DIVERSITY

OTT OUTREACH TALENT TENACITY

NAMIC

29th ANNUAL NAMIC CONFERENCE
(as part of Diversity Week 2015)
September 29-30, 2015
NY Marriott Marquis

MONDAY, SEPTEMBER 28

7:00 am – 6:00 pm Registration
Sponsored by
scrippsnetworks interactive
45th Street Registration Area, 5th Floor

2:00 – 5:00 pm Chapter Leadership Workshop *(by invitation only)*
Liberty, 8th Floor

6:30 – 8:00 pm Reception for Alumni of the Executive Leadership Development Program (ELDP) and NAMIC Leadership Seminar *(by invitation only)*
Manhattan Ballroom, 8th Floor

8:15 pm Chapter Officers Dinner (*by invitation only)*

TUESDAY, SEPTEMBER 29

7:00 am – 5:00 pm Registration
Sponsored by
scrippsnetworks interactive
45th Street Registration Area, 5th Floor

7:30 – 8:45 am Breakfast Recognizing the *Cablefax* 2015 Most Influential Minorities in Cable
(Separate ticket required; not part of conference registration.)
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ncta TVone

Broadway Ballroom, 6th Floor
Featuring Special Guest: **Dinesh "Dinni" Jain**, COO, Time Warner Cable

8:00 – 8:45 am Networking Continental Breakfast
Sponsored by

COX

6th Floor Pre-Function Area

9:00 – 9:45 am Opening General Session
Broadway Ballroom, 6th Floor
Keynote Speaker:
Cynthia Lopez, Commissioner, NYC Mayor's Office of Media and Entertainment

9:45 – 10:00 am Mid-Morning Refreshment and Networking Break
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6th Floor Pre-Function Area

10:00 – 11:30 am Joint Town Hall on Diversity
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COMCAST NBCUNIVERSAL

Presented in partnership with

Women in Cable Telecommunications℠

Broadway Ballroom, 6th Floor

Moderator: **Suzanne Malveaux**, Anchor & National Correspondent, CNN

Panelists:

- **David L. Cohen**, EVP & Chief Diversity Officer, Comcast Corporation
- **Patrick Esser**, President, Cox Communications
- **Stacy Green**, EVP, Global Human Resources and Facilities, A+E Networks
- **Mary Meduski**, EVP & Chief Financial Officer, Suddenlink Communications
- **Paul Richardson**, SVP, Human Resources, ESPN & Chief Diversity Officer, The Walt Disney Company

11:30am – 12:45 pm Concurrent Learning Tracks

- **BUSINESS SOLUTIONS – *OTT, Disrupting the Disruptors***
  Sponsored by

  ARRIS

  Lyceum Complex, 5th Floor

  Moderator: **Jaime Rodriguez,** VP, Business & Legal Affairs, NBCUniversal

  Panelists:
  - **Farid Ben Amor,** Director, Business Development, Pluto TV
  - **Steve Ennen**, President, Centris Marketing Science
  - **Tonia Lee**, General Manager, CharmTV & Executive Director, Mayor's Office of Cable and Communications
  - **John Smith,** VP Strategic Client Development, Vubiquity

  What is OTT's impact on distribution of content? This panel will look to answer questions including: How are TV companies using their digital brands to identify new programming ideas that can either live on TV, online or both? With increasing price sensitive consumers provoking unbundling, what is the future of aggregator distributors? Is the death of linear truly upon us? Or is there room for linear OTT services?

- **CONTENT & IMAGERY – *OTT: Impact for Content Creators***
  Julliard Complex, 5th Floor

  An active dialogue on strategies for getting multicultural-themed content on various platforms. How does multicultural content get packaged, greenlit? This session will explore factors driving distribution decisions.

  Moderator: **TBA**

  Panelists:
  - **Rochelle Brown**, Founder, Powerhouse Production
  - **Elaine del Valle**, Writer, Content Creator, Co-Producer "Gran'pa Knows Best"
  - **Jeff Friday**, Co-Founder, CEO, American Black Film Festival

- **LEADING & LEARNING – *I Do! Now What?***
  Majestic Complex, 6th Floor

  The Supreme Court recently issued an historic ruling that grants same sex couples equal access to legally sanctioned marriage. Caitlyn Jenner accepting *the Arthur Ashe Award for Courage* has potentially raised awareness of the struggles of the trans-gender community to a new level in the minds of the public. Tolerance has scored significant victories on two significant fronts. I Do… Now What will explore the role of the Media and Entertainment, through the power of enlightened storytelling, in leveraging this important historical moment to reenergize the Diversity and Inclusion agenda, to celebrate a dawning era of cultural acceptance, and to educate an increasingly diverse consumer base about the issues still confronting the LGBT community in the journey towards social equality.

  Moderator: **Jonathan D. Lovitz**, VP, External Affairs, National Gay & Lesbian Chamber of Commerce (NGLCC) & Director of NGLCCNY

  Panelists:
  - **Bobby Amirshahi,** VP, Public Relations, Time Warner Cable
  - **Will Arredondo,** Media Consultant & Executive Life Coach
  - **Cristina Herrera,** President, Translatina Network
  - **Jarrett Lucas,** Executive Director, Stonewall Community Foundation

1:00 – 2:15 pm L. Patrick Mellon Mentorship Program Luncheon

Sponsored by walter kaitz foundation

Presented in Partnership with Women in Cable Telecommunications℠

Featuring: **Norman Lear, TV Creator & Author**

Broadway Ballroom, 6th Floor



2:30 – 3:45 pm Concurrent Learning Tracks

- **BUSINESS SOLUTIONS – *The Millennial Marketplace***
  Sponsored by

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  Lyceum Complex, 5th Floor

  What are strategies for reaching the very multicultural and desirable millennial audience? How can both programmers and marketers best utilize multiple media platforms to enhance this reach? What are the threats – and opportunities – of over-the-top, native digital networks, TV Everywhere, as well as cord-cutting/cord-shaving, to this goal?

  Moderator: **Smokey Fontaine**, Founder, a+ creative studio

  Panelists:
  - **James Brown (JB)**, SVP, Head of Content Distribution, REVOLT
  - **Firat Parlak**, Creative Director, Awesome NYC
  - **Yale Wang**, Head of Marketing, DramaFever
  - **Maria Weaver**, SVP, Head of Sales, Interactive One

- **CONTENT & IMAGERY – *Global Content Comes to Visit - Presented in partnership with***

  SAVA360 South Asian Voices

  Julliard Complex, 5th Floor

  Global content creation successfully programmed domestically. Hear how the global cultural perspective translates domestically in programming from programmers and content creators. The session will also discuss how advances in technology affect American viewers' enthusiasm for imported television. With a larger number of viewing platforms, do domestic viewers take advantage of the increased availability of imported content?

Moderator: **Atul Prashar**, Founder & CEO, Sava360

Panelists:
- **Nick Fibrizio,** SVP Distribution & Affiliate Marketing, Asia TV USA Ltd.
- **Joseph Jerome T. Francia**, VP and Head of Operations, GMA International
- **Narendra Reddy**, SVP, Programming and Production, The Africa Channel
- **Ignacio Sanz de Acedo**, CEO & General Manager Hola!TV

- **LEADING & LEARNING – *Business Critical Competencies for a Diverse, High Potential Talent Pool***
  Majestic Complex, 6th Floor

  Confronted with change at the speed of unpredictability, companies in the media and entertainment industry are compelled constantly to reassess the leadership competencies essential to ensure. This session will examine the critical leadership competencies linked to deep and enduring performance. The focus will be on the human capital and critical talent mapping strategies needed to compete in the globally diverse marketplace.

  Moderator: **Charisse Lillie**, VP, Community Investment, Comcast Corporation & President, Comcast Foundation

  Panelists:
  - **Maria Arias**, VP Diversity & Inclusion, Comcast
  - **Ann Carlsen**, Founder& CEO, Carlsen Resources, Inc.
  - **Dwain Celestain**, Managing Partner, DHR International
  - **Deborah Brown**, Managing Partner, Korn Ferry
  - **J.D. Myers,II**, Senior Vice President and Region Manager, Cox Communications, Virginia

3:45 – 4:00 pm Mid-Afternoon Refreshment and Networking Break
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5th and 6th Floor Pre-Function Area

4:00 – 5:15 pm Concurrent Learning Tracks

- **BUSINESS SOLUTIONS – *Entrepreneurs: Wealth Creators***
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  Lyceum Complex, 5th Floor

  Supply-side economics is a school of macroeconomics that argues that economic growth can be most effectively created by lowering barriers for people to produce (supply) goods and services as well as invest in capital. Mergers and acquisitions, reorgs, downsizing and current employment trends translate to talented people sitting on the sidelines asking what I do next? How can I participate in the wealth creation, start a company, purchase a company? Who's done it successfully, and where can I "get in?"

  Moderator: **Maurice Cox** – Diversity & Inclusion Consultant
  (Former SVP, Diversity & Inclusion Development, PepsiCo, Inc.)

  Panelists:
  - **Quenia Abreu**, President & CEO, New York Women's Chamber of Commerce
  - **Jennifer Jackson**, U.S. Small Business Administration
  - **James Jordan**, Former Owner, Omega Construction
  - **Walter Oden**, President, STF Consoles Inc.
  - **Amber McCants**, Principal, IMB Development Corp
  - **Curtis Symonds**, Founder & CEO, HBCUX Network

- **CONTENT & IMAGERY – *Breaking News, Story at 11:00***
  Julliard Complex, 5th Floor

  Ferguson. Hillary. Trump the Stock Market. Iran; the Kardashians. What factors really shape the news and why? This session will delve into how what we refer to as "news" reaches us, teaches us, informs us, and influences us. How are the decisions made about what is "on at 11?" Who makes these decisions and what are the factors that make for "SPIN"? When it's not always easy to distinguish "The Daily Show" from the nightly news, and the only reality seems to be reality TV, do the answers to these questions truly matter?

  Moderator: **Bernie Han**, Group VP, News, Time Warner Cable

  Panelists:
  - **Susan Chun,** Anchor, CNN
  - **Stephanie Sy,** Anchor, Al Jazeera America

- **LEADING & LEARNING – *Career Corners***
  Royal/Plymouth/Uris, 6th Floor

  Compensation: A Moving Target
  Negotiating your true worth. How to get the compensation package you want and deserve.

  Panelist:
  - **Talia Williams**, Talent Acquisition Manager, CNN, Turner Broadcasting System

  OTT and Consolidation: The Net Job Effect
  What are the opportunities and job threats, resulting from the changing landscape of industry consolidation and greater competition from OTT content providers?

  Panelist:
  - **Ann Carlsen**, Founder& CEO, Carlsen Resources, Inc.

  Understanding Office Politics and How it Can Affect Your Career
  Tips on understanding the unspoken rules of an organization, and the keys to navigating its political terrain.

  Panelists:
  - **Marsha Haygood**, Stepwise Associates & Author, "The Little Black Book of Success"
  - **Zenita Henderson,** Senior Manager, Global Marketing, ARRIS

5:15 – 6:00 pm National Membership Meeting
Liberty, 8th Floor

6:00 – 7:30 pm 29th Annual NAMIC Conference Reception
Sponsored by
REVOLT
THE #1 NAME IN MUSIC
Broadway Lounge, 8th Floor

WEDNESDAY, SEPTEMBER 30

7:30 am – 12:00 pm Registration

Sponsored by

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45th Street Registration Area, 5th Floor

7:45 – 8:45 am Continental Breakfast

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5th Floor Pre-Function Area

9:00 – 9:15 am Special Presentation of Winners of the NAMIC Chapter Leader Awards

Westside Ballroom, 5th Floor

Hosts: **Paul Goodloe**, On-Camera Meteorologist, The Weather Channel and **Kandyse McClure**, Actress

9:15 – 10:00 am General Session:

Featuring: **Spike Lee, Academy Award-Nominated Filmmaker**

Westside Ballroom, 5th Floor



10:00 – 10:15 am Mid-Morning Refreshment and Networking Break

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5th Floor Pre-Function Area

10:15 – 11:30 am Concurrent Learning Tracks

- **BUSINESS SOLUTIONS – *Research: Big Data 2.0***
  Sponsored by



  Lyceum Complex, 5th Floor

  What is OTT's impact on big data, and how is OTT viewership measured? Hear the latest research trends from key players in the research arena, and stay current on how it impacts your business.

  Moderator: **Kenetta Bailey**

  Panelists:
  - **Matthew Barnhill**, EVP, Corporate Market Research, BET
  - **Andrew McCaskill**, SVP, Global Communications, Nielsen
  - **Richard Taub**, SVP, Broadcast & Digital Services, Media Audits International
  - **Adriana Waterston**, SVP, Insights and Strategy, Horowitz Research

- **LEADING & LEARNING – Master Class**
  Majestic Complex, 6th Floor

- **CONTENT & IMAGERY – *Sista, Señorita, Babe.***
  Julliard Complex, 5th Floor

  Insights on successful programming by, and featuring, women of color: panelists discuss how the multicultural woman's viewpoint is gaining traction both in front of and behind the camera and reflected on screens.

  Moderator: **D'Angela Proctor**, SVP, Programming and Production, TV One

  Panelists:
  - **Jorge Granier,** CEO, Latin Everywhere & Executive Producer of "Jane the Virgin"
  - **Depelsha Mcgruder** SVP,Programming, Centric
  - **Christine Swanson,** Director of "For the Love of Ruth," "To Hell and Back," and "Miki Howard Biopic" (Coming Soon), TVOne

11:45 am – 1:00 pm EMMA Luncheon

Featuring: **Eddie Huang**, TV Writer, Chef & Author



NAMIC EMMA EXCELLENCE IN MULTICULTURAL MARKETING AWARDS

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Westside Ballroom, 5th Floor

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