

NATIONAL LATINO MEDIA COUNCIL

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PRESS RELEASE

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NATIONAL LATINO MEDIA COUNCIL REPORTS LIMITED PROGRESS ON NETWORK TELEVISION

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

“ABC once again did an outstanding job of bringing Latino regulars on their primetime shows, helped of course by the many regulars on ‘The George Lopez Show’,” said Esteban Torres, Chair of the NLMC. “It also did an incredible job by bringing on several Latino writers and producers to help write these programs. Additionally, ABC had more program development deals by itself than the other networks collectively. It continues to demonstrate its commitment to future Latino inclusion, and it is much appreciated.”

“The performance of CBS must be singled out when it comes to the recurring actors category,” stated Jerry Velasco, President of Nosotros, one of thirteen advocacy/civil rights member organizations in the NLMC. “It had a tremendous number of Latino actors working on CBS primetime shows. One of the goals of our partnership with the networks is to introduce Latino talent to the rest of America, and CBS has incorporated this goal into its hiring decisions. NBC is doing exactly the same thing, and we applaud the commitment from both of these networks.”

“The FOX network only has fifteen hours of primetime programming, compared to the twenty-two hours of primetime put on the air by ABC, CBS, and NBC,” added Alex Nogales, President & CEO of the National Hispanic Media Coalition. “Regardless, it performed exceptionally when it came to the number of directors working on their shows. FOX managed to hire the same number of directors as all of the other three networks combined, with thirteen Latino directors working on 16 primetime episodes. That’s impressive.”

“With a population of 13.6% and a purchasing power of 666 billion dollars a year, the effort at the networks to be inclusive seems to illustrate an understanding of the importance of the Latino community. Unfortunately, this apparent understanding has yet to manifest itself in their overall diversity numbers,” Torres pointed out. “We thank all four networks for their continued commitment to the diversity initiatives, but we will expect improved performance in the next reporting period. Remember, this is not our first, but our fifth annual report. The overall grades for all four networks are encouraging, but performance is still very incremental.”

National Latino Media Council Member Organizations:

Cuban American National Foundation * LULAC * Mexican American Grocers Association *
Mexican American Legal Defense & Education Fund * National Association of Hispanic Publications *
National Association of Latino Independent Producers * National Council of La Raza * National Hispanic Media Coalition *
National Puerto Rican Coalition * Nosotros * Puerto Rican Legal Defense & Education Fund * National Association of Latino Elected Officials *
Congressional Hispanic Caucus Institute

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National Latino Media Council - 2004				
	ABC	NBC	CBS	FOX
Actors: On-air primetime (Regular)	A+	B-	B	B-
Actors: On-air primetime (Recurring)	C	B+	A+	B-
Cast: Unscripted Shows	C	F	C	B+
Writers & Producers: Primetime	A+	C	C	B
Directors: Primetime	C	C	B	A+
Program Development	A	C	C	C+
Procurement	C	B	F/I	B
Entertainment Executives	B-	D-	A	B
Network Commitment to Diversity Initiatives	A	A	A	A
Overall	B	C	C+	B

Actors: On-air primetime (Regular)	95	80	85	80
Actors: On-air primetime (Recurring)	75	88	95	80
Cast: Unscripted Shows	75	50	50	88
Writers & Producers: Primetime	95	75	75	80
Directors: Primetime	75	75	85	95
Program Development	94	75	75	78
Procurement	75	85	50	85
Entertainment Executives	80	60	94	85
Network Commitment to Diversity Initiatives	94	94	94	94
	758	682	703	765
	84.2222	75.7778	78.1111	85
	B	C	C+	B

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