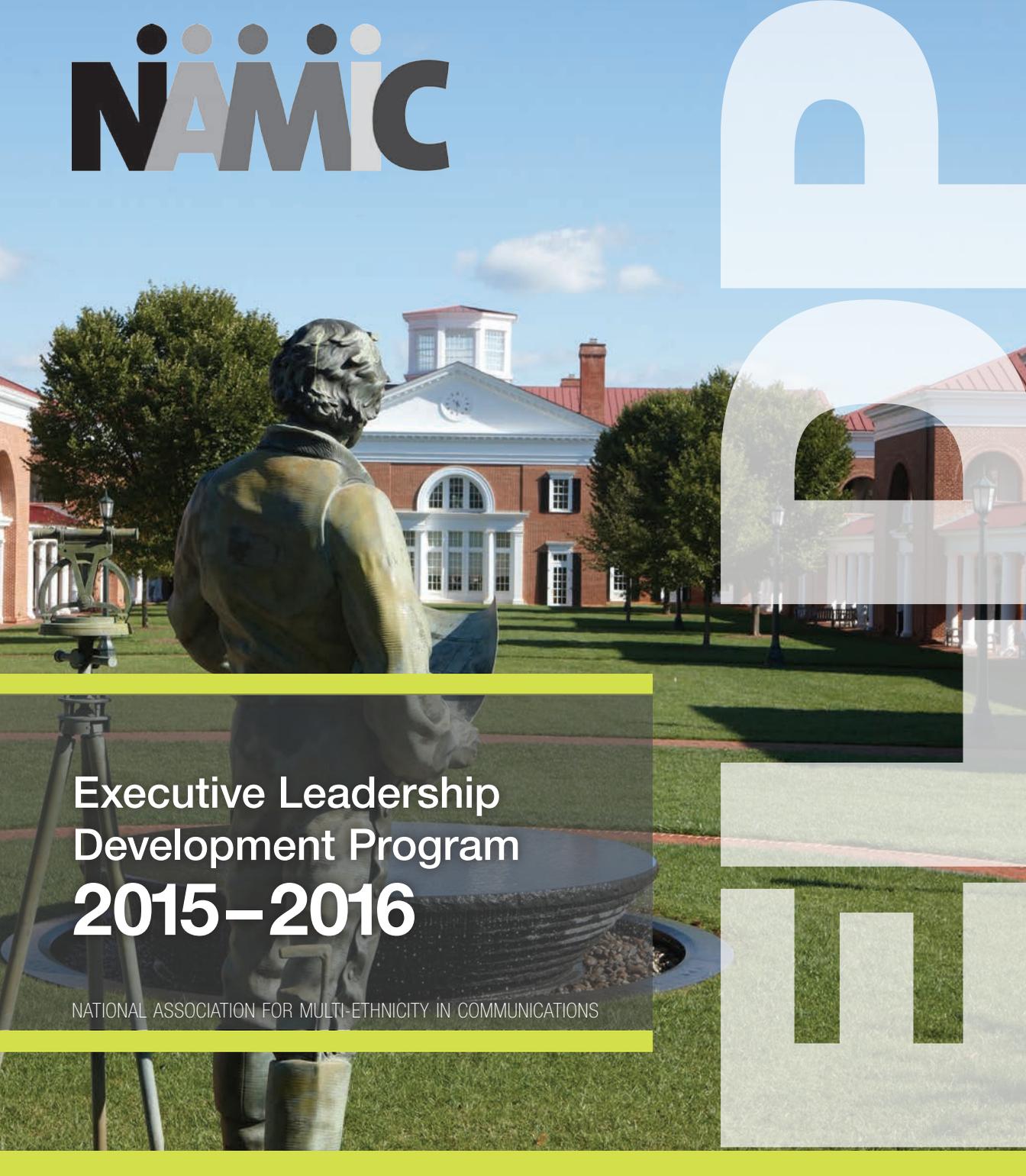


The logo for the National Association for Multi-Ethnicity in Communications (NAMIC). It features the word "NAMIC" in a bold, sans-serif font. The letters "N", "A", and "M" are in a dark grey color, while "I", "C", and "I" are in a lighter grey color. Above each letter is a small circle of the same color as the letter below it.

NAMIC

A photograph of a university campus. In the foreground, a bronze statue of a man in a suit stands with his back to the camera, looking towards a large, two-story brick building with white columns and a central dome. A surveying instrument on a tripod is visible to the left of the statue. The scene is set on a green lawn under a blue sky with some clouds. A yellow horizontal bar is at the bottom of the image, containing text.

Executive Leadership Development Program 2015–2016

NATIONAL ASSOCIATION FOR MULTI-ETHNICITY IN COMMUNICATIONS

APPLICATION PROCESS

NAMIC's Executive Leadership Development Program Class XV will be held at the University of Virginia Darden School of Business in Charlottesville, Virginia. The schedule, comprising four visits to Darden over a seven-month span, is as follows:

- October 13-16, 2015
- December 9-11, 2015
- February 17-19, 2016
- May 3-6, 2016

Forty executives from the communications industry will be selected for ELDP Class XV. Participants will be required to attend all four sessions for successful completion of the program.

Tuition for the NAMIC Executive Leadership Development Program is \$21,800 per participant, and covers books, materials, and meals. Travel and lodging expenses are the responsibility of the participants' sponsoring companies. Nominations for ELDP Class XV (including application information to be completed by nominees) are due no later than July 24, 2015.

A confidential committee comprising senior executives from throughout the industry — including a select group of ELDP alumni — will review and evaluate the materials submitted for all nominees. The sponsoring organizations of those selected to participate in ELDP Class XV will be notified by August 14, 2015.

All materials should be sent to:

NAMIC Executive Leadership
Development Program

50 Broad Street, Suite 1801
New York, NY 10004

Attention: James C. Jones, Vice President of
Education and Diversity Solutions

Nomination materials may be sent electronically to jim.jones@namic.com.

Please visit the NAMIC website at www.namic.com for additional information about ELDP and other NAMIC education programs and initiatives. You may also contact the NAMIC office at 212.594.5985.



Pat Esser
President,
Cox Communications

"Cox Communications has had long-standing participation in NAMIC's Executive Leadership Development Program (ELDP). Over the years, it has helped us to prepare our high potential leaders for that next advanced position within our company. The academic partnership with the University of Virginia's Darden School of Business distinguishes ELDP from other professional development programs. It is executive education anchored in research and covering the most relevant issues facing business leaders today. EDLP has been a great partner to Cox as we look to prepare our leaders and our company for future success."





Eglon Simons
President & CEO,
NAMIC

“Through ELDP, NAMIC provides our corporate partners something that must surely rank among their mostly highly valued ROI: talented executives who are prepared to lead and to innovate. With a unique blend of academic rigor and expertly guided self-reflection, the esteemed Darden faculty have created a culture of learning that is unique in this or, I suspect, in any other industry.”

THE EXECUTIVE LEADERSHIP DEVELOPMENT PROGRAM

In the fall of 2001, the National Association for Multi-ethnicity in Communications (NAMIC) created the Executive Leadership Development Program (ELDP), a direct, positive outcome of NAMIC’s groundbreaking 1999 research, A Look Toward Advancement: Minority Employment in Cable. This study among cable operators and programmers found that people of color were significantly underrepresented in the cable industry’s executive suites, occupying only five percent of all upper-level management positions, from Senior Vice President to Chief Executive Officer.

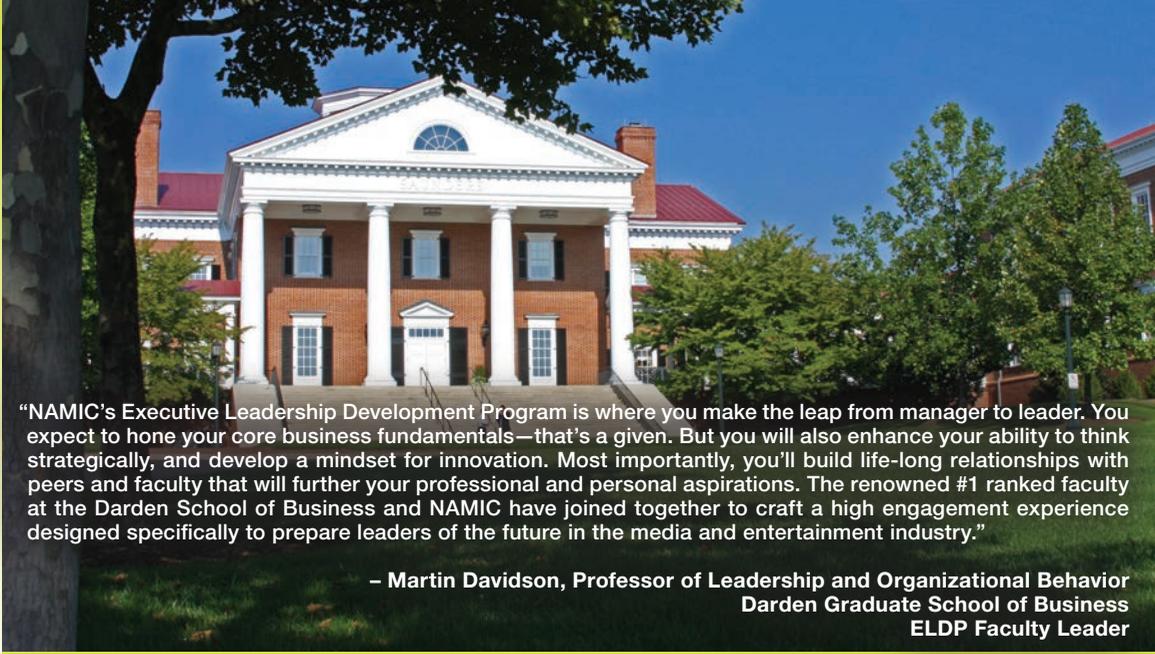
Though more recent NAMIC research has revealed that the number of senior level executives and managers of color has grown, the industry continues to be challenged to seek out, hire and retain professionals of color for positions that traditionally have been considered gateways to the “C-suite.”

The launch of ELDP also was due in no small measure to a generous gift from MTV Networks, which provided NAMIC with the financial support and momentum to take the important first steps towards ultimate success. Now, after a decade and a half, NAMIC’s ELDP is

NAMIC is pleased to announce the 2015-2016 Class XV of the Executive Leadership Development Program – ELDP – designed around a rigorous, engaging curriculum tailored specifically for the empowerment and advancement of male and female executives of color.



ELDP Class XIV



“NAMIC’s Executive Leadership Development Program is where you make the leap from manager to leader. You expect to hone your core business fundamentals—that’s a given. But you will also enhance your ability to think strategically, and develop a mindset for innovation. Most importantly, you’ll build life-long relationships with peers and faculty that will further your professional and personal aspirations. The renowned #1 ranked faculty at the Darden School of Business and NAMIC have joined together to craft a high engagement experience designed specifically to prepare leaders of the future in the media and entertainment industry.”

– Martin Davidson, Professor of Leadership and Organizational Behavior
Darden Graduate School of Business
ELDP Faculty Leader

widely praised as an indispensable industry staple for executive schooling.

WHY ELDP MATTERS

In 2014, NAMIC authorized a second independent third-party assessment of its education programs, including the Executive Leadership Development Program. The first Education Program Impact Study had been conducted in 2007. Respondents were unanimous in hailing ELDP as having had significant and measurable impact on their leadership acumen and professional development.

Among key benefits of having participated in ELDP, participants in the study cited the following critical success factors:

- Leadership skills building
- Increased self-confidence as leaders of color
- Individual career enhancement
- A more profound understanding of the strategic value of a diversity of inputs stemming from cultural context and worldview
- Knowledge of how to link personal vision to organizational success.

ELDP participants also reported statistically significant positive differences in salary growth, promotions, and both internal and external recognition for their accomplishments when compared with non-participants that had comparable professional profiles.

EXECUTIVE EDUCATION AT DARDEN

In April of 2015, NAMIC celebrated the graduation of ELDP Class XIV, marking the completion of the third year of partnership with the University of Virginia Darden School of Business. For over half a century, Darden has served as a critical resource for businesses around the world, conveying the relevant strategies and specific business skills needed to formulate decisions, set action plans, and apply sustainable options.

- Darden faculty and course design are ranked #1 by participants. (Financial Times, 2004, 2005, 2006, 2007, 2008, 2009, 2010 and 2011)
- Darden’s globally celebrated program combines a proven track record of excellence in the executive education arena with research targeting participants’ core development needs to provide learning that is both practical and relevant. Darden also boasts a wealth of experience with

leading industry partnerships, while leveraging a culturally diverse faculty of world class academics to deliver robust, research-anchored content.

With ELDP, the Darden School of Business continues to deepen its reputation of commitment to cultural diversity in a changing business landscape.

PROGRAM OVERVIEW AND CURRICULUM: COMPETENCY POWERS SUCCESS!

The core objectives of the NAMIC Executive Leadership Development Program are as follows:

- Deepen understanding of the changing strategic and market context in the communications industry in an increasingly global and competitive context
- Develop an enterprise-wide perspective anchored in the overall business and the interconnections of the functional business areas such as financial management, marketing and strategic talent alignment
- Enhance participants' capacities to convert strategy into action
- Cultivate a learning mind set that drives innovation
- Introduce the competencies needed to grow and sustain high-performing diverse teams that span organizational, cultural, and ideological spectra

In order to nurture visionary and transformational leadership to achieve the above, the comprehensive curriculum will focus on four key business silos anchored in extensive research: 1. Strategic Thinking and Enterprise Perspective in a Global Context 2. Financial & Business Acumen 3. Customer Orientation and Innovation 4. Leading Strategic Change and Fostering a High-Performing, High-Engagement Business Culture. In addition, ELDP participants will engage in analyses of current communications business challenges, with the action-learning goal of devising real world, implementable solutions by the conclusion of the ELDP Class XV cycle. Finally, the holistic transformational ELDP experience will incorporate opportunities for participants to embrace a regime of executive wellness through guided instruction in yoga, Pilates, weight training, and power walking. These will be supplemented by expert-led information sessions on nutrition, health risks, peak energy, and other whole-health topics.



Betty DeCicco
Vice President,
Media Sales New York City
Interconnect
Time Warner Cable
ELDP Class XIV

"My experience at NAMIC's ELDP helped me move from being a strong advocate for diversity and inclusion to actively taking responsibility for bringing cultural diversity to life. Unlike other leadership training, our professors adapted the curriculum to the current events that are shaping our country and the world today. NAMIC is helping me, and so many others, pay it forward—and we are all richer for the benefits ELDP delivers to participants and to the industry we are influencing and shaping every day."



Ameet Shah
Senior Vice President
Corporate Development
& Strategy
A+E Networks
ELDP Class XIV

"NAMIC's ELDP has been a transformational experience that developed the leadership skills necessary to elevate both my career and contributions to my company. The openness fostered by the well-designed curriculum and engaging professors helped create a close-knit community with enriching perspectives among classmates who started off as industry colleagues, but ended up as family."



Sharon White
Vice President
of Human Resources
Scripps Networks
Interactive
ELDP Class XIV

"ELDP was a truly powerful and transformational leadership experience. The curriculum was intellectually rigorous, and the Darden professors were engaging and insightful. Added to all this, my fellow classmates were absolutely awe-inspiring. NAMIC, thank you for this amazing growth opportunity!"

ABOUT NAMIC

The National Association for Multi-Ethnicity in Communications – NAMIC – is a 501(c) (6) trade association that was founded in 1980. NAMIC educates, advocates and empowers for multi-ethnic diversity in the communications industry through its 16 chapters nationwide. NAMIC welcomes existing and aspiring broadband and new media professionals to our membership roster. Members are cable operators, programmers, hardware suppliers, telecommunication and new media professionals and entrepreneurs. Our members come from customer contact offices, executive suites and every position in-between. They come from every race and multiple cultures, and all are committed to an industry future in which these differences are valued as essential business assets.



EMBRACE DIVERSITY, EMBRACE SUCCESS.

50 Broad Street, Suite 1801, New York, NY 10004
212-594-5985 • 212-594-8391 fax • www.namic.com