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For More Information:

Norman B. Kamikow
President/Editor in Chief
(312) 828-2800
norm@CLOmedia.com

DIRECTV Executive Wins Learning Award at *Chief Learning Officer* Symposium

Deborah Wiest recognized for learning innovation using creative alliances

Austin, Texas, Oct. 5 – Deborah Wiest, senior director of training and quality assurance for DIRECTV, won a prestigious industry leadership award today at the annual Learning In Practice Awards competition sponsored by *Chief Learning Officer* magazine. Wiest won a Silver Award in the Creative Alliances category for organizations with more than 10,000 employees.

The Learning In Practice Awards were announced today during *Chief Learning Officer's* Fall 2006 CLO Symposium in Austin, Texas, which attracted more than 400 top corporate learning executives from around the world to discuss strategies in enterprise education and leadership development.

“Our goal in conferring these awards is to recognize learning leaders who are advancing the industry and clearly demonstrating the link between learning and business performance,” said Norm Kamikow, president and editor in chief of MediaTec Publishing Inc., which publishes *Chief Learning Officer* magazine.

“By building a strong learning culture, Deborah Wiest has enabled DIRECTV to harness the skills, knowledge, competencies and leadership capabilities of its workforce and gain competitive advantage in the marketplace. We commend her for going the extra distance and for inspiring other learning professionals to champion enterprise education and development.”

A panel of industry leaders evaluated more than 200 nominations for the prestigious awards before selecting the 2006 Learning In Practice Award winners. Each award recipient was presented with an etched crystal sculpture created by artist Susan Jacobs Lockhart as part of a limited series titled “In the Spirit of Frank Lloyd Wright.” The Learning In Practice Award honorees also will be featured in a Special Report supplement to the December issue of *Chief Learning Officer* magazine.

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About MediaTec Publishing Inc.

We produce award-winning media, events and resources for a growing audience of business leaders striving to develop, manage and measure high-performing global workforces. Our flagship magazine, *Chief Learning Officer*, was named “Best New Magazine” by the American Society of Business Publication Editors in its launch year, and it has been nominated for several Neal Awards. In addition to B-to-B magazines, our portfolio includes industry intelligence reports and reference materials, e-Seminars, international symposia, regional roundtables, educational colloquia and a wide variety of robust electronic media. MediaTec Publishing is widely regarded as the leading source of information and insight for workforce development and talent management decision-makers who need to be strategic, effective and successful in new and changing markets.



Jim Black, Visual Purple and Deborah Weist, DirecTV