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## **2017 NAMIC VISION AWARDS CALL FOR ENTRIES ANNOUNCED**

### **Submission Deadline Set For Monday, December 12th**

**NEW YORK, NY – November 10, 2016 -- The National Association for Multi-ethnicity in Communications (NAMIC)** in partnership with **NAMIC - Southern California** today announced call for entries for the **2017 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. Qualified entries received by Monday, December 12, 2016, will be eligible for consideration. Digital entries are now being accepted online via the Vision Awards video submissions portal at <http://namicvisionawards.com>.

Original programs having aired from November 1, 2015 to November 30, 2016 are eligible for submission. The NAMIC Vision Awards competition extends eligibility to: Broadcast Networks and Stations (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).

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. Nominations will be announced February 21, 2017.

"As the demography of the viewing audience shifts and streaming services and other alternative distribution platforms emerge, media content is becoming more ethnically and culturally diverse," said **Sandra Girado**, NAMIC's vice president, Events and Partner Relations. "NAMIC is honored to continue its tradition of recognizing networks, distributors and content creators for their achievements in fostering programming diversity across all video platforms."

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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.

For more information on the 2017 NAMIC Vision Awards or to access detailed eligibility requirements and online submissions information, visit <http://namicvisionawards.com> or contact Sandra Girado at NAMIC's national headquarters, 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 over 3,000 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. Charter, Comcast | NBCUniversal and Turner Broadcasting System, Inc. are NAMIC's Platinum Annual Corporate Sponsors. For more information, please visit [www.namic.com](http://www.namic.com) and stay connected to NAMIC on Facebook, LinkedIn, Twitter, Instagram, and YouTube.

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