



FOR IMMEDIATE RELEASE

NAMIC ANNOUNCES WINNERS OF THE 2011 EXCELLENCE IN MULTI-CULTURAL MARKETING AWARDS

New York, NY – September 15, 2011 -- NAMIC (National Association for Multi-ethnicity in Communications) today announced the winners of its **Excellence in Multi-cultural Marketing Awards (EMMA)**. Held in conjunction with the Annual NAMIC Conference, the awards competition recognizes marketing efforts targeting one or more cultural segments including, but not limited to African American, Asian and Hispanic markets. The **25th Annual NAMIC Conference** is scheduled for October 4-5, 2011 at the Hilton New York in Manhattan as part of *Diversity Week*.

“The cable industry is committed to connecting their brands with an increasingly diverse audience,” said **Daphne Leroy**, vice president of Marketing and Communications, NAMIC. “We are pleased to honor the latest group of EMMA winners for their achievements in creating culturally-relevant marketing programs that achieve results.”

The EMMA competition recognizes the cable industry’s commitment to maintaining best practices, while developing creative, strategic and innovative approaches to ethnic-targeted marketing. The competition is comprised of two award categories: Marketing Tactics and Case Studies/Campaigns. Entries submitted within each category were judged within two divisions: Cable Distributors and Networks/Industry Suppliers. A judging panel of independent industry experts evaluated entries and selected all winners based on sound and innovative strategy, strength of execution against the strategy, evaluations of strategy, implementation and results. Deviating from the traditional “best of” competition method, each entry was judged against a standard of excellence and not against other entrants, resulting in the potential for zero to multiple winners in each category.

Time Warner Cable and **Time Warner Cable West Region** led the Cable Distributors division with three first-place wins. Time Warner Cable’s first-place honors were awarded in conjunction with **Castells & Asociados**, the **Edelman** agency and **ES Advertising, Inc.** **Eclipse Marketing Services, Inc.** garnered first-place honors in two categories. Cable Distributors taking first-place honors in a single category included **Comcast** in collaboration with the agency, **GMR Marketing** and **Rogers Communications** with the agency, **Dyversity Communications**.

International Media Distribution led the Networks/Industry Suppliers division with four first-place finishes, including single category wins with the agencies, **Améredia** and **FUSE Ideas**. **BET International** garnered three first-place wins, while **Univision Communications Inc.** earned top honors in two categories. **HBO**, **Telemundo Network** and **The Africa Channel** each received first-place wins in a single category.

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Companies receiving a 2011 EMMA will be acknowledged during the General Session of the 25th Annual NAMIC Conference scheduled for Wednesday, October 5 at 8:45 a.m. *CableFAX* is the exclusive media partner of the 2011 Excellence in Multi-cultural Marketing Awards. EMMA winners will be featured in the upcoming “Diversity Week” issue of *CableFAX: The Magazine*.

For more information on the 25th Annual NAMIC Conference and the Excellence in Multi-cultural Marketing Awards, contact NAMIC at 212-594-5985. Conference registration can be accessed online by visiting <http://www.namic.com>. Group registration discounts are available for companies that wish to send multiple employees. The complete list of 2011 EMMA winners follows.

2011 NAMIC EMMA WINNERS

CABLE DISTRIBUTORS DIVISION

Case Studies / Campaigns

FIRST PLACE

Company: Time Warner Cable
Agency: Edelman
Entry Title: Born to Shine Campaign

SECOND PLACE

Company: Time Warner Cable
Agency: Castells & Asociados
Entry Title: Superman World Cup Campaign

THIRD PLACE (TIE)

Company: Time Warner Cable
Agency: Castells & Asociados
Entry Title: HHM “Alcanza la Fama” Campaign

Company: Cablevision
Agency: GlobalWorks
Entry Title: Optimum 3D Adventure

Marketing Tactics

Digital

FIRST PLACE

Company: Eclipse Marketing Services, Inc.
Agency: Eclipse Marketing Services, Inc.
Entry Title: Mi Cultura Website

SECOND PLACE

Company: Time Warner Cable – East Region
Entry Title: timewarnercable.com Int'l. Landing Pages

(more)

Direct Mail

FIRST PLACE

Company: Eclipse Marketing Services, Inc.
Agency: Eclipse Marketing Services, Inc.
Entry Title: Nexos Latinos TWC TX Acquisition/Upgrade

SECOND PLACE

Company: Comcast
Agency: Améredia & LahDeeDah Marketing
Entry Title: Comcast Polish GWP Direct Mail Campaign

THIRD PLACE

Company: Time Warner Cable West Region
Agency: ES Advertising, Inc.
Entry Title: 1 Month Free of Pinoy Entertainment

Experiential Marketing

FIRST PLACE

Company: Comcast-GMR Marketing
Agency: GMR Marketing
Entry Title: La Academia de Comcast

SECOND PLACE

Company: Comcast
Entry Title: Comcast & TFC Grand Opening Partnership

Out of Home

FIRST PLACE

Company: Rogers Communications
Agency: Dyversity Communications
Entry Title: Wireless & Cable- Rogers Bollywood Q2 OOH

Print

FIRST PLACE

Company: Time Warner Cable West Region
Agency: ES Advertising, Inc.
Entry Title: Free Quality Time

SECOND PLACE

Company: Améredia
Agency: Améredia
Entry Title: Comcast Polish Gift with Purchase

THIRD PLACE

Company: Rogers Communications
Agency: Publicis / OMD
Entry Title: Superiority Multicultural TV Programming
(more)

Television

FIRST PLACE

Company: Time Warner Cable
Agency: Castells & Asociados
Entry Title: Baby DVR Sports

SECOND PLACE

Company: Rogers Communications
Agency: Dyversity Communications
Entry Title: Wireless- Bollywood. Anywhere, Anytime Q2

THIRD PLACE (TIE)

Company: Time Warner Cable West Region
Agency: ES Advertising, Inc.
Entry Title: "Connected" and "Family Unity"

Company: Time Warner Cable
Agency: Castells & Asociados
Entry Title: Drums Dodgers en Español

NETWORK/INDUSTRY SUPPLIER DIVISION

Case Studies / Campaigns

FIRST PLACE

Company: BET International
Entry Title: Trey Songz/Knife Violence

SECOND PLACE (TIE)

Company: WE tv
Entry Title: Braxton Family Values

Company: BET International
Entry Title: Wendy Williams UK Launch

Company: BET
Entry Title: The Game S4 on BET - Case

Company: BET
Agency: Harmelin Media
Entry Title: The Game S4 on BET - Digital

THIRD PLACE (TIE)

Company: International Media Distribution
Agency: Améredia
Entry Title: TV JAPAN Japanese Earthquake and Pacific Tsunami Response

Company: Olympusat
Entry Title: Desafio Xfinity Sales Incentive

(more)

Company: ESPN Deportes
Agency: Latinsphere
Entry Title: ESPN Deportes Dominican Baseball

All Other Media

FIRST PLACE

Company: International Media Distribution
Entry Title: Custom Call Center Flip Guides & Standees

SECOND PLACE

Company: nuvoTV
Entry Title: nuvoTV's Pastport: Cuba Key Art

Digital

FIRST PLACE

Company: Telemundo Network
Entry Title: Club de Noveleras Website

SECOND PLACE

Company: HBO
Entry Title: 2011 Asian Heritage Month Campaign

THIRD PLACE

Company: BET
Entry Title: Black Girls Rock – Digital

Direct Mail

FIRST PLACE

Company: International Media Distribution
Agency: Améredia
Entry Title: Bollywood Hits On Demand Direct Mail

SECOND PLACE (TIE)

Company: Asia TV USA Ltd
Agency: Eclipse Marketing Services, Inc.
Entry Title: ZEE TV Acquisition & Retention Campaign

Company: International Media Distribution
Entry Title: Antenna TV/Greek Lenticular Direct Mail

Company: Asia TV USA Ltd
Agency: Eclipse Marketing Services, Inc.
Entry Title: ZEE TV RCN Campaign September 2010

THIRD PLACE

Company: TV One
Entry Title: Way Black When - Black History Month

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Diversity Awareness

FIRST PLACE

Company: Univision
Entry Title: The New American Reality

SECOND PLACE

Company: GMA Network, Inc.
Entry Title: MANILA JEEPNEYS

THIRD PLACE

Company: TV One
Entry Title: Way Black When - Black History Month

Experiential Marketing

FIRST PLACE

Company: BET International
Entry Title: An Evening with Wendy Williams

SECOND PLACE

Company: Telemundo Network
Entry Title: Club de Noveleras Multi-Market Tour

THIRD PLACE

Company: BET
Entry Title: BET Awards 10 Experiential

Grassroots

FIRST PLACE

Company: International Media Distribution
Entry Title: Channel One Russia Launch

SECOND PLACE

Company: GMA Network, Inc.
Entry Title: KAPUSO ABROAD MAGAZINE

Kit

FIRST PLACE

Company: International Media Distribution
Agency: FUSE Ideas
Entry Title: IMD Affiliate Kit

Out of Home

FIRST PLACE

Company: HBO
Entry Title: HBO Latino Out-of-Home Wild Postings

(more)

SECOND PLACE

Company: International Media Distribution

Agency: Beyond Traditional

Entry Title: SBTN Vietnamese Mobile Campaign-Little Saigon

THIRD PLACE

Company: BET

Entry Title: BET Awards - Out of Home

Premium

FIRST PLACE

Company: Univision Communications Inc.

Entry Title: WORLD CUP SNEAKER MAILER

SECOND PLACE

Company: International Media Distribution

Entry Title: Snapshots from Around the Globe - Calendar

THIRD PLACE

Company: Telemundo Network

Entry Title: Club de Noveleras Premiums

Print

FIRST PLACE

Company: BET International

Entry Title: Black Girls Rock

Television

FIRST PLACE

Company: The Africa Channel

Entry Title: Know Your Heritage

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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 2,300 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. For more information, please visit www.namic.com and stay connected to NAMIC on Facebook, LinkedIn, Twitter and DiversityLive: The Business > Social NAMIC Network.

MEDIA CONTACTS:

Daphne Leroy

Vice President of Marketing & Communications, NAMIC

212-594-5985 (office)

daphne.leroy@namic.com

Charmaine Chapman
BTB Communications
310-882-5498 (office)
char@btbcommunications.com