



FOR IMMEDIATE RELEASE

**NAMIC LAUNCHES 25TH ANNUAL CONFERENCE MOBILE APP POWERED BY
TURNER BROADCASTING SYSTEM, INC.**

**NAMIC Conference Mobile App Available Now For Download
In Apple Store and Android Market**

NEW YORK, NY – September 26, 2011 -- NAMIC (National Association for Multi-ethnicity in Communications) today announced the launch of the **25th Annual NAMIC Conference Mobile App**. Developed for NAMIC by **Turner Broadcasting System, Inc.**, the mobile app's features provide a virtual guide to the association's two-day conference. Presented as part of *Diversity Week*, the 25th Annual NAMIC Conference is scheduled for October 4-5, 2011 at the Hilton New York in Manhattan. This year's Conference theme is **New Media, New Voices, New World**.

"NAMIC is committed to ensuring that we are at the forefront of emerging digital technology," said Kathy Johnson, president, NAMIC. "We are extremely grateful for Turner's support in enabling us to provide our conference attendees an enhanced experience that virtually immerses them into our robust content and offerings."

Developed by Turner Broadcasting System, Inc., the "NAMIC Conference" Mobile App is now available free-of-charge, through the Apple App Store and Android Market. Among the mobile app's many convenient features is "My Sessions," which provides a platform for users to customize personal itineraries and get live program updates, while allowing them to directly link to sessions marked as "favorite". The app content gives access to the complete conference agenda by date/time, session descriptors, speaker bios, sponsor and media partner information, and hotel and New York City maps. Social media elements include real time access to the #NAMICConference Twitter Stream and a "like" button linking users to the NAMIC National Facebook page.

Over the course of the two-day agenda, some of the most diverse and seasoned business leaders within the media and entertainment industry will share their perspectives on timely topics offered in two General Sessions and four learning tracks: Audience Development; Content & Imagery; Diversity & Inclusion; and Leadership Development.

Conference highlights include a Diversity Town Hall Meeting, featuring top industry executives; the L. Patrick Mellon Mentorship Program Luncheon, with guest speaker Susan L. Taylor, editor emerita of *Essence* magazine and founder of the National Cares Mentoring Movement; presentation of the 2011 Mickey Leland Humanitarian Achievement Award to Ana Maria Polo, host of Telemundo's "Caso Cerrado;" acknowledgment of this year's winners of the Excellence in Multi-cultural Marketing Awards; the Diversity in Media & Entertainment Career Expo,

(more)

presented in partnership with *CableFAX*; a breakfast event recognizing the *CableFAX Most Influential Minorities in Cable*, with a one-on-one interview with Michael Powell, president and chief executive officer, NCTA; and the Annual NAMIC Conference 25th Anniversary Reception.

In addition to developing the 25th Annual NAMIC Conference Mobile App, Turner Broadcasting System, Inc. is the event's Presenting Sponsor. Co-Presenting Sponsors include A+E Television Networks and Scripps Networks Interactive. Motorola Mobility Foundation is the Silver Anniversary Sponsor. Other event sponsors include: AMC Networks, BET Networks, Comcast, Cooking Channel, Cox Communications, Food Network, History en Espanol, ION Media Networks, mun2, NAMIC-New York, NBCUniversal, NCTA, Saavn, Showtime Networks Inc., Suddenlink Communications, Univision, the Walter Kaitz Foundation, and WE tv. Media partners include *Broadcasting and Cable*, *CableFAX Daily*, *Hispanic MPR*, *LatinVision Media*, *MediaBiz*, *Multichannel News*, *Portada* and *The Network Journal*.

For more information about the 25th Annual NAMIC Conference Mobile App or to access online conference registration, visit <http://www.namic.com>. Group registration discounts are available for companies that wish to send multiple employees.

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ABOUT NAMIC

NAMIC (National Association for Multi-ethnicity in Communications) 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 over 2,300 professionals belonging to a network of 16 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. For more information, please visit www.namic.com and stay connected to NAMIC on Facebook, LinkedIn, Twitter and DiversityLive: The Business > Social NAMIC Network.

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