

The logo features a green arch above the text "L. Patrick Mellon" in black, with "MENTORSHIP PROGRAM" in green below it.

**L. Patrick Mellon**  
MENTORSHIP PROGRAM

*“A lot of people have gone further than they thought they could because someone else thought they could.”* — Unknown

Continued success in the fast-paced, complex, exciting communications industry requires insight, understanding, and self motivation.

**NAMIC's L. Patrick Mellon Mentorship Program is where to go make it happen.**



NATIONAL ASSOCIATION FOR MULTI-ETHNICITY IN COMMUNICATIONS

The logo features a stylized green arch above the text "L. Patrick Mellon" in a bold, black, sans-serif font. Below this, the words "MENTORSHIP PROGRAM" are written in a smaller, all-caps, green, sans-serif font.

## L. Patrick Mellon MENTORSHIP PROGRAM

The goal of the L. Patrick Mellon Mentorship Program is to foster diversity in the communications industry by pairing NAMIC members with mentors who can assist them with their career advancement strategies. NAMIC established the mentoring program in 1993, and renamed it in 1997 in honor of one of NAMIC's founding members, the late L. Patrick Mellon, a respected mentor in the cable industry and executive with ESPN, Inc.

*“It's a real privilege to be part of the L. Patrick Mellon Mentorship Program. Patrick was a role model for me, and even took time out to mentor me when I called on him as a young affiliate sales rep. It's so special to be part of his legacy of empowerment and opportunity.”*

— Michael Smith, General Manager  
Cooking Channel

## What is mentoring?

Mentoring is a process that links experienced professionals (mentors) with less experienced (mentees) in a collaborative partnership that benefits each. It is a caring, sharing, nurturing relationship in which the mentor serves as a source of information and a thoughtful guide. Mentoring lights the path as a mentee builds career momentum and learns to navigate the complexities of organizational and industry norms.

## Who are the mentors?

Seasoned industry professionals are recruited to serve as mentors to NAMIC members. Mentors are asked to make a minimum commitment of two hours per month for a nine-month period to fully leverage the professional development of the mentee. In the one-on-one mentoring relationship, mentors provide support, guidance, and career advice.

## Why should you participate?

Mentoring is a win-win proposition for mentees, mentors, their companies, and the communications industry as a whole. Mentoring helps shape future leaders through continuous learning, professional and personal development, and career enhancement. Mentees in the L. Patrick Mellon Mentorship Program have an opportunity to learn how to take ownership of their careers, thereby fuelling their professional and personal growth.

*“I’m a long-time journalist who is new to the cable industry and to the corporate world in general, so my mentor was a valuable confidant and supportive guide. The L. Patrick Mellon Mentorship Program connected me to an industry executive who’s been where I am and helped me focus and develop an action plan to achieve my career goals.”*

— Annalisa Burgos  
Senior Editor, Online Editorial  
Scripps Networks

*“Mentoring gives you an opportunity to impact someone’s life in a positive way and the L. Patrick Mellon Mentorship Program provides the support needed to make it easy. It also serves as an effective tool for managers in refining their coaching and employee development skills.”*

— John Warrack  
VP, Staffing  
Cablevision Systems Corporation

## Mentee benefits

Leaders from all walks of life have attributed much of their success to the guidance and support they received from mentors. By becoming mentees in the L. Patrick Mellon Mentorship Program, NAMIC members can acquire the knowledge, insights, and awareness to be empowered participants in their own successful career strategies. Some of the many other benefits that mentees can experience are:

Higher performance and productivity

Reinforcement of valuable skill sets and opportunities for continuous learning

Supportive feedback about personal and professional style

Helpful analysis of problem solving and decision making strategies

Better understanding of the “business” and its hidden norms

Knowledge of emerging industry trends and ideas

Expanded networks

Greater career satisfaction

## Mentor benefits

Mentoring is far more than a gesture of good will. Mentoring makes good business sense; it strengthens the communication industry’s recruitment and retention of the best and brightest. Mentoring is a powerful tool for identifying and building strong relationships with talented leaders of tomorrow and, as important, is a proven means of mining the potential of an increasingly diverse workforce. Finally, mentoring is a mechanism for assuring that the collective knowledge and rich traditions of a constantly evolving industry are nurtured and passed along. As partners in the mentoring relationship, mentors can derive the following important benefits:

A sense of pride in seeing a mentee learn and grow

Enhanced coaching skills, cultural competence, and self-knowledge

Improved communication skills

Opportunity to model productive organizational citizenship

A chance to reflect upon and share career goals, challenges, and successes

The profound personal satisfaction that comes from being of service to others and “giving back”

## Company benefits

Companies also derive benefits from employees who participate in the L. Patrick Mellon Mentorship Program. Chief among these are:

Development of the leadership pipeline

Guided employee focus on the specifics of their individual development strategies

Support for employees in a constantly shifting industry landscape

Improved productivity

*“Great program and experience... Mentee takes great pride in moving forward and setting goals; accepts feedback and implements advice or suggestions given. Mentee has provided great perspective to me from her point of view regarding the business. A great win-win relationship... I love it!”*

— Vicki Hamilton  
SVP, Enterprise Digital Operations  
& Performance  
Turner Broadcasting

## Application Process

January, June and September mark the official start times of the three annual L. Patrick Mellon Mentorship Program cycles, each lasting for a period of nine months. Prospective mentors and mentees may sign up at any time to participate in the L. Patrick Mellon Mentorship Program by visiting the NAMIC website at [www.namic.com](http://www.namic.com) and completing the on-line application. The resulting profiles are carefully studied and become an essential element in creating the most compatible mentoring pairs based on areas of interest, backgrounds, and expectations of the mentoring relationship.

Mentees... Are you ready to take charge of your career? Are you ready to take your career to another level? Are you eager to learn? Mentors... Are you ready to pass along your knowledge? Are you ready to champion diversity? Are you ready to contribute to the success of someone who is potentially an industry leader?

Join the movement of expanding boundaries and opening a world of possibilities for the next generation of leaders. To sign up to participate as a mentor or mentee in the L. Patrick Mellon Mentorship Program, visit us at [www.namic.com](http://www.namic.com). If you have any questions, please contact: **Faride Precil**, manager of education programs, at **212.594.5985** or [faride.precil@namic.com](mailto:faride.precil@namic.com)

The L. Patrick Mellon Mentorship Program is generously supported by the:



cable's **diversity** advocate

*“Having a mentor can make the difference between an average career and an exceptional one. The relationships established through the mentoring partnerships in this program help to bridge gaps and ensure that more people of color rise to executive-level ranks in our industry.”*

— Lucinda Martinez-Desir  
VP, Acquisitions & Multi-Cultural Marketing  
Home Box Office



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 comprises nearly 2,000 professionals belonging to a network of 18 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.