

MEDIA ADVISORY
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For Immediate Release
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Television Networks Fail Latinos in Diversity Performance

Network Television Diversity "Report Cards" to be Released

Pasadena, CA.- The National Latino Media Council (NLMC) will hold a press conference on Tuesday, December 7, 2010 to release the 11th annual Network Television Report Cards. NLMC is very disappointed with the diversity performance of the networks. The report cards are part of a national movement to change the face of television in this country. In 1999 - 2000, the Multi-Ethnic Media Coalition, a group comprised of the National Latino Media Council, the National Asian/Pacific American Media Coalition, the NAACP and the American Indians in Film and Television, signed Memoranda of Understanding with the four major television networks, ABC, CBS, FOX and NBC. The Memoranda serve to diversify the networks' workforce both in front and behind the camera and to open up procurement opportunities for people of color.

The press conference will be held by members of the NLMC and the 11th annual "Report Cards" will summarize the shortfalls of the networks' efforts to diversify their Latino workforce and increase Latino vendor contracts in the 2010 calendar year.

The National Latino Media Council will also respond to this season's lineup of primetime shows, both new and returning.

WHO: Congressman Esteban Torres (Ret.),
Board Chair of the National Latino Media Council

Alex Nogales, National Latino Media Council Secretariat,
President & CEO of the National Hispanic Media Coalition.

Thomas A. Saenz, President and General Counsel of the Mexican American Legal
Defense and Education Fund (MALDEF)

Jerry Velasco, Co-founder of the Ricardo Montalban Nosotros Foundation

WHEN: Tuesday, December 7, 2010
Time: 10:00 a.m. PST

WHERE: American Federation of Television and Radio Artists (AFTRA)
5757 Wilshire Boulevard - Frank Maxwell Boardroom (lobby)
Los Angeles, CA 90036-3600

(Parking located behind AFTRA building)