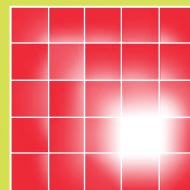





L. PATRICK MELLON
MENTORSHIP
PROGRAM

The L. Patrick Mellon Mentorship Program
is generously supported by



walter
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cable's **diversity** advocate



***“Mentoring enables us
to participate in the
essential but unfinished
drama of reinventing
community, while
reaffirming that there
is an important role
for each of us in it.***

*— Marc Freedman,
Author and Social Innovator*

THE GOAL OF THE L. PATRICK MELLON MENTORSHIP PROGRAM is to foster diversity in the media and entertainment industry by pairing NAMIC members with mentors who can assist them with their career advancement strategies. NAMIC established the mentoring program in 1993, and renamed it in 1997 in honor of one of NAMIC's founding members, the late L. Patrick Mellon, a respected mentor in the cable industry and executive with ESPN, Inc.

What is Mentoring?

MENTORING IS A PROCESS THAT LINKS experienced individuals (mentors) with less experienced ones (mentees) in a mutually beneficial partnership. It is a caring, sharing, nurturing relationship in which the mentor serves as a source of information and a thoughtful guide. Mentoring lights the way as a mentee builds career momentum and learns to navigate the complexities of organization and industry culture.

Mentoring is far more than a gesture of good will. Mentoring makes good business sense. It strengthens the media and entertainment industry's recruitment and retention of the best and brightest. Mentoring is a powerful tool for identifying and building strong relationships with talented leaders of tomorrow. As important, mentoring is a proven means of mining the potential of an increasingly diverse workforce. Finally, mentoring is a mechanism for ensuring that the collective knowledge and rich traditions of a constantly evolving industry are nurtured and passed along. As partners in the mentoring relationship, mentors can derive the following important benefits:

- A sense of pride in seeing a mentee learn and grow
- Enhanced coaching skills, cultural competence, and self-knowledge
- Improved communication skills
- Opportunity to model productive organizational citizenship
- A chance to reflect upon and share career goals, challenges, and successes
- The profound personal satisfaction that comes from being of service to others and "giving back"

Mentee Benefits

ARE YOU READY TO TAKE CHARGE OF YOUR CAREER and nurture it to the next level? Are you eager to learn?

Leaders from all walks of life have attributed much of their success to the guidance and support received from mentors. By becoming mentees in the L. Patrick Mellon Mentorship Program, NAMIC members can acquire the knowledge, insights, and awareness to be empowered participants in their own successful career strategies. Some of the many other benefits that mentees can experience are:

- Higher performance and productivity
- Reinforcement of valuable skill sets and opportunities for continuous learning
- Supportive feedback about personal and professional style
- Helpful analysis of problem-solving
- Better understanding of the business and its hidden norms
- Knowledge of emerging industry trends and ideas
- Expanded networks
- Greater career satisfaction

Mentor Benefits

ARE YOU READY TO PASS ALONG YOUR KNOWLEDGE? Are you ready to champion diversity? Are you ready to use your experience to grow someone else's potential?

Seasoned industry professionals are recruited to serve as mentors to NAMIC members. Mentors are asked to make a minimum commitment of two hours per month for a nine-month period to support the professional development of mentees. In the one-to-one mentoring relationship, mentors provide advocacy, guidance, and career advice.

The mentoring relationship is a win-win proposition for mentees, mentors, their companies, and the media and entertainment industry as a whole.

“A lot of people have gone further than they thought they could because someone else thought they could.”

— Anonymous

Company Benefits

COMPANIES ALSO DERIVE BENEFITS from employees who participate in the L. Patrick Mellon Mentorship Program.

Chief among these are:

- Development of the leadership pipeline
- Employee focus on the specifics of their individual development strategies
- Support for employees in a constantly shifting industry landscape
- Improved employee productivity

Application Process

THERE ARE THREE ANNUAL L. Patrick Mellon Mentorship Program cycles, each lasting for a period of nine months. All NAMIC members are eligible to participate and may sign up at any time. To participate as a mentee (you must be a NAMIC member) or mentor, please visit **namic.com**. If you have any questions, please contact NAMIC at info@namic.com or 212-594-5985.

About **NAMIC**

NAMIC (National Association for Multi-ethnicity in Communications) is the premier organization focusing on cultural diversity, equity and inclusion in the communications industry. More than 4,000 professionals belong to a network of 18 chapters nationwide. Through initiatives that target leadership development, advocacy and empowerment, NAMIC collaborates with industry partners to expand and nurture a workforce that reflects the cultural richness of the populations served. Please visit **www.namic.com** or follow **@NAMICNational** on Twitter for more information about NAMIC and its many opportunities.



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namic.com

212.594.5985.