and primary vehicle to recognize original cable programming that is reflective of the depth and breadth of the lives, spirit and contributions of people of color.

In 2009, eligibility for the NAMIC Vision Awards was expanded to include:

- National broadcast networks and local affiliates
- Local origination programs from cable operators
- VOD content produced by cable and/or broadcast companies for digital platforms--web or mobile

[Click here to view the nominees](#)

The 15th Anniversary NAMIC Vision Awards will be hosted by Emmy-award winning journalist and author, **Shaun Robinson**. Robinson is the weekend co-anchor and correspondent for entertainment newsmagazine, "Access Hollywood."

The **West Coast Creative Summit** is a forum focused on creating, delivering and marketing content across multiple platforms for the multi-ethnic consumer. Get the inside track on careers on the content development side of the business. Target audience: current and aspiring professionals in the broadcast, cable, digital, entertainment and film industries.

[Click here to view the agenda](#)

[Click here to view the diverse list of speakers](#)

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**NAMIC-New York**

***Expect To Win: Success & Staying Power in Tough Economic***

**Times**  
**Tuesday, April 21, 2009**

Serafina at the Time Hotel  
224 West 49th Street (between Broadway & 8th Aves.)  
New York, NY  
7:30am – 9:30am

Join NAMIC-New York and Fox Business Network Reporter Shibani Joshi as she talks career strategies with Carla Harris, author of *Expect to Win: Proven Strategies for Success from a Wall Street Vet.*

Carla will provide tips on:

- Optimizing employment opportunities in a shrinking job market
- Securing professional advisors, sponsors and mentors
- Branding one's self
- Getting promoted & negotiating your worth
- Fulfilling your true potential

Members: \$30.00  
Non-Members: \$50.00

Breakfast will be served. Space and seating are limited.

[Click here to register](#)

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**NAMIC-New England**  
**Spring Networking Mixer**  
**Tuesday, April 21, 2009**

Sliders Grill and Bar  
1219 South-Main Street  
Plantsville, CT  
6:30pm-8:30pm

Join NAMIC-New England and invite your friends and colleagues to mix and mingle at this networking event.

Featured Speaker: James Brown, Senior Vice President, ESPN Rise.

Free admission.

RSVP: James Rollins,  
[james.d.rollins@disney.espn.com](mailto:james.d.rollins@disney.espn.com), 860.766.2479

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**Voz Latina**  
**The Latin Download: Innovations & Trends**  
**Thursday, April 23, 2009**  
**Eden Roc Hotel**  
**Miami Beach, FL**

With the digital revolution changing the way content is developed

and distributed across digital media platforms to reach 46 million Hispanic consumers, are you capitalizing on the most effective methods? Understanding the value and importance of Hispanic consumers today creates a fascinating opportunity to increase your market share and learn the best way to reach this extremely influential segment!

For more information or to register, go to  
[www.marketingtohispanics.com](http://www.marketingtohispanics.com)

**NAMIC members - Use Promo Code NAM449 to SAVE \$350 off the full conference rate! This reduced rate is available only for new registrations.**

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**NAMIC-Atlanta**  
***The Career & Leadership Series:***  
***Managing your Success from A – Z***  
**Tuesday, April 28, 2009**

Turner Broadcasting  
101 Multipurpose Room, 1000 Bldg  
1050 Techwood Dr. Atlanta, GA  
6:00pm – 7:30pm  
Registration Begins at 5:00

You're invited to learn strategies for improving communication, furthering career growth, and tackling work life balance from a presentation based on the book "Love it, Don't Leave it: 26 Ways to Get What You Want at Work" written by Beverly L. Kaye and Sharon Jordan-Evans.

Presenter: Marché Barney, Training Consultant, Career Systems International

Members: \$35.00  
Non-Members: \$45.00

[Click here to register](#)

For questions, please contact Michelle Castleman,  
[michelle.castleman@turner.com](mailto:michelle.castleman@turner.com), 404-878-5966

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**NAMIC-San Francisco**  
***Multi-ethnic Marketing: Trends, Challenges, Successes***  
**Wednesday, April 29, 2009**

Contra Costa College  
2600 Mission Bell Drive  
Fireside Room  
San Pablo, CA  
10:30am – 2:00pm

You are invited to hear a panel of industry executives discuss the current state of multi-ethnic marketing. Lunch will be served.

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

To RSVP, please email Jada Roseman at  
[Jada\\_Roseman@cable.comcast.com](mailto:Jada_Roseman@cable.comcast.com)

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**NAMIC-Western Pennsylvania**

**Women of Power  
Thursday, May 21, 2009**

Comcast  
300 Corliss Street  
2nd floor conference room  
Pittsburgh, PA  
3:00pm – 4:30pm

Join NAMIC-Western Pennsylvania to hear a panel of women executives at different levels discuss their careers in the communications industry.

Free admission.

Non-Comcast employees that would like to RSVP, please call 412-875-1348.

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**NATPE Diversity Fellowship Program  
Tuesday, July 7 - Thursday, July 9, 2009  
Hyatt Regency Century Plaza  
Century City, CA**

Now in its fourth year, the NATPE Diversity Fellowship Program provides a small group of emerging television and video content creators of color with the next step in their career development. The Fellowship offers a series of mentoring meetings, workshops, networking and educational opportunities and kick-offs during the week of NATPE's LATV Fest, July 8-9, 2009.

**Application Deadline: April 28, 2009**

[Click here for an application](#)

[Click here for more information](#)

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**23rd Annual NAMIC Conference  
(as part of Cable Connection-Fall)  
Monday, October 26-Wednesday, October 28, 2009  
Grand Hyatt  
Denver, CO**

Multi-ethnic diversity and inclusion are top of mind in progressive companies and the Annual NAMIC Conference offers some of the best educational content.

The conference focuses on business issues related to diversity ranging from programming, marketing, operations, technology and professional development to managing cultural differences in the workplace.

Take advantage of super-early bird pricing. Group registration is back by popular demand for companies wishing to send multiple employees.

[Click here to register](#)

**NAMIC NEWS**

**Join NAMIC Today!**

Become a member of the premier 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 18 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](#)

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## NAMIC Job Bank

The NAMIC Job Bank is the leading resource for connecting employers and highly qualified diverse job candidates in the communications industry.

NAMIC has made some important enhancements to the Job Bank over the past year. In addition to providing the same great features and functionality you have come to expect, you'll enjoy these new packages:

- Five 30-Day Job Postings
- Ten 30-Day Job Postings

And don't forget the additional benefits such as the Featured Employer Profiles. You can promote your company to job seekers with banner advertising and your own profile page.

**Job Seekers:** The NAMIC Job Bank is free to all NAMIC members and provides you with access to the best employers and jobs in the communications industry.

- Advanced job searching options
- Confidential
- Access to top employers
- Increased exposure for your résumé
- Optional email alerts of new jobs

**Employers:** With over 2,000 professional members in 18 chapters across the country, the NAMIC Job Bank offers the most targeted access to diverse candidates for your communications industry job openings, plus:

- Quick and easy job posting
- Discounts on multiple job posting
- Highly qualified candidates
- Featured employer profiles
- Online reports to provide you with job activity statistics
- Simple pricing options

NAMIC members can search the Job Bank for FREE.  
Go to <http://www.namic.com/jobbank.php> to access the Job Bank.

### Featured Jobs:

**OWN: The Oprah Winfrey Network**

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

**Bresnan Communications**

Senior Network Engineer [Click here for more information](#)

**Comcast Cable North Central Division**

Senior Manager, Customer Care [Click here for more information](#)

[Click here for additional job listings](#)

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Create Your Profile and Upload Your Video on DiversityLive

**Today!**

**DiversityLive: The NAMIC Video Network is an online community for media savvy users and original content.** DiversityLive provides a unique user experience by providing NAMIC members with access to user-generated video content and professional networking opportunities.

**Featured Video:**

**Hassidic Anyone?**

[Click here to watch the video](#)

[Click here to visit DiversityLive and create a profile.](#)

## 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 [2009 Diversity Scoop Media Kit](#) or contact [susan.waldman@namic.com](mailto: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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