



National Hispanic Media Coalition
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OPENING DOORS FOR LATINOS IN MEDIA

The National Hispanic Media Coalition (NHMC) is a non-profit, civil rights and media advocacy organization, with a three-part mission: (1) to improve the image of American Latinos as portrayed by the media, (2) to increase Latino employment in all facets of the media industry, and (3) to advocate for media and telecommunications policies that benefit the Latino community and other communities of color. Established in Los Angeles in 1986 and currently headquartered in Pasadena, California, the NHMC is a national organization with statewide chapters in California, New York, Arizona, and Michigan, and a virtual office in Washington, D.C.

American Latinos comprise 15% of the U.S. population, yet we are still largely under and misrepresented on mainstream media. The NHMC is one of the most sought-after and credible Latino media organizations at the national level, often serving as the only voice focused on ending media bias and evening the playing field for Latinos in media.

Major Accomplishments

Ten years ago, the NHMC – along with representatives of the African American, Native American and Asian Pacific American communities – brokered deals with the four major television networks to improve their efforts to diversify their workforce in front and in back of camera. The networks each signed a Memorandum of Understanding, requiring them to disclose annual employment and diversity statistics. For the past ten years the networks have provided their statistics, and the NHMC has issued annual report cards, grading their progress. The NHMC has seen incremental improvement since the inception of the memoranda.

In addition, the NHMC has filed over fifty petitions with the Federal Communications Commission (FCC) to deny radio and television station licenses nationwide, either on the basis that American Latinos were inadequately represented in the employment ranks, or for instances of pornography on prime time Spanish-language broadcasting that squarely violated FCC indecency rules, or because of the absence of FCC-mandated children's programs. Many of these petitions have resulted in fines or reprimands.

The NHMC also bridges the gap between qualified Latino talent and those in the entertainment industry that are seeking such talent. For instance, the NHMC administers the National Latino Media Council *Latino Television Writer's Program*. This program trains ten outstanding Latino writers per year, and introduces them to industry executives who are searching for Latino talent to add to their teams of writers. Program alumni who have gone on to successful careers in film and television include Norberto Barba, Davah Feliz Avena and Rafael Garcia, among many others.

In Washington, D.C., NHMC's President & CEO is often called to testify in Congress on various media and telecommunications policies that impact the American Latino community, including minority media ownership issues. The NHMC's Policy Counsel has testified before the National Telecommunications and Information Administration's Online Safety and Technology Working Group on the growing presence and negative effects of hate speech over the Internet, and before the FCC on the connection between media ownership limits and minority ownership of broadcast stations. Since hiring an in-house attorney, the NHMC now also submits public comments to the FCC record on a variety of policies that impact the Latino community.

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