



FOR IMMEDIATE RELEASE

CALL FOR ENTRIES FOR THE 2016 NAMIC VISION AWARDS ANNOUNCED

**New Award Categories To Recognize Diversity And Inclusion In
Daytime Programming**

First-Ever Online Video Submissions Website Launched

NEW YORK, NY – November 18, 2015 -- The National Association for Multi-ethnicity in Communications (NAMIC) in partnership with NAMIC - Southern California is now accepting entries for the **2016 NAMIC Vision Awards**. Launched in 1994, the NAMIC Vision Awards honor original programming content created for television and digital platforms that best reflect the increasingly diverse, multiethnic and multicultural viewing audience. Submissions received by Sunday, January 17, 2016 that meet the entry qualifications will be eligible for consideration. Electronic entries will be accepted online beginning December 7, 2015 via <http://namicvisionawards.com>.

Entries are now eligible for submission in two new categories added to recognize original content airing as part of the industry's Daytime Programming slate. The newly launched award categories are **Daytime** and **Best Performance - Daytime**. NAMIC Vision Awards will be presented in a total of 20 categories: Animation, Awards & Honors, Children's, Comedy, Daytime, Documentary, Drama, Foreign Language, Lifestyle, News/Informational, Original Movie or Special, Reality, Reality-Social Issues, Sports, Variety/Talk Show, Best Performance - Comedy, Best Performance - Drama, Best Performance - Daytime, Digital Media - Short Form and Digital Media - Long Form.

Original programs having aired from November 1, 2014 to November 30, 2015 are eligible for submission. The NAMIC Vision Awards competition extends eligibility to: Broadcast Networks (National, Network-Owned and Operated, Affiliates); Cable Networks (National and Regional); Cable Operators (Local Origination Programs); Syndicators (First-Run Original Programs); and VOD (Cable and/or Broadcast Content for Digital Platforms Including Web/Mobile).

"As the content arena evolves in this era of new technology and the emergence of alternative distribution platforms, NAMIC is committed to continue its tradition of honoring programming that depicts the lives, spirit and contributions of people of color," said **Eglon E. Simons**, president and CEO, NAMIC. "We are pleased to join our industry supporters in recognizing the achievements of networks, producers, distributors and all creators of content that foster increased programming diversity."

Judging will be focused on overall imagery (creative merit, originality and presentation); sensitivity (the consideration given to cultural nuances); writing (the depiction of issues of relevant to people of color); and the quality of acting in the performance categories. A distinguished group of entertainment industry executives and content creators will comprise the judging panel. Nominations will be announced mid-March of 2016.

(more)

For more information on the 2016 NAMIC Vision Awards or to access detailed eligibility requirements and online submissions information, visit <http://namicvisionawards.com> or contact Sandra Girado, NAMIC's senior director of Meetings and Events at 212-594-5985.

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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 2,700 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. Comcast | NBCUniversal, Time Warner Cable and Turner Broadcasting System, Inc. are NAMIC's Platinum Annual Corporate Sponsors. For more information, please visit www.namic.com and stay connected to NAMIC on Facebook, LinkedIn, and Twitter.

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