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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 – February 6, 2017 -- 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 advancing in health, wealth, and careers, has once again been engaged by NAMIC and WICT to conduct the joint survey. Funded through generous support of the **Walter Kaitz Foundation**, the survey will focus on the current state of ethnic and gender diversity within the cable and communications industry, benchmarking data vital to the advancement of ethnic and gender diversity. The research will account for geographical distinctions among the locations of survey participants.

The joint WICT-NAMIC survey opens on February 7, 2017, and will close after five weeks of data collection. Mercer will independently manage the development of customized 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 26, 2017, in New York City as part of the industry's *Diversity Week*.

"NAMIC is pleased to collaborate with WICT and the participating companies to further our shared goal of fostering increased opportunities for talented women and people of color," said **Eglon E. Simons**, NAMIC's president and CEO. "The data generated from the survey is a key resource for our industry to track progress, measure retention and promotion rates, and other important metrics central to advancing diversity."

Added **Maria Brennan**, president and CEO of WICT: "WICT and NAMIC recognize the underlying business case for a diverse workforce and the keen competition for talent from outside, which makes this survey a key competitive advantage for our industry. We extend our gratitude to the industry for its recognition of the value this research provides."

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.

(more)

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 Survey 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, the PAR Initiative helps companies set goals, institutionalize practices, measure progress and achieve results. WICT's 21 chapters support and help disseminate the PAR Executive Report derived from the PAR Survey.

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 over 3,000 professionals belonging to a network of 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, Instagram and YouTube or follow [@NAMICNational](https://twitter.com/NAMICNational) on Twitter.

ABOUT WICT

For over thirty-five 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 media. With over 10,000 members, WICT is the oldest and largest professional association serving women in the industry. **Comcast NBCUniversal, Charter Communications, and Turner** 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 careers of their most vital asset – their people. Mercer's more than 20,000 employees are based in 43 countries and the firm operates in over 140 countries. Mercer is a wholly owned subsidiary of [Marsh & McLennan Companies](http://www.marshmclennan.com) (NYSE: MMC), a global professional services firm offering clients advice and solutions in the areas of risk, strategy and people. For more information, visit www.mercer.com. Follow Mercer on Twitter [@Mercer](https://twitter.com/Mercer).

ABOUT THE WALTER KAITZ FOUNDATION

The Walter Kaitz Foundation advocates for diversity and inclusion across the media and entertainment industries. In addition, the Foundation provides targeted funding to key organizations within the industry that support vital programs and initiatives that promote the contributions of women and ethnic minorities. The Foundation also curates programs which are designed to bring together various partners and stakeholders who work towards the diversification of the industry's workforce, expanding its supplier diversity base and promoting

diversity in its programming content. Please visit www.walterkaitz.org or follow [@WalterKaitz](https://twitter.com/WalterKaitz) on Twitter for more information about the organization.

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