



PRESS RELEASE
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For Immediate Release
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NHMC Urges the FCC to Reinstate the Filing of Equal Employment Opportunity (EEO) Forms

Washington, D.C. - Today, September 13, 2010, the National Hispanic Media Coalition (NHMC), in collaboration with Georgetown Law's Institute for Public Representation, filed reply comments in the Federal Communications Commission's (FCC) proceeding, "Review of Media Bureau Data Practices."

The reply comments pointedly urge the FCC's Media Bureau to reinstate the filing of EEO Form 395 and to make that information publicly available. While NHMC believes that there are a number of things that the Media Bureau could do to guarantee that it collects the data necessary to ensure that broadcast licensees meet their public interest responsibilities and make data more usable, reliable and accessible, it believes foremost that it is crucial that the FCC restore annual employment reports for broadcast stations, which have been absent for almost a decade.

"The public as well as the FCC and Congress need access to Form 395 data. In the past NHMC used form 395-B data to create a detailed and informative report on Latino employment in New York City's television industry. The report found that Latino employment decreased despite an increase in New York's Latino population. But ever since the FCC stopped collecting employment data, NHMC has not been able to do this type of analysis," explained NHMC's Vice President of Policy and Legal Affairs, Jessica J. Gonzalez. That report, issued in 2001, can be read [here](#).

If the FCC collected and made available the annual employment data, NHMC and other organizations, as well as academic researchers, could use the information to study the issues important to them. By studying employment patterns in individual stations, NHMC could more effectively target its outreach and recruitment efforts to the positions in those stations where it perceives a lack of diversity.

"We have been missing this data for years now, and I hope that the Media Bureau seizes this opportunity to end what has been an unreasonable delay in reinstating EEO reporting" added Gonzalez, noting that even while people of color have become a greater segment of the population, the number of people of color at broadcast stations has not risen proportionately, and in some cases, has declined.

NHMC's reply comment can be read [here](#).

The National Hispanic Media Coalition is a non-profit, media advocacy organization established in 1986 in Los Angeles, California. Our mission is to improve the image of American Latinos as portrayed by the media, increase the number of American Latinos employed in all facets of the media industry, and advocate for media and telecommunications policies that benefit the Latino community.