



## 2012 Accomplishments

The NHMC team is proud to share some of its 2012 accomplishments.

**Fighting Hate Speech in Media**

**Promoting Positive Stories of Latinos in Media**

**Giving Voice To Latinos on Media Policy Issues**

**Opening Doors for the Next Generation of Latinos**

**Gathering the Community to Celebrate Latino Talent and Champions**

---

### Fighting Hate Speech in Media

- In August, NHMC and the Gay & Lesbian Alliance Against Defamation (GLAAD) [celebrated a huge victory](#). *José Luis Sin Censura*, produced and broadcast by Liberman Broadcasting, Inc. (LBI) on the EstrellaTV network, was permanently removed from the broadcast schedule. The removal of the show came after an 18-month campaign during which dozens of organizations and thousands of individuals were mobilized, many via a petition at Change.org. At the outset of the campaign, GLAAD and NHMC filed a nearly 200-page formal [complaint](#) with the Federal Communications Commission (FCC) and contacted dozens of major advertisers whose ads appeared during the program. The campaign resulted in an ongoing investigation by the FCC and a number of advertisers withdrawing their support of the show including AT&T, Time Warner Cable, and Western Dental. The program frequently featured blatant nudity and female guests were shown in violent fights. Guests and audience members were often incited to engage in verbal and physical attacks. Many episodes showed the audience standing and shouting anti-gay epithets and profanity at guests. This was a hard-fought victory for tolerance, inclusion, and decency and it is further proof that programming that degrades or threatens the safety of entire segments of our population has no place in this country.





- Over 40 national and local organizations and over 16,000 individual [supporters](#) joined NHMC in a public [campaign](#) to stop shock jocks, John Kobylt and Ken Chiampou, from spewing their hate against Los Angeles communities. Although John and Ken remain on the air, NHMC considers this campaign a great success due to what was accomplished.



Here's a list of the campaign's successes:

- With the help of NHMC's community allies, enough public pressure was exerted to persuade KTLA-5 management to keep John and Ken off of KTLA's news hour segment "Driving It Home with John and Ken."
  - Along with several supporting and partner organizations, the Los Angeles City Council passed an [anti-hate speech resolution](#) specifically condemning John and Ken.
  - [The National Latino Congreso](#) also passed a resolution denouncing the duo and committing to boycotting advertisers that support hate programming.
  - More than [16,000 petition letters](#) were delivered to Clear Channel, owners of KFI AM, as well as their investors, Bain Capital and Thomas H. Lee Partners.
  - The campaign sent over 60 letters to local and national [advertisers](#), 40 of which dropped either publicly or silently.
  - Since we started targeting their advertisers, John and Ken have not released private cell phone numbers, and recently, have refrained from making outlandish hateful statements.
- UCLA Chicano Studies Research Center (CSRC) released the last two studies of a three-part NHMC collaboration series. "[Social Networks for Hate Speech](#)" explores how a relatively small group of individuals and organizations form a social network that targets vulnerable groups and spreads hate speech across a wide swath of media outlets. The third study, "[Using Biological Markers to Measure Stress in Listeners of Commercial Talk Radio](#)," shows that hate speech can negatively impact listeners' health. The first UCLA study, "[Quantifying Hate Speech on Commercial Talk Radio](#)," was released in November, 2011 and found that program hosts and their guests make unsubstantiated claims, while using divisive language and dehumanizing metaphors that target specific ethnic, racial, and religious groups, as well as the LGBT community. The study also developed a replicable methodology for quantifying hate speech. A problem needs to be understood before it may be remedied.



Thanks to Dr. Chon Noriega and his team at CSRC, we now have a roadmap of studies that clarify the components of hate speech: the targeted groups, the types of statements used



against them, and the social network that propagates the hate.

- To complement these groundbreaking studies NHMC commissioned Latino Decisions to do a national opinion poll, [“The Impact of Media Stereotypes on Opinions and Attitudes Towards Latinos,”](#) on the relationship between media content and public opinion towards Latinos. At a press conference in Washington, D.C., NHMC's President and CEO, Alex Nogales, presented the findings alongside Matt Barretto from Latino Decisions, Congressman Raúl Grijalva (D-AZ) and fellow civil rights activists from the NAACP, GLAAD and the National Hispanic Leadership Agenda (NHLA).



The poll found that after viewing just one minute of media content, poll respondents changed the way they view Latinos. For

instance, those who consumed negative news and entertainment pieces were much more likely to rate Latinos as unintelligent, while those who consumed positive pieces were much more likely to rate Latinos as intelligent. In addition, the poll found there is a common misperception that Latinos and undocumented immigrants are one in the same, with 17% of survey respondents actually believing that the majority of U.S. Latinos are undocumented. The full report and the executive summary, [“The Power of Media to Breed Hate, Impact Health and Shape Opinions,”](#) can be found at [www.nhmc.org/reports](http://www.nhmc.org/reports).

- NHMC released [American Hate Radio: How a Powerful Outlet for Democratic Discourse Has Deteriorated into Hate, Racism and Extremism](#) (available at <http://nhmc.org/reports>). The report sheds light on the prevalence and the dangers of hate speech on American radio. Revealing complaints filed by consumers with the FCC, the report documents years of public allegations of hate speech against KFI AM 640, a Clear Channel Radio station.
- For its work fighting hate speech in media NHMC received the [YWCA Pasadena-Foothill Valley Racial Justice Award](#) at the 10th Annual Women for Racial Justice Breakfast.

### Promoting Positive Stories of Latinos in Media

- On behalf of the National Latino Media Council (NLMC), NHMC issued the annual [Television Network Report Cards](#). This year, [FOX Network Groups received an overall “F”](#) for its diversity commitment and performance. NBC received the best overall grade with an "A-." CBS earned an overall "B+" grade for Latino diversity during the 2011-2012 television season. This year, ABC earned an overall "B" grade. The progress seen throughout the 13 years since the historic television networks' Memoranda of Understanding were signed has been incremental. We





see positive internal changes taking place at ABC, CBS and NBC and expect that these changes will translate into accelerated hiring of Latinos in all areas.

- NHMC celebrated the 10th anniversary of the [NLMC/NHMC Television Writers Program](#) this year bringing the number of the alumni class to 90 [writers](#). The highly-competitive program is sponsored by Disney-ABC Television Group and NBC-Universal. A record high of 200 applications were received from all over the nation for the ten spots. Writers are the key to more positive and accurate depictions of Latinos on screen, with that said, it is important to point out that in the 2011-2012 television season, ten NHMC/NLMC fellows were hired by the top broadcast networks to work on television shows and seven continued working into the Fall for the 2012-2013 television season.



### [Giving Voice To Latinos on Media Policy Issues](#)

- In March, NHMC represented the Center for Media Justice and the Center for Rural Strategies in [comments filed](#) at the FCC urging the Commission not to relax certain media ownership limits. In urging the Commission to tighten media ownership limits, the comment highlighted two distinct markets that have suffered from media consolidation: Los Angeles and the Rio Grande Valley in Texas, a largely rural area situated along the U.S.-México border that is also known as the Harlingen-Weslaco-Brownsville-McAllen market. Broadcast consolidation is rampant in these markets, and even though both areas are extremely diverse - two-thirds of Los Angeles and nearly 90% of Rio Grande Valley inhabitants are people of color - broadcast ownership is disproportionately white. NHMC continued its advocacy on this issue throughout the year.
- Throughout the year, NHMC urged the FCC to take a number of concrete steps to ensure that broadband is universally accessible and affordable across the country. In April, NHMC [filed comments](#) asking the FCC to ensure that its low income communications programs are designed to offer broadband service, serve the most eligible families possible, and provide more support to schools and libraries as crucial access points. During the year, the FCC adopted one of NHMC's previous recommendations by beginning a process to transition the low-income Lifeline program to broadband. A pilot program is currently underway.
- NHMC co-hosted the FCC's annual [Hispanic Heritage Month Celebration](#) in October in Washington, DC. Alex Nogales delivered the [keynote address](#). The event included a welcome by FCC Chairman Julius Genachowski and introductory remarks by former FCC



Commissioner and NHMC Board Member Gloria Tristani, as well as a roundtable discussion among FCC representatives and leaders of major Latino organizations.

Participants in the roundtable included Alex Nogales, Jessica Gonzalez and Michael Scurato of NHMC as well as leaders from several Latino organizations such as the League of United Latin American Citizens (LULAC), the Hispanic Association of Colleges and Universities (HACU), and the National Association of Hispanic Journalists (NAHJ). Also participating were a number of FCC leaders and staff. Topics included Latino media ownership and participation, broadband access and adoption, the importance of maintaining an open Internet, predatory prison phone rates, consumer protection issues, and the FCC's need to diversify its own workforce.

- NHMC released "[Trends in Latino Mobile Phone Usage: And What They Mean for U.S. Telecommunications Policy](#)." The report offers the most comprehensive compilation of up-to-date data on how the Latino community is using mobile phones. The report highlights three major tendencies: Latinos are less likely to adopt broadband at home than other ethnic groups; are three times more likely than the general population to rely on mobile phones as their only means of Internet access; and are footing larger mobile phone bills than any other demographic group. Based on the landscape of data compiled in the report, NHMC makes a number of policy recommendations to enable the Latino community to thrive as it embraces mobile technology, including:
  - Reforming the Universal Service Fund.
  - Preserving competition in the wireless industry.
  - Preserving the open Internet over fixed and mobile services.
  - Protecting consumers from predatory business practices.
  - Promoting media ownership diversity.

### Opening Doors for the Next Generation of Latinos

- NHMC conceived a program, to introduce young students to the many roads that exist in the television business outside of just those on the screen. NBC Television Network behind the camera professionals came to the Esteban Torres high school in East Los Angeles and discussed their jobs and how to get into similar jobs. This is the first school to participate in the NHMC pilot program designed to get more Latino students interested in television production and into the overall television production pipeline. A group of forty students visited Universal Studios, as part of the newly established outreach initiative embraced by NBC to see those professionals at work during production hours. The students were impressed and some are preparing to get into the industry by getting the necessary education.



## Gathering the community to celebrate Latino Talent and Champions

- The 15<sup>th</sup> Annual NHMC Impact Awards honored onscreen talents Cesar Millan, Benjamin Bratt, Michelle Rodriguez, Efen Ramirez, Aubrey Plaza, director Chris Weitz, and music artist Jaime "Taboo" Gomez. Comedic actor Rob Schneider and Spanish actress Claudia Bassols – of CBS's *¡Rob!* – were the Masters of Ceremonies. Oscar



nominated actor Demian Bichir made a surprise appearance to hand the Impact Award to friend Chris Weitz who was honored for directing *A Better Life*.

- In July, more than 350 media advocates and influencers, industry executives and celebrity talent participated in NHMC's inaugural MediaCon. Haim Saban, Chairman of the Board of Directors for Univision and Chairman and CEO of the Saban Capital Group, provided an insightful conversation on the industry and his personal experiences as the keynote speaker during the luncheon. Offering new ways to succeed in an evolving media industry were distinguished leaders such as: Maria Elena Salinas, Univision's Emmy-Award-winning journalist; Elizabeth Avellán, Co-Owner and Vice President of Troublemaker Studios and



President of EYA Productions; Ivan de Paz, President and CEO of DePaz Management; and Ligiah Villalobos, writer and executive producer of the independent feature film *La Misma Luna*. The Latino entertainment consumer



showcase followed the next day. Thousands of consumers filled the Pasadena Convention Center, where fans had the opportunity to meet celebrity entertainers, music stars and athletes including UFC Fighter Diego "The Dream" Sanchez, film star Cierra Ramirez from ABC Family's hit *Secret Life of the American Teenager*, novela star Rafael Amaya, and actor Nicholas Gonzalez. Also present were Los Angeles radio personalities Art Laboe, Big Boy from Power 106, TV and radio celebrity Chiquibaby, Raquel Cordova "Raq-C" La Comadre from Latino 96.3, and Univision radio talk show host Fernando Espuelas.

- In November, NHMC recognized Senator Robert Menendez and Congresswoman Lucille Roybal-Allard for their Outstanding Service and Commitment to the Latino Community. The reception was held at the National Association of Broadcasters' headquarters in Washington D.C.

