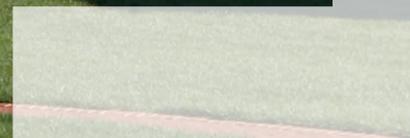




NAMIC



Executive Leadership Development Program

2017–2018

NATIONAL ASSOCIATION FOR MULTI-ETHNICITY IN COMMUNICATIONS



Eglon E. Simons
President & CEO
NAMIC

“Through ELDP, NAMIC provides our corporate partners something that must surely rank among their most highly valued ROI: talented executives who are prepared to lead and to innovate. With a unique blend of academic rigor and expertly guided self-reflection, the esteemed Darden faculty have created a culture of learning that is unique in this or, I suspect, in any other industry.”

NAMIC is pleased to announce the 2017–2018 Class XVII of the Executive Leadership Development Program — ELDP — designed around a rigorous, engaging curriculum tailored specifically for the empowerment and advancement of male and female executives of color.

THE EXECUTIVE LEADERSHIP DEVELOPMENT PROGRAM

In the fall of 2001, the National Association for Multi-ethnicity in Communications (NAMIC) created the Executive Leadership Development Program (ELDP), a direct, positive outcome of NAMIC’s groundbreaking 1999 research, *A Look Toward Advancement: Minority Employment in Cable*. This study among cable operators and programmers found that people of color were significantly underrepresented in the cable industry’s executive suites, occupying only five percent of all upper-level management positions, from Senior Vice President to Chief Executive Officer.

Though more recent NAMIC research has revealed that the number of senior level executives and managers of color has grown, the industry continues to be challenged to promote and retain professionals of color for positions that traditionally have been considered gateways to the “C-suite.”

The launch of ELDP also was due in no small measure to a generous gift from MTV Networks, which provided NAMIC with the financial support and momentum to take the important first steps towards ultimate success. Now, after a decade and a half, NAMIC’s ELDP is widely praised as an indispensable industry staple for executive schooling.



ELDP Class XVI



David Cohen
Senior Executive Vice President
and Chief Diversity Officer
Comcast Corporation

“NAMIC has built a highly impactful and specialized program in ELDP, which has accelerated the development of hundreds of diverse executives in the telecommunications industry. Over 130 Comcast NBCUniversal leaders have graduated from ELDP, bringing back with them exceptional management skills and an enhanced focus on driving business results. We are proud to participate in a program that helps turn high-performing diverse talent into transformational leaders in our industry.”



University of Virginia Darden School of Business

WHY ELDP MATTERS

In 2014, NAMIC authorized a second independent third-party assessment of its education programs, including the Executive Leadership Development Program. (The first Education Program Impact Study was conducted in 2007.) Respondents continued to be unanimous in hailing ELDP as having had significant and measurable impact on their leadership acumen and professional development.

Among key benefits of having participated in ELDP, participants in the 2014 study cited the following critical success factors:

- Leadership skills building
- Increased self-confidence as leaders of color
- Individual career enhancement
- A more profound understanding of the strategic value of a diversity of inputs stemming from cultural context and worldview
- Knowledge of how to link personal vision to organizational success

ELDP participants also reported statistically significant positive differences in salary growth, promotions, and both internal and external recognition for their accomplishments when compared with non-participants that had comparable professional profiles.

EXECUTIVE EDUCATION AT DARDEN

In May of 2017, NAMIC celebrated the graduation of ELDP Class XVI, marking completion of the fourth year of partnership with the University of Virginia Darden School of Business. For over half a century, Darden has served as a critical resource for businesses around the world, conveying the relevant strategies and specific business skills needed to formulate decisions, set action plans, and apply sustainable options.

- *Financial Times* in its 2017 Executive Education ranking named Darden Executive Education's open-enrollment programs No. 2 in the United States and No. 5 in the world.
- Darden's globally celebrated program combines a proven track record of excellence in the executive education arena with research targeting participants' core development needs to provide learning that is both practical and relevant. Darden also boasts a wealth of experience with leading industry partnerships, while leveraging a culturally diverse faculty of world class academics to deliver robust, research-anchored content.

With ELDP, the Darden School of Business continues to deepen its reputation of commitment to cultural diversity in a changing business landscape.

PROGRAM OVERVIEW AND CURRICULUM: COMPETENCY POWERS SUCCESS

The core objectives of the NAMIC Executive Leadership Development Program are to:

- Deepen understanding of the changing strategic and market context in the communications industry in an increasingly global and competitive context
- Develop an enterprise-wide perspective anchored in the overall business and the interconnections of the functional business areas such as financial management, marketing and strategic talent alignment
- Enhance participants' capacities to convert strategy into action
- Cultivate a learning mindset that drives innovation
- Introduce the competencies needed to grow and sustain high-performing diverse teams that span organizational, cultural, and ideological spectra.

In order to nurture visionary and transformational leaders to achieve the above, the comprehensive curriculum will focus on four key business silos anchored in extensive research:

1. Strategic Thinking and Enterprise Perspective in a Global Context
2. Financial & Business Acumen
3. Customer Orientation and Innovation
4. Leading Strategic Change and Fostering a High-Performing, High-Engagement Business Culture

In addition, ELDP participants engage in analyses of current communications business challenges, with the action-learning goal of devising real world, implementable solutions by the conclusion of the ELDP Class XVII cycle. Finally, the holistic transformational ELDP experience will incorporate opportunities for participants to embrace a regime of executive wellness, exercise and expert led information sessions on nutrition, health risks, peak energy, and other whole-health topics.



Mark Kang
SVP, Worldwide Distribution
INSP
ELDP Class XVI

"The ELDP experience shifted my perspective in some very important ways. The curriculum, the faculty, and the quality of the interaction with amazing industry colleagues exceeded all my expectations. Simply put, it was transformational and inspirational for both career and life."



Alaka Williams
SVP, Human Resources
Scripps Networks Interactive
ELDP Class XVI

Words cannot express, nor fully reflect my experiences with the NAMIC ELDP Program. As a member of the Class XVI, it was a privilege, and an honor to be selected for a truly life changing leadership series. Every topic, every professor, every simulation was directly applicable to the strategic work that we do within our respective companies, every day while enhancing our desire and appetite to do even more. The coursework, with its intensity and abundance, was exactly what one would expect from Darden School of Business—truly first class. Your mind will be stretched, your business acumen strengthened, and you will make life-long relationships, due to the magnitude of educating, and rejuvenating your whole self—to become your BEST SELF!"



Gil Torres
VP, Legal and Business Affairs
A+E Networks
ELDP Class XVI

"I feel fortunate for having been able to participate in the NAMIC ELDP program. Through the various classes I was able to gain exposure to parts of the media industry I don't get to interact with often. Other classes and assignments allowed self-reflection and offered tools to help me grow both as a professional and individual. The bonus is you also meet great leaders within the industry that you build close friendships with."

APPLICATION PROCESS

NAMIC's Executive Leadership Development Program Class XVII will be held at the University of Virginia Darden School of Business in Charlottesville, VA and the Washington, D.C. area. The schedule, comprising four visits to Darden over a seven month span, is as follows:

- October 9-13, 2017
- December 5-8, 2017
- **February 20-23, 2018 - Washington, D.C. area**
- May 7-11, 2018

Forty executives from the media and entertainment industry will be selected to participate in ELDP Class XVII. Attendees will be required to attend all four sessions for successful completion of the program.

Tuition for the 2017–2018 NAMIC Executive Leadership Development Program Class XVII is **\$23,000** per participant and covers books, materials and meals. Travel and lodging expenses are the responsibility of the participants' sponsoring companies. Nominations for ELDP (including application information to be completed by nominees) are due no later than July 28, 2017.

A confidential committee made up of senior executives from throughout the industry — including a select group of ELDP alumni — will review and evaluate the materials submitted for all nominees. The sponsoring organizations of those selected to participate in ELDP Class XVII will be notified by August 18, 2017.

All materials should be sent to:

NAMIC Executive Leadership
Development Program

50 Broad Street – Suite 1801
New York, New York 10004

Attention: James C. Jones - SVP,
Education and Diversity Solutions

Please visit www.namic.com for additional information about ELDP Class XVII, or contact the NAMIC office at 212.594.5985.



Tracye Mingo
Sr. Director, Customer Care
Comcast
ELDP Class XVI

"NAMIC's ELDP program was a truly transformative experience. The faculty was outstanding. The coursework, discussion, and activities created an environment where I could truly examine who I am as a leader of color. As a result of this program I have grown as a leader and as a person."



Sahil Gambhir
Director, Platform Strategy
and Ad Solutions
Spectrum Reach
ELDP Class XVI

"In ELDP, I learned that vulnerability paves a path to discover courage in oneself and in others and in doing so meet challenges undaunted. Conviction requires the flexibility to challenge one's beliefs and embrace a diversity of thought and culture. The journey is not a solo run. Along with the world class professors and support team at UVA Darden - my Class XVI family - my resolve to realize my best self and to plant those seeds of change in my colleagues and friends is underscored and has a new strength."

ABOUT NAMIC

NAMIC (National Association for Multi-ethnicity in Communications) is the premier organization focusing on multi-cultural diversity, equity and inclusion in the communications industry. More than 3,000 professionals belong to a network of 18 chapters nationwide. Through initiatives that target leadership development, advocacy and empowerment, NAMIC collaborates with industry partners to grow and nurture a workforce that reflects the cultural richness of the populations served. Please visit www.namic.com for more information about NAMIC and its many opportunities.



EMBRACE DIVERSITY, EMBRACE SUCCESS.

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