

THE NAMIC AIM



FOR IMMEDIATE RELEASE

NAMIC AND WICT SET TO LAUNCH JOINT WORKFORCE DIVERSITY SURVEY

- *Global Consulting Leader, Mercer, to Conduct Survey*
- *Survey Provides Key Ethnic and Gender Diversity Metrics for the Cable Industry*
- *Funding for the Joint Survey Provided by the Walter Kaitz Foundation*

New York, NY – January 28, 2015 -- NAMIC (National Association for Multi-ethnicity in Communications) and WICT (Women in Cable Telecommunications) today announced plans to partner once again on a joint survey for the next editions of the **NAMIC AIM*** (*Advancement Investment Measurement) and the **WICT PAR* Initiative** (*Pay Equity, Advancement Opportunities, and Resources for Work/Life Integration).

Mercer, a global consulting leader in talent, has once again been engaged by NAMIC and WICT to conduct the joint survey. Funded through the generous support of the **Walter Kaitz Foundation**, the survey will focus on the current state of ethnic and gender diversity within the cable telecommunications industry. The survey will benchmark data vital to the advancement of ethnic and gender diversity in the cable telecommunications industry, and will account for geographical distinctions among the locations of survey participants.

The survey opens on January 30, 2015, and will close after 12 weeks of data collection. Mercer will independently manage the development of customized data reports for each participating company. Overall findings from this research initiative will be presented by NAMIC and WICT during a Town Hall Meeting to be held September 29, 2015 in New York City as part of the industry's *Diversity Week*.

"NAMIC is pleased to continue partnering with WICT to provide data that is critical to establishing diversity metrics that support the advancement of our industry's pipeline of women and ethnic minorities," said **Eglon Simons**, president and CEO of NAMIC.

Added **Maria Brennan**, president and CEO of WICT: "With the acceptance that greater workforce diversity is a fundamental business imperative, WICT and NAMIC remain committed to providing the industry with timely tools that can be utilized to strengthen inclusion practices." "With the launch of this year's joint survey, we extend our gratitude to the industry for its continued support of this effort."

"The NAMIC and WICT joint survey is an initiative that the Walter Kaitz Foundation enthusiastically supports. The data collected from this survey continues to better position the cable industry to diversify its workforce," said **David Porter**, executive director of the Walter Kaitz Foundation.

Launched in 1999, the NAMIC employment survey, formerly entitled, "A Look Toward Advancement: Multi-ethnic Employment in the Communications Industry," provided a baseline of statistics and perceptions about the state of multi-ethnic diversity in the cable telecommunications industry.

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This newest iteration of the NAMIC employment survey, now NAMIC AIM (Advancement Investment Measurement), provides rich data utilized by companies to support goals for sustaining a robust pipeline of diverse talent. Key outgrowths of the NAMIC employment survey include the association's **Executive Leadership Development Program (ELDP)**, presented in partnership with the University of Virginia's Darden School of Business and the **NAMIC Leadership Seminar**.

Since 2003, the WICT PAR Initiative has measured the status of women employees in the cable industry based on three criteria: Pay Equity, Advancement Opportunities and Resources for Work/Life Integration. Combined with a comprehensive advocacy program, PAR helps companies set goals, institutionalize practices, measure progress and achieve results. The PAR Initiative continues to grow more valuable as a resource for measuring and supporting the advancement of women in the cable and telecommunications industry. It is supported by WICT's 20 national and international chapters and the industry at large.

For more information on WICT and the PAR Initiative visit <http://wict.org>. Additional information on NAMIC and the Advancement Investment Measurement (AIM) can be found at <http://namic.com>.

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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 2,200 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, and Twitter.

ABOUT WICT

For over thirty years, Women in Cable Telecommunications (WICT) has partnered with cable and telecommunications leaders to provide professional development programs, research and services that help advance women in cable media. With nearly 10,000 members, WICT is the oldest and largest professional association serving women in the cable and telecommunications industry. Comcast NBCUniversal, Time Warner Cable, Turner Broadcasting System, Inc. and Suddenlink Communications are WICT's Strategic Touchstone Partners. Please visit www.wict.org or follow [@WICT](https://twitter.com/WICT) on Twitter for more information.

ABOUT MERCER

Mercer is a global consulting leader in talent, health, retirement, and investments. Mercer helps clients around the world advance the health, wealth, and performance of their most vital asset – their people. Mercer's more than 20,000 employees are based in 42 countries, and the firm operates in over 140 countries. Mercer is a wholly owned subsidiary of [Marsh & McLennan Companies](http://www.marshandmclennan.com) (NYSE: MMC), a global team of professional services companies offering clients advice and solutions in the areas of risk, strategy, and human capital. For more information, visit www.mercer.com. Follow Mercer on Twitter [@MercerInsights](https://twitter.com/MercerInsights).

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