

## LEADERSHIP. FELLOWSHIP. PARTNERSHIP.

The mission of NAMIC (National Association for Multi-ethnicity in Communications) is to educate, advocate, and empower for multi-ethnic diversity. NAMIC's vision is an industry that values and respects diversity in employment, leadership, programming and the supply chain.

### OUR PROGRAMS

**EXECUTIVE LEADERSHIP DEVELOPMENT PROGRAM (ELDP):** Launched in 2001, the Executive Leadership Development Program was designed to nurture visionary and transformational leaders of color in the media and entertainment industry. ELDP targets upper mid-level executives of color whose performance and potential single them out for positions of broadening scope and influence. The program, with more than 500 graduates since its inception, grew out of a pressing need to address some of the industry's most persistent diversity challenges:

- a) increasing the diversity of the industry's executive suites
- b) retention of executives of color
- c) maximizing the ROI of a diverse workforce in a business environment that demands leadership agility and courageous innovation

The comprehensive ELDP curriculum, developed in partnership with the University of Virginia Darden School of Business, explores 4 critical business pillars:

- I. Strategic Thinking and Enterprise Perspective in a Global Context
- II. Financial & Business Acumen
- III. Customer Orientation and Innovation
- IV. Leading Strategic Change to Foster a High-Performing, High-Engagement Business Culture

**NAMIC LEADERSHIP SEMINARS:** Drawing upon the most respected academic research and business case studies, the NAMIC Leadership Seminars have so far been attended by more than 1,500 professionals of all races and ethnicities desirous of creating a blueprint for a career by design and not by default. A faculty made up of seasoned professors, authors, and other subject matter experts delivers a 3-day, high-energy and hi-impact curriculum that includes the following:

- Leadership Theory and Styles
- Maximizing Individual Contribution on Diverse Teams
- Managing Cross-cultural Conflict
- Developing Intercultural Fluency
- Mentoring and Networking

**MAXIMIZING 21<sup>ST</sup> CENTURY MULTI-CULTURAL TEAMS WORKSHOP:** This workshop unpacks the toolbox of skills required for tapping into the greatest potential of any team—especially those made up of individuals from diverse backgrounds, cultures, and worldviews. The full day of interactive content explores the following:

- Interlocking Skills required to Lead Multicultural Teams Effectively
- The meaning of Inclusive Leadership
- Caring Cross-Cultural Conflict Management
- Providing Motivating Feedback in a Multicultural Team Setting
- Identifying perceptual biases

**L. PATRICK MELLON MENTORSHIP PROGRAM:** The goal of the L. Patrick Mellon Mentorship Program is to assist NAMIC members in growing their careers in the media and entertainment industry by matching them with mentors who can assist them with their professional advancement strategies. Together, mentors and mentees embark upon a journey of reflection, discovery, sharing of ideas, and skills development in support of the mentee's expanded horizons. Surveys have shown the program is considered one of the greatest benefits of NAMIC Membership.

### OUR CHAPTERS

NAMIC's network of 16 regional chapters is the engine that drives the vision of a workforce that reflects the extraordinary diversity of the media and entertainment industry's consumers of content, ideas, and technological innovation. **CHAPTERS = ENGAGEMENT!**

### OUR EVENTS

**ANNUAL NAMIC CONFERENCE:** This day and a half gathering has evolved into our industry's premier conference addressing Diversity and Inclusion as a business imperative. The conference features an agenda focused on programming, marketing, operations, technology, leadership development, and creating institutional diversity change strategies.

**ANNUAL AWARDS BREAKFAST:** This signature event is held during the NCTA's Internet and Television Expo (INTX), and recognizes Next Generation Leaders and Luminaries who have been identified by their companies as the architects of the industry's future. In addition, NAMIC also honors the recipient of the Mickey Leland Humanitarian Achievement Award, recognizing outstanding individual or organizational commitment to social justice and equality.

### OUR INITIATIVES

**NAMIC AIM: ADVANCEMENT, INVESTMENT, MEASUREMENT:** The NAMIC AIM derives from findings of biennial workforce diversity research conducted by human capital experts Mercer to glean baseline data on the status of people of color in the media and entertainment industry. The report sheds light on talent engagement and retention trends, and serves as a powerful example of NAMIC's partnership with companies to create sustainable strategies for enriching the pipeline of diverse talent.

**EXCELLENCE IN MULTICULTURAL MARKETING AWARDS (EMMA):** The EMMA's recognize top creative marketing and advertising campaigns that reflect the cultural diversity of customers in the global marketplace. The honorees are acknowledged at NAMIC's Annual Conference, held during Industry Diversity Week.

**NAMIC DIVERSITY ROUNDTABLE:** The NAMIC Diversity Roundtable was created to provide a forum for media and entertainment industry Diversity and Inclusion practitioners and human resources professionals to share best practices and to brainstorm innovative solutions to industry D&I challenges.

**NAMIC VISION AWARDS:** The NAMIC Vision Awards salute original television and digital content reflecting the breadth of experience and narratives of people of color and other cultural groups.

**MULTICULTURAL MARKETING COMMITTEE:** Launched in 2006, this consortium of some of the industry's leading multicultural marketing experts provides guidance on the NAMIC Excellence in Multicultural Marketing Awards (EMMA), and keeps a pulse on emerging consumer trends across multicultural markets.

**NAMIC JOB BANK:** This online resource provides premier access to industry recruitment and employment opportunities and serves both candidates and employers.

**DIVERSITY DIGEST:** This weekly digital newsletter provides NAMIC members with useful information about latest industry news, diversity trends, upcoming events and movers and shakers within the media and communications industry.