

# **Network Television "Report Cards" to be Released**

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For more information, please contact:

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## **MEDIA ADVISORY**

### **Network Television Diversity “Report Cards” Released**

### **Latino-American, Asian-American and American Indian media coalitions to present annual report cards**

Los Angeles, CA. – We are celebrating the 10th year anniversary of a national movement to change the face of television in this country. In 1999 - 2000, unprecedented Memoranda of Understanding were signed among members of the Multi-Ethnic Media Coalition (the National Latino Media Council, National Asian/Pacific American Media Coalition, the NAACP, and the American in Film and Television) and the four major mainstream television networks (ABC, CBS, Fox and NBC). The Memoranda serve to diversify the Networks' workforce and Board of Directors, as well as open up procurement opportunities to all people of color. We consider this initiative a success with incremental increases of diversity at each of the Networks.

The 9th annual “Report Cards” will summarize the progress or shortfalls of the networks’ efforts to diversify their workforce and increase minority vendor contracts in calendar year 2009.

The Multi-Ethnic Media Coalition will also respond to this season’s lineup of primetime shows, both new and returning.

WHO: Esteban Torres: Ret. Congressman;

Board Chair of the National Latino Media Council.

Alex Nogales: National Latino Media Council Secretariat;

President & CEO of the National Hispanic Media Coalition.

Karen Narasaki: Asian American Justice Center President & Executive Director.

Mark Reed: American Indians in Film & TV National Chair.

WHEN: Monday, December 7, 2009

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 will be validated)

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