



National Latino Media Council

**National Latino Media Council (NLMC)  
Annual Television Network Diversity Report: 2013-2014 Season  
Released September 18, 2014**

Pursuant to memoranda of understanding established fifteen years ago between the Multi-Ethnic Media Coalition and ABC, CBS, FOX and NBC, the NLMC, the nation’s most influential Latino media coalition, comprised of thirteen of the largest Latino civil rights and advocacy organizations, issues this progress report based on data reported to NLMC by the networks listed above. The report covers Latino inclusion efforts of the four networks in front and back of camera.

The memoranda preclude NLMC from disclosing the exact number of Latinos in any given category, however, NLMC may rate the performance of the networks. In past years, NLMC has graded the networks on a typical A-F grade scale in the following categories: scripted actors, unscripted actors, writers and producers, directors, program development, procurement, entertainment executives and commitment to diversity.

This year, NLMC has retained the categories but amended the grade scale to a simpler three-point scale. The grading scale is as follows:

- **“Good”**: *Good results and/or efforts*
- **“Mediocre”**: *Mediocre results and/or efforts*
- **“Bad”**: *Poor results and/or efforts*

Over the years, the nature of the relationship has changed between NLMC and all of the networks. In the past, NLMC was beating its fists, but today NLMC has developed partnerships with leaders of all of the networks. Network presidents have all espoused a desire to increase Latino inclusion, and are partnering with NLMC to achieve a more multicultural slate both in front and back of camera. Certainly we have a long way to go across the board before we see full and quality Latino inclusion in television – especially with directors, producers and show runners – but we are on the right path. NLMC will continue to benchmark progress annually, and provides the following report on the 2013-2014 television season.

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## ABC

ABC's Latino inclusion efforts improved in the 2013-2014 prime time television season. Of course there is room for more progress, particularly in categories relating to unscripted talent, directors and entertainment executives, but the raw data from the 2013-2014 season and the attitudes amongst ABC leaders give NLMC great hope for years to come.

### Overall Performance: "Mediocre"

#### Scripted Actors: "Good"

During the 2013-2014 TV season ABC returned to its previous post as the network with the most Latino scripted actors. ABC ruled the screen with Latino regulars on returning shows like *Modern Family* (Sofia Vergara, Rico Rodriguez), *Once Upon a Time* (Lana Parilla), *Grey's Anatomy* (Sara Ramirez), *Castle* (Jon Huertas), *Scandal* (Guillermo Diaz) amongst many others, and new shows like *Resurrection* (Landon Gimenez) and *The Goldbergs* (Hayley Orantia). ABC does not have many recurring Latino actors and could improve in this category, but its substantial regular Latino lineup compensates for its somewhat lackluster performance with recurring actors. Unfortunately, eight of the twelve new shows with Latino representation in front of camera did not make the cut for the 2014-2015 season and were cancelled. ABC will have to think of ways to keep these shows on air as NLMC looks forward to ABC's commitment to include more Latinos in the coming seasons.



(Rico Rodriguez, Lana Parilla, Sara Ramirez)

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## Unscripted Actors: “Mediocre”

ABC underwhelmed in the unscripted talent category. Although NLMC commends the inclusion of the first Latino bachelor on its *The Bachelor* reality dating show, unscripted talent overall dropped and is lacking at the network. NLMC was disappointed in the vetting of the 18th bachelor, Juan Pablo Galavis, who ended up perpetuating stereotypes with his sexist and homophobic remarks. NLMC expects more from ABC, which airs *Wipeout* and *America’s Funniest Videos*, which include a high volume of unscripted talent on a weekly basis from all over the country.

## Writers and Producers: “Good”

ABC leads the pack when it comes to writers and producers, and in the 2013-2014 season it substantially increased its number of Latino producers.

## Directors: “Bad”

ABC performance with regard to Latino directors was poor. Fox and NBC easily bested ABC in this category.

## Program Development: “Good”

In the past few years ABC has shown very impressive numbers in this area, with more than a few Latino themed shows in development, as well as a significant number of Latinos retained to develop programming for the network. This year the development numbers dropped a bit, and NLMC hopes to see them climb next year.



NLMC has, however, gotten a sneak peak of the *Cristela* pilot, and is very excited for this new show, created by, produced by, written by and starring Cristela Alonzo, and set to premiere on Friday, October 10<sup>th</sup> in the 8:30 pm time slot. *Cristela* and her cast mates shine in this modern Latino family comedy, which is simultaneously funny and authentic. The characters are likeable and relatable to people of all backgrounds. Alonzo is a star and the quality of this promising show compensates for ABC’s overall drop in Latino development deals.

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## **Procurement: “Bad”**

Disney/ABC's numbers are incomplete. Disney is implementing new technological instruments to capture its procurement data and the implementation is behind schedule. Consequently, the data so far gathered is not enough to present an accurate accounting of its procurement metrics. It is expected the technology will be in place and functional in November and NLMC will at that time meet with the head of procurement to review and discuss the data.

## **Entertainment Execs: “Mediocre”**

ABC has increased its Latino executives by one. This is an improvement, but ABC was starting from an extremely low place in this category. NLMC hopes to see ABC build its Latino executive base further in the coming year.

## **Commitment to Diversity: “Good”**



ABC boasts an arresting quantity of initiatives to infuse more people of color into its ranks, and ABC Entertainment president, Paul Lee, is to be saluted for keynoting the National Hispanic Media Coalition (NHMC) MediaCon in March of this year. In addition, NLMC congratulates ABC for its ongoing support of the NHMC Television Writers Program, which has graduated 25% of its alums into network writing gigs. However, NLMC encourages ABC to utilize its Directors Program to send more Latinos into the directing pipeline, and to double down on advertising spend and schedule placement of Latino-themed shows such as *Cristela* to ensure that they have the greatest chance of success.

*(Paul Lee)*

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## CBS

CBS rules the network ratings race in entertainment programming, and demonstrates commitment to diversity from the very top: the entertainment chairman is Nina Tassler, a Latina. Several years ago CBS was on the top of the heap in terms of Latino inclusion efforts, however, this year its numbers have declined in several categories. CBS executives seem genuinely committed to quality Latino portrayals, and have made great efforts to develop a true partnership with NLMC. For these reasons, NLMC has great hopes that CBS will bounce back in the coming years.



*Nina Tassler*

### **Overall Performance: “Mediocre”**

#### **Scripted Actors: “Bad”**

CBS has a small smattering of Latino regulars on its scripted programs, including Marisa Ramirez (*Blue Bloods*), Mackenzie Vega (*The Good Wife*) and Miguel Ferrer (*NCIS: Los Angeles*), among others. To its credit, CBS has a significant number of recurring actors, notably Ricardo Chavira (*Bad Teacher*), and Esai Morales (*Criminal Minds*), however, with so few Latino regulars in front of the camera, CBS’ 2013-14 programs did not reflect the pervasiveness of the Latino culture and community in the United States today. CBS provides data on Latino actors who auditioned for roles on all of its programs, and the data demonstrate that CBS is making efforts to showcase Latino talent to casting and show runners. NLMC encourages show runners to integrate Latino talent into their programs and reap the rewards of Latino community support.



*(Marisa Ramirez, Miguel Ferrer, Esai Morales)*

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## **Unscripted Actors: “Bad”**

CBS’ numbers for unscripted talent have declined over the past couple of years. Given that most of these alternative programs are known as “reality” programs, it is especially troubling that Latinos are not present at a rate that mirrors reality.

## **Writers and Producers: “Mediocre”**

CBS held steady on its number of writers and producers, and, notably, employed the talent of NHMC Television Writers Program alum, Rob Sudduth (*The Crazy Ones*). CBS gets extra credit for its inclusion of Latinos in executive producer roles, yet still yields lukewarm marks for its failure to grow its pool of writers and producers.

## **Directors: “Mediocre/Good”**

CBS doubled the number of Latino-directed episodes this season, and nearly doubled its number of Latino directors. CBS’ overall number of Latino directors is still rather low, and NLMC expects this to climb in the 2014-15 season, but it is on the bubble due to its marked improvement. Should this number remain stagnant in the coming years, however, CBS should not expect such high marks.

## **Program Development: “Good/Mediocre”**

CBS was on the bubble in this category because its development numbers were fairly solid but did not improve from the previous year.

## **Procurement: “Good”**

CBS’ procurement record continues to improve. Although the spend was not as great as that of Disney/ABC and Comcast/NBCUniversal, the drive with which the procurement office proceeds is both compelling and fruitful.

## **Entertainment Execs: “Good”**

CBS shines in this category, with a Latina leader and a number of other Latinos in key creative decision making positions.

## **Commitment to Diversity: “Mediocre”**

CBS is saying all of the right things, but our evaluation is based on performance. CBS is focused on quality Latino portrayals, which is excellent, but somewhat obscured by the low quantity of Latinos employed in front and behind the camera. Notably, it produces a list of all Latino actors

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that have auditioned for roles which demonstrates a thorough effort to get Latino talent in front of show runners. CBS is very responsive to NLMC, and seems focused on building a partnership (NLMC was particularly pleased that Nina Tassler keynoted NHMC MediaCon) but it certainly has room for improvement in the coming years.

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## FOX

NLMC is pleased that Fox has resumed a working relationship with the coalition and has provided diversity data for the 2013-2014 television season. The network has shown progress throughout the various areas of interest covered in this report, especially in its inclusion of Latino actors and reality stars.

### Overall Performance: “Mediocre”

#### Scripted Actors: “Good”

Fox has made great strides in increasing its number of Latino actors, no doubt due to the dynamic Tess Sanchez, Fox’s senior vice president of casting. Fox’s 2013-2014 line up boasted three new shows with Latino regulars: *Brooklyn Nine Nine* (Melissa Fumero, Stephanie Beatriz), *Almost Human* (Michael Irby), and *Dads* (Tonita Castro). NLMC was pleased, in particular, with the positive portrayals of the Latinas on *Brooklyn Nine Nine* - Fumero and Beatriz play detectives and both are hilarious. *Almost Human* was not picked up for a second season and *Dads*, which rightly came under fire for racial stereotypes and offensive jokes, was not renewed. New mid-season and summer shows like *Surviving Jack*, *Rake*, *Enlisted* and *Gang Related* showed promise with Latinos in regular roles but none of those shows made it past their first



(Stephanie Beatriz and Melissa Fumero)

seasons, and NLMC had mixed feelings about *Gang Related* - although it provided a number of opportunities for Latinos in front and back of camera, the vast majority of Latinos were portrayed as criminals. NLMC was happy to see returning Latino regulars such as Naya Rivera from *Glee* and Ed Weeks on one of NLMC’s favorite comedies, *The Mindy Project*, as well as other recurring actors on shows like *Bones*, *The Following* and *Sleepy Hollow*.

#### Unscripted Actors: “Good”

Fox is doing well with unscripted talent as well - it included Latinos in prominent roles as judges and contestants on its reality shows. Programs like *American Idol* included Latina entertainment mogul, Jennifer Lopez, as well as a Latina contestant, Emily Piriz. The popular cooking contest, *Hell’s Kitchen*, featured several Latinos as contestants, and on *X Factor* we saw many Latino

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contestants and judges like Demi Lovato, Paulina Rubio and of course the host, NHMC Impact Award winner, Mario Lopez. NLMC would like to see more Latino participation on other shows like *Master Chef*.

### Writers and Producers: “Mediocre”

Creative behind the camera talent at Fox has remained the same over the years with few Latinos in key positions on shows. Highlights from the 2013-2014 season include Roberto Orci as executive producer and show runner on *Sleepy Hollow*, as well as Marcos Siega as executive producer on *The Following*. When it comes to Latino writers staffed at Fox there is room for improvement. Although the Fox Writers Intensive exists to recruit and train diverse talent, more work must be done to increase the number of Latinos writing on their shows. NLMC was pleased to see NHMC Television Writers Program alum Mark Valadez staffed on *Gang Related* this past summer and is equally excited to have another alum, Robert Sudduth, staffed on the new fall show, *Red Band Society*.



### Directors: “Mediocre”

Fox has shown little improvement but continues to tap a few Latino directors to direct episodes of *The Following*, *Gang Related*, *Rake* and *American Dad*. Despite only subtle improvement, it was still ahead of most other networks in this category, indicating a dearth of Latino directors across the board.

### Development: “Mediocre”

Fox will begin the 2014-2015 television season with three new fall shows that include Latinos as regulars: *Gotham* (Zabryna Guevara, Victoria Cartagena), *Red Band Society* (Wilson Cruz, Nolan Sotillo) and *Gracepoint* (NHMC Impact Award winner Michael Peña, Madelyn Horcher). This is a great start to their season considering returning shows such as *Brooklyn Nine Nine*, and *The Mindy Project*. Beginning this fall viewers will see a Latino regular on Fox Monday through

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Thursday and on Sundays. NLMC applauds Fox for their efforts to include more Latinos in front of the camera, however, Fox has not purchased and does not have any projects coming down the pipeline created or headed by a Latino. NLMC is very disappointed to report this and encourages Fox to create a pipeline through which more Latinos and individuals of color have access to selling their projects at the network.

### **Procurement: “Bad”**

Fox procurement numbers are incomplete, reflecting lackluster reporting procedures that give NLMC no sense whatsoever of Fox’s spend with business owners of color.

### **Entertainment Execs: “Bad”**

Fox needs improvement in the Entertainment Executives category. Over the years its numbers have decreased and only include one person, Tess Sanchez, senior vice president of casting. One need look no further than Fox’s acting numbers to see that diverse leaders like Sanchez can move the ball when it comes to discovering talented Latinos and other people of color. NLMC cannot stress enough how important it is to have diverse executives in key decision making positions at the network.

### **Commitment to Diversity: “Mediocre”**

Although Fox’s commitment to diversity was in question for the past two years as the network refused to supply the coalition with its diversity data, NLMC is pleased that Fox is once again cooperating and collaborating to improve diversity at the network and across the industry. Hopefully this is indicative of the network’s new leadership and its commitment to inclusion. Certainly NLMC has appreciated the open door of Joe Earley, who keynoted at NHMC MediaCon, and hopes to establish a similar relationship with the new network entertainment president, David Madden. The network has two programs of interest to the coalition: The Fox Writers Intensive and the Seizing Opportunities Forum. The former grants a few diverse writers the opportunity to participate in master classes at the network where they hone their skill with working writers, show creators and executives. The latter is a forum where Fox invites community organizations and partners to preview the fall pilots to provide feedback to the creative folks on how shows can improve in diversity and depictions of diverse characters. NLMC encourages Fox to expand its portfolio of diversity programs to include ones that target directors, producers and acting talent.



*(Joe Earley)*

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## NBC

NBC began the 2013-2014 television season with a bang, with promising numbers for Latinos in all categories, and some highs never before seen in diversity report card history. Still, NBC is far from perfection, and could pump up the volume with writers, producers and directors.

### **Overall Performance: “Mediocre/Good”**

#### **Scripted Actors: “Good”**

NBC showed great improvement with its scripted talent. Latino regulars populated twelve shows during this season, some of which included more than one Latino regular like *Welcome to the Family*, *Chicago Fire*, and *Law and Order: SVU*. In the recurring category viewers saw an increase in Latino talent thanks to shows like *Law and Order: SVU* and *Chicago PD*. Unfortunately, four out of the twelve shows with Latinos regulars were cancelled. This includes the swift cancellation of *Welcome to the Family*, a show that centered on a Latino family - NLMC had high hopes for this show and applauds NBC for its efforts in this regard.

#### **Unscripted Actors: “Good”**

NLMC is pleased with NBC’s increased inclusion of Latinos in reality programming. Latinos are appearing on shows like *American Ninja Warrior 2* as well as comprising a good percentage of contestants on the beloved show, *The Sing Off 4*, which returned after being on hiatus this past year. *The Voice* had two seasons this past year that included Latino contestants as well. There is always room for improvement but NBC is looking in the right places for its reality contestants.

#### **Writers and Producers: “Mediocre”**

The number of Latino writers and producers has increased very slightly over the past several years, with a risk of stagnation. The key to increasing and providing positive portrayals of Latinos on television begins with behind the camera talent such as writers, producers and directors. NBC had a good number of Latino writers in the room this past season, half of which were employed through the diverse staff writers fund. As for the number of producers, there was a slight increase but still not enough to exhilarate NLMC. A few highlights include Norberto Barba’s return as Executive Producer on *Grimm* for yet another year as well NHMC Television Writers Program alum Michael Perri’s staffing on *State of Affairs*.



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## Directors: “Mediocre”

NBC had fewer Latino directors in the 2013-2014 season, but overall those individuals directed more episodes than in previous years. This is the type of incremental progress that NLMC would like to see ramped up. NBC has a few Latino directors directing multiple episodes on series such as *Chicago PD*, *Law & Order: SVU* and *Grimm*, among others. Last year Alfonso Cuarón directed for the new show *Believe*, which, unfortunately, was cancelled.

## Development: “Mediocre”

Although NBC’s 2013-2014 lineup started off with a bang for Latinos, the same cannot be said for the 2014-2015 season. Although some loveable Latinos are in the lineup, like NHMC Impact Award winner Aubrey Plaza in *Parks and Recreation*; Danny Pino and Raul Esparza in *Law and Order SVU*; Monica Raymund and Joe Minoso in *Chicago Fire*, Jon Seda in *Chicago PD* and Al Madrigal in *About a Boy*, NBC has only added two new shows with Latino regulars, Tommy Savas in *State of Affairs* and Laz Alonso in *Mysteries of Laura*. NBC is investing in a good number of Latino projects coming down the pipeline, but only picked up one to season this past year - the show has not been announced and NLMC anxiously awaits it to come to fruition

## Entertainment Execs: “Good”

In the creative entertainment executives category, NBC is doing well with Latinos in key decision making positions in drama development and alternative programming and development.

## Procurement: “Mediocre”

NBCUniversal procurement numbers took a significant hit when the Comcast leadership corrected its reporting protocols. NLMC appreciates the transparency and expects that NBCUniversal will now focus on expanding contracts to Latino businesses.



Jennifer Salke

## Commitment to Diversity: “Good”

NBC’s commitment to diversity shows in the programs it continues to support to help educate and prepare diverse talent to work in the industry. NLMC was happy to see NHMC Television Writers Program Alum Michael Perri chosen for NBC’s Writers on the Verge program; he is now staffed on the upcoming fall 2014 show, *State of Affairs*. Notably, NBC has key Latino executives employed in other departments of the network and in its cable television enterprises, and the president of NBC Entertainment, Jennifer Salke, keynoted NHMC MediaCon.