

**FOR IMMEDIATE RELEASE**

**VIACOM'S PRESIDENT AND CEO BOB BAKISH JOINS  
COMCAST CORPORATION'S SR. EVP AND CHIEF DIVERSITY  
OFFICER DAVID L. COHEN AS 31<sup>ST</sup> ANNUAL  
NAMIC CONFERENCE HONORARY CO-CHAIRS**

**NEW YORK – AUG. 2, 2017 – National Association for Multi-ethnicity in Communications (NAMIC) President and CEO Eglon E. Simons** is proud to announce **Viacom President and CEO Bob Bakish** and **Comcast Corporation's Senior Executive Vice President and Chief Diversity Officer David L. Cohen** will serve as honorary co-chairs for the **31<sup>st</sup> Annual NAMIC Conference, Sept. 26-27** at the **New York Marriott Marquis**. As a Diversity Week anchor event, this year's conference theme, **"Diversity at the Speed of Change,"** is focusing on the rapidly revolutionary and evolutionary communications industry and offering attendees the opportunity to explore diversity and inclusion in this new business landscape.

"Multiculturalism will take center stage at our **31<sup>st</sup> Annual NAMIC Conference,**" said **Simons**. "Especially in the era of globalization, business innovation and shifting workforce dynamics, **Bob** and **David** bring a wealth of experience and strategic vision as we prepare diversity advocates for our industry's future."

**Bakish** is responsible for growing **Viacom's** industry-leading portfolio of multi-platform entertainment brands, which includes BET, Comedy Central, MTV, Nickelodeon, Nick Jr. and Paramount, among others. **Viacom** has a global footprint of more than 3.9 billion cumulative subscribers across more than 180 countries and airs its content in more than 40 languages, making it the world's largest entertainment company by reach across TV.

"I'm honored to support **NAMIC's** important work to advance and elevate creatives and executives from diverse backgrounds across the industry," said **Bakish**. "One of **Viacom's** chief strengths is the diversity of our talented employees, whose wide range of experiences and perspectives enriches our programming and enables our brands to connect deeply with audiences around the world."

With a broad portfolio of responsibilities, including corporate communications, government and regulatory affairs, public affairs, legal affairs, corporate administration, and community investment, **Cohen** is a long-time diversity champion who also serves as senior counselor to **Comcast Corporation's CEO Brian L. Roberts**.

"It is a privilege to serve, alongside **Bob**, as this year's **31<sup>st</sup> Annual NAMIC Conference** co-chair and to collectively support **NAMIC's** commitment to diversity and inclusion," said **Cohen**. "As both are at the heart of **Comcast NBCUniversal's** culture and are the foundation for our



company's innovation, I am honored to recognize, celebrate, and support multiculturalism in the workplace."

The **31<sup>st</sup> Annual NAMIC Conference** will be highlighted by a remarkable roster of the industry's notable business leaders and subject-matter experts. This year's agenda will celebrate and amplify voices from across the cultural spectrum and focus on three learning tracks: *Business Solutions*, *Content & Imagery* and *Leading & Learning*. Commencing with the **2017 Cablefax Breakfast** honoring the **Most Influential Minorities in Cable**, the conference will also be highlighted by the **L. Patrick Mellon Mentorship Program** and **Annual Awards Luncheons**, the **Excellence in Multicultural Marketing Awards**, informative general sessions, evening receptions and other networking opportunities.

Presenting Sponsor for the **31<sup>st</sup> Annual NAMIC Conference** is **Comcast NBCUniversal** with Conference Sponsors **ARRIS, BuzzFeed, Cox Communications, Charter Communications, NCTA, REVOLT, Scripps Networks Interactive, Turner, Univision Communications Inc.** and **The Walter Kaitz Foundation**.

Individual registration for the **31<sup>st</sup> Annual NAMIC Conference** is available by visiting [namic.com/events](http://namic.com/events) or contacting **NAMIC's VP, Events and Partner Relations Sandra Girado** via telephone at **212-594-5985** or email at [sandra.girado@namic.com](mailto:sandra.girado@namic.com). Group registration discounts are also available for multiple attendees from the same company.

For more information on **NAMIC** and the **31<sup>st</sup> NAMIC Annual Conference**, please visit [www.namic.com](http://www.namic.com). To stay connected, join the conversation on [LinkedIn](#) and follow us [@NAMICNational](#) using **#NAMICNow17** on [Facebook](#), [Twitter](#), [Instagram](#) and [YouTube](#).

## **ABOUT NAMIC**

**NAMIC (National Association for Multi-ethnicity in Communications)** is the premier organization focusing on multi-cultural diversity, equity and inclusion in the communications industry. More than 3,000 professionals belong to a network of 18 chapters nationwide. Through initiatives that target leadership development, advocacy and empowerment, **NAMIC** collaborates with industry partners to grow and nurture a workforce that reflects the cultural richness of the populations served. Please visit [www.namic.com](http://www.namic.com) for more information about **NAMIC** and its many opportunities.

## **EXECUTIVE INTERVIEWS AVAILABLE UPON REQUEST**

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