

Networking

Access

Mentoring

**JOIN or RENEW NOW**

Involvement

Community

# EMBRACE DIVERSITY

# EMBRACE SUCCESS

## Networking

Meet and learn from the most diverse community of media and entertainment industry professionals at every level and from multiple disciplines.

## Access

Gain access to information and education that will help you maximize your contribution to the creative problem solving necessary for your company to remain competitive in an increasingly diverse consumer environment.

## Mentoring

Participate as a mentee or mentor in one of the industry's most respected mentoring programs.

## Involvement

Take part in local and national events to hone your leadership skills, widen your knowledge, and nurture your personal brand.

## Community

Connect with industry members in your area through local NAMIC chapters, online via NAMIC's robust social media presence, and at NAMIC's national events.



## What Is NAMIC?

Founded in 1980, NAMIC is the premier organization that educates, advocates and empowers for multi-ethnic diversity in the media and entertainment industry. Through its educational offerings, research, chapter engagement, and industry-wide initiatives, NAMIC continues to

extend its footprint as demographic shifts, globalization and technology rapidly change the way business is done and with whom business is done.



**IT'S EASY TO JOIN.** Go online

*“My membership in NAMIC has truly been **one of the single best investments** I’ve made in my career. NAMIC has afforded me many incredible development opportunities: speaking engagements, a life-changing ELDP experience, presiding over a local NAMIC chapter. The best part has been lifelong connections developed with fellow members.”*

**BARBARA GEE** • vice president, online sales alliances, Comcast Cable Communications. ELDP Class V alumna, L. Patrick Mellon Mentorship mentor and former NAMIC-Philadelphia president.



## Who Are NAMIC Members?

NAMIC members are of every race, culture, and world view, and all are committed to a future in which these differences are strengths.

Members include influencers and decision makers from cable MSO's, programming networks, the supplier community, emerging media companies, and entrepreneurs. They hail from universities to C-Suites and from business, digital, technical, creative and other industry disciplines.

**Chapters:** NAMIC's network of chapters, located within 16 major markets, are the heart and soul of the organization. NAMIC chapters constitute the most accessible opportunity for members to cultivate the relationships and knowledge to leverage career growth. In addition, your local NAMIC chapter can be a learning lab for the leadership competencies most sought after in the industry.



to [WWW.NAMIC.COM](http://WWW.NAMIC.COM)





## NAMIC Builds 21<sup>st</sup> Century Leaders.

NAMIC's signature is developing a pipeline of diverse talent for the next generation of industry leadership. This is carried out in a variety of ways as NAMIC engages with professionals and the companies invested in their success. Education, mentoring, leadership development, and positioning diversity as an essential business asset are at the heart of the NAMIC mission.



**L. Patrick Mellon Mentorship Program:** Established in 1993, this program facilitates career development in the media and entertainment industry by pairing experienced professionals with NAMIC members. Mentees and mentors alike derive value from this unique relationship, nurtured in an atmosphere of confidentiality and mutual respect.

**Executive Leadership Development Program (ELDP):** This program was designed to nurture visionary and transformational leaders. It targets upper mid-level executives of color whose performance and potential point them toward future senior executive positions. The program is offered in partnership with the University of Virginia Darden School of Business. Close to 500 emerging leaders from a cross section of industry companies have matriculated through ELDP since its inception in 2001.

**EMBRACE DIVERSITY. EMBRACE SUCCESS.**

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**The NAMIC Leadership Seminars:** Launched in 2005, this program was created specifically to grow high-potential professionals into thoughtful career strategists. The program is open to eligible coordinators, managers, and new directors, regardless of race or ethnicity, who wish to enhance their organizational effectiveness, drive bottom line results, and create a personal blueprint for success.

**Maximizing 21st Century Multicultural Teams Workshop:** The workshop was created for all managers and leaders in the media and entertainment industry who have the responsibility for delivering strong business results by unleashing the creative problem solving of multicultural teams.

**Mentoring Corner Webinar Series:** This series of quarterly webinars offers participants in the L. Patrick Mellon Mentorship Program an added opportunity to explore developmental topics selected to strengthen their career development strategies.



**NAMIC Annual Awards Breakfast:** This event is held during the National Cable & Telecommunications Association (NCTA)'s Cable Show. The Annual Awards Breakfast recognizes Next Generation Leaders and Luminaries. In addition, NAMIC honors the recipient of the Mickey Leland Humanitarian Award, established in 1992 in memory of the late Congressman from Texas for his lifelong advocacy of social justice and equality for people around the world.

**Vision Awards:** The NAMIC Vision Awards is one of few national competitions that salutes original multi-platform programming displaying positive imagery of people of color.

**Excellence in Multicultural Marketing Awards (EMMAs):** The NAMIC EMMAs recognize top marketing tactics and case studies targeting multicultural audiences. The awards are presented during the Annual NAMIC Conference.

*“As a longtime supporter, I believe there has **never been a more exciting time** to be a part of NAMIC. As the media landscape changes, it is important to get involved with organizations like NAMIC. There is no better way to lead change and build a better future.”*

**NINOSKA ZUCCONI** • vice president, distribution marketing services, Univision Communications Inc., L. Patrick Mellon Mentorship mentor, Multicultural Marketing Committee member and NAMIC-South Florida member.

# General Session: KEYNOTE

Keynote Speaker:

**Baratunde Thurston**

Comedian, Author NY Times  
"How to Be Black", Founder



**NAMIC**

27th Annual Conference

Inclusion



## **NAMIC Provides Research & Resources.**

**Annual NAMIC Conference:** This day and a half symposium, a cornerstone of Diversity Week in the fall, has evolved into the industry's premier conference focusing on diversity and inclusion as a pillar of good business. The Annual NAMIC Conference features an agenda that explores programming, marketing, operations, technology, leadership development, and creating sustainable diversity change strategies.

**NAMIC Employment Research:** Launched in 1999 and rebranded in 2011 as the NAMIC AIM (Advancement Investment Measurement), this important research provides a baseline of data on the status of multi-ethnic employment in the media and entertainment industry. It is an industry-specific measurement tool used to discern talent engagement and retention trends, and is a powerful example of NAMIC's alliance with companies to provide tools and resources to strengthen the pipeline of diverse talent.

**NAMIC Job Bank:** Launched in 1998, this online resource provides premier access to industry recruitment and employment opportunities. It serves both job seekers and employers alike.

**Diversity Digest:** This unique weekly email newsletter reaches over 10,000 professionals in the media and entertainment industry, and provides timely and useful information about diversity trends and events.

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