

**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 may potentially be an industry leader?

### Application Process

NAMIC members may apply to participate as mentees in the program by completing an application and screening process. This process will assess the interests, expectations, and needs of the individual mentee so that he/she may be matched with the most compatible mentor. Once paired, mentors and mentees enter

into a mentorship “contract” to assure that all expectations have been understood and agreed upon by both parties.

The program is administered in three cycles in January, June, and September of each year. Participants should submit their applications at least two months prior to the beginning of each cycle.

“ I highly encourage senior-level executives to participate in this program as mentors. It is very rewarding to work with someone who is at a turning point in their career. It’s such a small investment of time for such a great payoff. There is much to learn from a mentoring relationship, no matter what level you are in your career. ”

**Albert Cheng**  
EVP, Digital Media  
Disney-ABC Television Group

# L. Patrick Mellon MENTORSHIP PROGRAM

### 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 made up of over 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.

### NAMIC

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National Association for Multi-Ethnicity in Communications

**NAMIC’s mission is to educate, advocate and empower for multi-ethnic diversity in the communications industry.**



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In today's fast-paced, complex work environment, in order to achieve career success we all need special insight, understanding, and information that are generally found outside the normal organizational channels (e.g., training and other company-sponsored developmental programs). The L. PATRICK MELLON MENTORSHIP PROGRAM can be the mechanism for fulfilling these needs.

### What Is Mentoring?

The mentoring process is a relationship in which a mentor and a mentee embark upon a journey of sharing ideas and developing skills in support of the mentee's professional success. Mentoring is a partnership in which both parties freely contribute to the discussion and work together in an atmosphere of confidentiality and mutual respect. The goal is empowerment of the mentee through enhanced skills and insights to successfully manage his/her career.

“ 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**  
Director, Brand Development  
Home Box Office

### The L. Patrick Mellon Mentorship Program

The goal of the L. Patrick Mellon Mentorship Program is to aid in the achievement of diversity

in the communications industry by making mentors available to NAMIC members to assist them with their career advancement strategies. NAMIC initially 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. Committed, senior industry professionals are recruited to serve as mentors to NAMIC members for a nine-month period. In these one-on-one relationships, mentors

“ The L. Patrick Mellon Mentorship Program offers a mutually beneficial learning experience. It's not about a boss-and-subordinate relationship. It's more about providing a confidential sounding board and building a trusting relationship. ”

**Patrick Esser**  
President  
Cox Communications

provide support, guidance, and career advice. Mentors are asked to make a minimum commitment of two hours per month for a nine-month period to fully nurture the mentoring relationship.

### Why Should You Participate?

Mentoring is a win-win proposition for mentees, mentors, the companies with which they are employed, and the communications industry as a whole. The mentoring relationship allows mentees to take ownership of their careers, thereby facilitating professional growth, dedication, and advancement.

#### Mentee Benefits

Leaders from all walks of life attribute much of their success to the guidance and support provided by mentors. Past participants in the L. Patrick Mellon Mentorship Program state that their mentoring relationships have facilitated their ability to accomplish the following:

“ My mentor has been a great resource and has helped me gain exposure in the industry. I knew after my first meeting with my mentor that this program was going to be extremely beneficial to my career. ”

**Tejpaul Bhatia**  
Sr. Software Engineer  
ESPN, Inc.

- Explore their potential in untapped developmental areas
- Acquire technical skills and general business acumen
- Receive coaching in the practice of business ethics
- Expand networks
- Develop insights into the culture and unwritten rules of the industry
- Enhance decision-making skills and increase self-confidence

#### Mentor Benefits

Seasoned communications industry executives have the unique opportunity to give back to the industry through guiding less experienced professionals towards the achievement of personal and professional goals. Former mentors cite the following as rewards they've garnered from participation in the L. Patrick Mellon Mentorship Program:

- Enhanced listening, coaching, and feedback skills
- Transference of industry-specific knowledge
- Renewed enthusiasm for their leadership roles as industry veterans
- Opportunities to reflect on and then share their own career goals, challenges, and successes
- Benefits of experiencing current issues and trends through the lens of mentees who bring new ideas and fresh perspectives

#### Company Benefits

There are several direct, quantifiable benefits to companies whose employees participate in the L. Patrick Mellon Mentorship Program:

- Increased employee satisfaction leading to greater employee retention
- Support for new hires and newly promoted employees in successfully negotiating the “learning curve”
- Communities of support for employees in a constantly shifting industry landscape
- Improved productivity
- Guided employee focus on the specifics of their individual developmental strategies

“ NAMIC's mentorship program is an opportunity for all of us to step out of our daily routine and make a real connection with someone. That someone, whether established or just starting out, will, at the very least, inspire you. ”

**Channon Hodge**  
On-Air Promotions Manager  
Oxygen Media

“ I have served as a mentor and a mentee and it was extremely gratifying from both perspectives. As a mentee, I had a tremendous experience with a very senior-ranking executive that helped make a difference in my career. As a mentor, I received a lot of fulfillment in knowing that I was giving someone insight into their career that they may not have received from anyone else. In the end, I found that information makes a difference. ”

**Douglas V. Holloway**  
President of Cable Investments  
NBC Universal Cable

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 Précil, manager of education programs, at 212.594.5985 or [mentor@namic.com](mailto:mentor@namic.com).