

NATIONAL LATINO MEDIA COUNCIL ENCOURAGED BUT NOT SATISFIED WITH PROGRESS ON NETWORK TELEVISION

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Los Angeles, CA – The National Latino Media Council (NLMC) today released its seventh annual report card, grading ABC, NBC, CBS, and FOX on their performance in promoting diversity at their networks. The report includes grades for each network for Latino actors in regular and recurring roles and host and participants in reality programs. It also graded performance for directors, writers/producers, entertainment executives, program development, procurement, and overall network commitment to diversity.

“ABC is again the leader in diversifying their workforce both in front and in back of camera” said Esteban Torres, Chair of the NLMC. “Their actor numbers in both regular and recurring roles are sky high - not only are they sky high, but as you all know the quality of those roles are incredibly impressive. There is a Latino in a regular role in every one of their most popular and highly rated programs, and predictably, Latinos are watching ABC in larger numbers than they watch the other networks. The hit of the season is “Ugly Betty” and Steve McPhearson and Alex Wallau are to be congratulated for bringing it to the screen while developing several other Latino-themed programs.

“NBC has always been one of the leaders in diversity performance and under Kevin Riley, this year is no exception” said Alex Nogales, President & CEO of the National Hispanic Media Coalition. “NBC has again posted an incredible number of Latino directors working on their programs, and the second highest number of episodes these creative individuals directed. It has put several Latino-themed programs into development and it is expected that if one of these programs goes to air, their actor and writer/producer category numbers will increase dramatically. NLMC commends Kevin for his commitment to Diversity and for sponsoring the Writers’ program, which is expected to pay off in actual writing positions in the very near future.”

Under Nina Tessler, President of CBS Entertainment, CBS continues to improve their diversity performance. They have reported the largest number of episodes directed by Latinos and along with ABC and NBC have put many Latino-themed projects into development. CBS also has the largest number of Latino entertainment executives and it is clear that these executives are interested in bringing in top creative projects to the network. “I commend CBS for one other big step,” said Jerry Velasco President of Nosotros. “It has finally agreed to share their procurement numbers and the “C” they received this year will only be built on in the years to come.”

“FOX is the undisputed reality-show leader,” said Alex Nogales. FOX’s scripted show numbers have improved, going from a “C” to a “B+,” but it is in the reality shows category that they truly show their diversity performance. NLMC commends them for their “A” and acknowledges that for a network only producing 15 hours of prime-time, it has posted strong numbers in the writers/producers category, in the directors category,

and in their program development. The steady advance of their diversity numbers can be attributed directly to Peter Liguori, President of FOX Entertainment, and NLMC congratulates him for his commitment to making FOX a serious diversity competitor.

“With the population of 14% and a purchasing power of over 700 billion dollars a year, the efforts of the networks to include Latinos points to an understanding of the importance of our community,” Esteban Torres said. “We thank the four networks for their continued commitment to the diversity initiatives, but expect better numbers in the next reporting period. Remember, this is our seventh annual report and although the overall grades at all four networks are encouraging, performance still lags way behind in proportion to our population and purchasing power. In other words, there is still much to be done and the process has to be accelerated.”

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2006 National Latino Media Council Report Card on TV Diversity				
	<i>ABC</i>	<i>NBC</i>	<i>CBS</i>	<i>FOX</i>
Actors: On-air Primetime Scripted Shows	A*	A to A-	B+ *	C- to B+
Actors: On-air Primetime Reality Shows**	B	B	B	A
Writers and Producers: Primetime	A- *	B to C-	B to C+	B*
Directors: Primetime	C to B	A*	B+ to A	C to B
Program Development	A*	C to B	B to A	B*
Procurement	C to A	A-*	I to C	A to B
Entertainment Executives	A to B	F	A*	C- to B
Network Commitment to Diversity Initiatives and Submission of Statistical Data	A*	A*	A*	A to B
Overall	A-	B	B+	B

* Single grade means unchanged

** New category for NLMC