

T. Howard Foundation

Diversity in Media



T. HOWARD FOUNDATION
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Mission

The T. Howard Foundation's mission is to serve as a resource for diversity in the multimedia and entertainment industry workforce.

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The Foundation is named after Taylor Howard, a Stanford professor who pioneered cable television satellite technology and who himself was a champion of diversity.

About the Company

- 501(c)(3) non-profit established in 1994 by a small group of executives from the multimedia and entertainment industry who were concerned about the noticeable absence of women and people of color in senior level positions within the industry
- Mission to serve as a resource for diversity in the multimedia and entertainment industry
- Located in Washington, DC
- Conducts activities nationwide working with companies and students from all over the United States

Since its inception, the T. Howard Foundation has placed close to 300 interns in companies throughout the multimedia and entertainment industry including cable, satellite, and programming. After graduation, over 25% of T. Howard interns go on to secure permanent employment in the industry.

Maximizing Experience & Developing Industry Awareness & Access

- Description of the T. Howard Foundation's workforce development program
- A comprehensive approach to addressing corporate diversity in the multimedia and entertainment industry through its four components:
 - **Summer Internships**
 - **Career Awareness**
 - **Industry Awareness**
 - **Professional Development**
- MEDIA² is unique because it links student awareness of career opportunities to diversity awareness among industry executives ensuring that student interest is met with an appropriate industry response in the form of opportunity
- MEDIA² maximizes the internship experience for both the intern and the Host Company while developing the value of diversity within the industry, awareness of career opportunities among students, and access to opportunities.

Industry Partners

- A&E Networks
- Black Entertainment Television (BET)
- Boeing Company
- Bravo Networks
- Carlsen Resources, Inc.
- Comedy Central
- Conus Communication
- COURT TV
- C-SPAN
- CSTV
- DIRECTV, Inc.
- Discovery Communications
- E! Entertainment
- EchoStar Communications Corp.
- EmberMedia
- ESPN
- Fox Cable Networks
- Futron Corp.
- Game Show Network (GSN)
- General Instruments
- Hallmark Channel
- Hannover Fairs
- Home Box Office (HBO)
- Independent Film Channel (IFC)
- International Channel
- Lifetime Network, Inc.
- Major League Baseball (MLB)
- Major League Baseball (MLB)
- MBC Networks
- Motorola
- MTV Networks
- NBC/Universal
- National Football League (NFL)
- National Rural Telecommunications Cooperative (NRTC)
- Outdoor Life Network (OLN)
- PanAmSat Corp.
- Pegasus Communications Corp.
- Playboy Entertainment Group
- Rainbow Media
- Satellite Broadcasting & Communications Association (SBCA)
- Scripps Networks
- SES Americom
- Showtime Networks
- Sirius Satellite Radio
- Speakeasy, Inc
- Starz! Entertainment Group
- The Weather Channel
- Thompson Multimedia Inc.
- Turner Network Sales, Inc.
- Universal Television
- Univision
- USA Networks
- Viacom
- VOOOM
- XM Satellite Radio
- YES Network

The College Program

- an internship program
- professional development
- career awareness
- industry awareness
- activities nationwide to promote the value and benefits of diversity

My experiences

- Summer 2008 – ESPN
 - New York, New York
 - International Ad Sales



- Summer 2007 – ESPN
 - Greenwood Village, Colorado
 - Affiliate Sales and Marketing



- Summer 2006 – Starz Entertainment Group
 - Greenwood Village, Colorado
 - Strategic Planning

Additional Opportunities

- WICT
- NAMIC
- Scott Weiss Scholarship
- Networking
 - Ex. MTV Opportunity
 - Annual Diversity Dinner

Truly a National Program

- Summer Training – Washington DC
- End of Summer Debrief
- Annual Diversity Dinner – New York
- Networking Opportunities

Annual Diversity Dinner

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Application Timeline

- December 31st, 2008
 - Official transcript
 - Official Letter of Recommendation
 - Resume
 - Essay
 - Online Application Form

Questions?

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