

# **Network Report Card Grading Explanation**

## **2011 – 2012**

### **Primetime Season**

#### **Actors: On-Air Primetime “Scripted” Programming (Regular & Recurring)**

The grade in this category is based on the extent to which the networks have increased employment of Latino actors in primetime scripted television programs.

- “Regular” actors are those that either have a season contract for a series or appear in at least seven series episodes during the season.
- “Recurring” actors are those that appear on three or more episodes.
- Also, networks must demonstrate that they explicitly told their casting directors about the obligation to prioritize diversity in every casting call, every meeting with talent agents or agencies, production companies and in casting every show.
- Another factor that will be considered is non-traditional casting decisions (*e.g.*, employing a Latino actor to play the role of a character which was based on or specifically designated as a non-ethnic individual).
- The network must provide data, broken down by ethnic community, as to the number of actors of color employed or to be employed, including a breakdown of “regular” and “recurring” actors, as well as the total number of Latino actors employed or to be employed by the network during the 2011-2012 season.

#### **Actors: On-Air Primetime Alternative Programming**

The grade in this category is based on the extent to which the networks have increased the employment of qualified Latino actors, hosts, judges and contestants/participants in alternative programming.

- Hosts, judges and contestants/participants that participate in at least one episode that airs will be counted.
- The network must demonstrate that they explicitly conveyed to their casting directors about the obligation to prioritize diversity in every casting call, meeting with talent agents or agencies, production companies and in casting every show.
- The network must provide data, broken down by ethnic community, as to the number of actors of color employed or to be employed, including a breakdown of actors, host, judges or contestants/participants, as well as the total number of Latino actors, host, judges or contestants/participants in reality programming during the 2011-2012 season.

#### **Writers & Producers**

The grade in this category will be based on the extent to which the networks have increased employment of qualified Latino writers and/or producers in the production of network television series. At the time of the networks’ year-end submission, a program and/or initiative must exist to increase the employment of ethnic minorities in each subcategory, (*i.e.*, writers and/or producers for

upcoming seasons). The network must provide data, broken down by ethnic community, as to the number of minority writers and/or producers employed or to be employed by the network during the 2011-2012 season.

### **Directors**

The grade in this category will be based on the extent to which the networks have increased employment of qualified Latino directors in the production of network television series. At the time of the network's year-end submission, a program and/or initiative to increase the employment of ethnic directors for upcoming seasons must exist. The network must provide data, broken down by ethnic community, as to the number of ethnic directors employed or to be employed by the network during the 2011-2012 season, as well as the number of episodes directed.

### **Program Development**

The highest grade in this category will be given to the network that has shown significant improvement in increasing the number of development deals that include Latino actors, writers and/or producers in a variety of roles during the 2011-2012 season. The network must provide data, broken down by ethnic community, as to the number of development deals negotiated during the 2011-2012 season.

### **Procurement**

The highest grade in this category will be given to the network that has contracted with a substantial number of qualified Latino companies for procurement services and/or goods, and has contracted a substantial sum of its procurement dollars with said companies. The network must provide data, broken down by ethnic community, as to the number of contracts and the sum of the procurement agreements entered into by the network during the 2011-2012 season.

### **Creative Entertainment Executives**

Grades in this category will be based on whether the network has:

- Increased its number of Latino creative entertainment executives; and
- Instituted a recruitment and training program to significantly increase the employment of Latinos in entertainment management and executive positions.
- The highest grade will go to the network that also implements programs that improve the hiring and promotion process of Latinos in the annual evaluation of management.
- The network must provide data, broken down by ethnicity, regarding the number of ethnic hires in entertainment management and executive positions during the 2011-2012 season.

### **Network Commitment to Diversity and Transparency**

An "A" grade in this category will be given to a network that demonstrates a commitment to diversity in every aspect of its broadcast television business. Said commitment may be demonstrated by the following:

- The existence of an infrastructure designed to accomplish the goals of greater inclusion and opportunities for Latinos that reaches every network division;
- Regular communication with the Coalition about the network's progress;
- The active participation of key creative executives in the application and achievement of those initiatives;
- The straightforward sharing of all records regarding the categories above; and
- The voluntary extension of the *Memoranda of Understanding* to include other network operating entities within the corporation.

A failure to be transparent and/or forthcoming with records regarding the categories above can and will result in an "F" grade.

### **Letter Grades**

**A** = Exceptional Results

**B** = Very good effort **and/or** results

**C** = Good effort **and/or** results

**D** = Inadequate effort **and/or** results

**F/I** = Fail/Incomplete information