

NLMC

National Latino Media Council

2012 NLMC Network Diversity Narrative

It's been thirteen years since the historic Memoranda of Understanding (MOU) were signed between the Multi-Ethnic Media Coalition and the top television broadcast networks: ABC, NBC, CBS and FOX. This is the 11th anniversary of the Diversity Report Cards. This long partnership has produced tangible and incremental results. In the initial years the relationship with the networks executives was sometimes acrimonious. But with the years of consistent dialogue it seems that mutual understanding has grown. On NLMC's side, we began to understand that it was not ill will that prevented the executives from identifying Latino talent it was either a lack of awareness or of knowledge on how to correct the problem. On the network side, it seems that the executives finally understand that it makes good business sense to have diversity in their programming. As the Latino population has grown there is an interest to figure out how to produce shows that will win the increasingly large Latino audience.

According to the Census, the 52 million Latinos in this country represent 16.7% of the U.S. population, and \$1 trillion in purchasing power annually which is projected to grow to \$1.5 Trillion by 2015. A 2011 Pew Hispanic Center survey stated that 45% of Latinos watch mostly English language television, 28% watch mostly Spanish language television and 26% watch both languages on television with a preference for English. It is no wonder that the television network executives finally understand that they must be able to offer programming that appeals to Latinos.

However, understanding that Latinos represent a considerable audience is not enough. Figuring out the strategy that will result in shows that are embraced by Latinos is essential. NLMC grades the networks on creative executives because it is necessary that Latinos be part of the decision-making teams that green light programs. Without more Latinos as creative executives, writers, producers and directors, the television shows are less likely to succeed in attracting the Latino audience.

There is much work to be done in the area of adding diversity to the ranks of working writers in Hollywood. The Writers Guild of America, West (WGAW) Executive Summary of its *2011 Hollywood Writers Report* states that a total of 10% of television writers are people of color. Minorities, the report states, have been regularly underrepresented by factors of about 3 to 1 among television writers. The WGAW report continues by stating, "it appears that minority writers are at best treading water when it comes to their share of television employment, particularly as the nation itself becomes more diverse." The Directors Guild of America

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conducted a survey that found that in the 2010-11 television season 77% of television episodes were directed by white men and that 11% of the episodes were directed by white women. That leaves 12% to be distributed amongst people of color.

NLMC understands that without Latino writers, accurate and multi-dimensional Latino stories will be left untold. Including Latinos inside of the writers’ rooms is not enough --they must be empowered to speak freely. Junior writers may not have the clout to debate a negative stereotype or a bad Latino joke. To their detriment, entertainment executives have been missing the point, that is, in order to connect with an audience one must understand that audience. Diversity inside of the networks’ teams at all levels will provide that understanding. Just to give a few examples of what a winning plan looks like: Silvio Horta was the head writer and executive producer of the hugely successful series “Ugly Betty,” and George Lopez didn’t have many Latino writers on his show but he was the Executive Producer and inspired the writing team.

Undoubtedly the talent agencies, the talent source, are crucial to the diversification of network programming. The networks rely on the talent agencies to provide diverse talent and here lies the problem, the talent agencies still need to diversify their employee base so that they know where to find talent from all sectors of society. To their credit the talent agencies understand this point and are responsive to new ideas on where to find good Latino talent. We are hopeful that by all of us working together the many voices of this country will be represented on all of the television networks and appreciated by the general population.

This narrative summarizes the progress and the shortfalls of the networks’ diversity efforts during the 2011-2012 television season. Networks are evaluated on overall diversity performance based on their employment of Latino actors in primetime scripted and reality programming, Latino writers, producers and directors in primetime programming, and Latino entertainment executives. NLMC also evaluates program development, procurement and commitment to diversity and transparency. Evaluations are based on data that the networks provide NLMC pursuant to the Memoranda of Understanding, and weighted according to the number of weekly primetime programming hours per network.

ABC	3
CBS	7
NBC	11
FOX	15

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ABC

For years ABC has been the model network in terms of providing opportunities for Latinos. Although they still dominate in a few categories the other networks are catching up to ABC. This year ABC earned an overall grade of “B.” The main complaint that NLMC has had and still has with ABC is that the network has no Latino Creative Executives on their creative team. NLMC believes that one of the keys to success for a network’s diversity efforts lies in employing Latinos in top-level positions on the creative team. For several years NLMC has been asking for the recruitment of a Latino to the Creative Executive team and Paul Lee, the new President of Entertainment is now interviewing Latinos for the position. Until that happens, however, ABC will continue to get an “F” in this category.



Top left: Sofia Vergara, Rico Rodriguez, Lana Parrilla, Madeleine Stowe

Bottom left: Hector Elizondo, Sara Ramirez, Ian Gomez

ABC continues to lead the other networks in the number of Latino actors employed as regulars on its shows. Not only that, ABC has a successful track record of making Latino actors into stars. The most recent example being Sofia Vergara from “Modern Family” and let us not forget Eva Longoria’s achievements playing Gabrielle Solis on “Desperate Housewives.” For the

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2011-12 season Ian Gomez, Sara Ramirez, Rico Rodriguez and Hector Elizondo continued to have regular supporting roles on the popular shows “Cougar Town,” “Grey’s Anatomy,” “Modern Family,” and “Last Man Standing.” New additions for ABC’s 2011-12 season were Lana Parrilla on “Once Upon a Time” and Madeleine Stowe on “Revenge.” ABC is the leader in creating Latino-themed hit shows that have become pop culture classics such as the memorable show “Ugly Betty,” and the hit family comedy “George Lopez.” We can’t wait for ABC’s next Latino-themed show. ABC gets an “A” in this category.



In alternative programming, ABC has improved its efforts to feature Latinos in front of the camera. Last season, “Dancing With the Stars” had several Latinos on the show to include Santana, Selena Gomez, J.R Martinez and William Levy. The show catapulted J.R. Martinez to fame, who started his television career on ABC’s daytime soap “All My Children”, and introduced Cuban telenovela heartthrob William Levy to many in this country.

ABC executives recognized J.R.’s public appeal and decided to have him participate on “Dancing With the Stars,” which paid off brilliantly for the network. Levy was another tremendous choice, effectively turning him into a crossover star that rocked American Latinos and non-Latinos alike. ABC gets a “B” in this category.

ABC continues to show consistent commitment to hiring Latino writers on its shows and for season 2011-12 we recognize the network’s efforts to improve its producer numbers. NLMC believes that the Writers are an essential part of developing authentic stories and characters. Perhaps it is ABC’s consistent hiring of Latino writers that is the key to ABC’s longtime success in developing Latino characters that turn viewers into devotees. Nevertheless, we cannot ignore the controversy that ABC faced earlier this year with the show “Work It,” that ended up stereotyping Puerto Ricans as drug dealers. The community protested and the show was cancelled because of its lackluster numbers.

We appreciate ABC’s solid partnership and support of NLMC’s Writers Program. The success of the program is a direct product of providing advanced training to writers that in turn prepares them as ideal candidates for employment at ABC. ABC has staffed NLMC program graduates over the years, including Silvia Olivas on Disney Channel’s “Jesse,” she also recently sold a

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pilot to ABC Family; Gina Monreal on ABC's "Brothers and Sisters," and most recently - Sierra Ornelas on ABC's "Happy Endings," and Rob Sudduth on "Good Christian Belles." Also, Mark Valadez staffed on ABC Studios' "Perception" for TNT. This is what the NLMC Writers Program is all about, not only having Latinos write on television shows but ultimately creating their own shows in the future. ABC gets an "A-" in the Writers/Producers category.



ABC has always shown a commitment to improve their weaker categories. A good example of this is in the Directors category. In 2010, ABC completely redesigned its directing program, one of the longest running programs of its kind in the entertainment industry. As a result ABC has seen quick results in a challenging category. Last year Tony Plana directed on "Desperate Housewives" and Zetna Fuentes directed on "Pretty Little Liars" at ABC Family. Zetna is currently set to direct her second episode on "Switched at Birth" on ABC Family. The network gets a "B+" in the Directors' category.

Disney/ABC continues to do well and although there was a temporary drop in Latino vendors it is still very deserving of a "B."

ABC does have Latino executives in other areas and they include Marla Provencio, Executive Vice President of Marketing for ABC Entertainment Group; and Daisy Auger-Dominguez, Vice President Workforce Diversity and Inclusion. We congratulate ABC on this achievement. Sadly, Bob Mendez, Senior Vice President of Diversity has announced that he is leaving ABC to pursue other endeavors, NLMC thanks Bob for his partnership and friendship throughout the years and wishes him the best of luck.

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Other categories worth mentioning but not graded are news, daytime and late night shows. Daytime soaps have been a consistent pipeline for Latino actors such as Eva Longoria, Lorenzo Lamas, and Alana de la Garza. ABC has consistently provided opportunities for Latinos on daytime shows and there is a lot of Latino talent on ABC daytime soaps. For the 2011-12 season Latinos on ABC

daytime soaps include Maurice Bernard and Erik Valdez on "General Hospital;" Brittany Underwood, David Fumero and Lenny Platt on "One Life to Live" and Florencia Lozano on both shows. In the late-night area "Jimmy Kimmel Live" has talented saxophonist Cleto Escobedo III as the leader of the "house band" on the show as well as his father, Cleto Escobedo Sr. The show also features cast member Guillermo Rodriguez. Rodriguez' character is one that many love and some hate, so much so that NHMC has received a few complaints about the negative stereotypes associated with Rodriguez' character.

On the news side ABC continues to be the home of Elizabeth Vargas, anchor of ABC's television newsmagazine "20/20" and ABC News Specials; award-winning journalist Jim Avila, the Senior National Correspondent at ABC News based in Washington DC; and newsmagazine anchor John Quiñones of the "Primetime" series "What Would You Do?," one of the highest-rated newsmagazine franchises of recent years. During his 25 years with the network Quiñones has reported extensively for ABC News, predominantly serving as a correspondent for "Primetime" and "20/20."



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CBS

CBS earned an overall “B+” grade for Latino diversity during the 2011-2012 television season. CBS’s opportunity for improvement lies in increasing its number of Latino scripted regulars and to have more consistency in the number of Latino Writers/Producers.



Top left: Adam Rodriguez, Cote de Pablo, Eva La Rue, Carlos Bernard

Bottom left: Mackenzie Vega, Kuno Becker, Raquel Welch

CBS has historically outshined other networks in the number of recurring Latino roles on its prime time scripted shows but continues to fall short with casting Latinos as regulars. For example, the “CSI” franchise has had multiple Latino substantive recurring roles. “CSI:Miami,” for one, had the memorable serial killing Navarro clan. Esteban Navarro better known as “The Miami Taunter” played by Kuno Becker; Diego, Esteban’s father, played by Carlos Bernard; and even a guest role for iconic Raquel Welch who played the matriarch of the clan. That was some brilliant casting. Nevertheless, the network continues to be challenged in identifying the very important regular roles for Latino actors. Although CBS had ten Latino regulars for the 2011-2012 season, five of those regular actors were on the now cancelled “Rob” show. Relying on one show to bring the network’s Latino numbers up is not a sustainable strategy. On the other hand, creating regular roles for Latinos on several shows makes a lot of sense, especially when

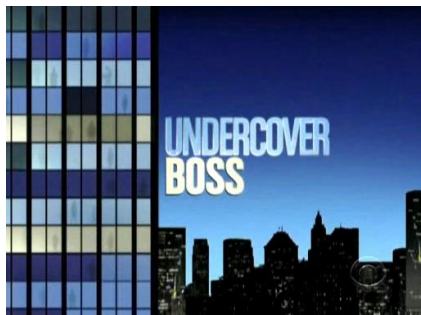
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the series are set in regions where Latinos are a large part of the population. Once again this worked for CBS on “CSI: Miami” where there is no doubt that after its ten year run the very popular and positive characters of Eric Delko, played by heartthrob Adam Rodriguez, and Natalia Boa Vista, played by Eva La Rue, will be missed by many CSI fans. NLMC highly values regular acting roles because it is with these roles that deeper, multidimensional character stories can be told. We are pleased that “NCIS” will continue Cote de Pablo’s strong role as agent Ziva David and that “The Good Wife,” has Makenzie Vega playing the role of Grace Florrick. At the beginning of the 2012-2013 season only one new regular Latino actor was on the air at CBS: Felix Solis on “Made in Jersey.” Unfortunately the show was the first to be cancelled, making this effort short-lived. Overall the good work that CBS is doing with recurring roles is overshadowed by the low performance in the highly prized regular roles. CBS has once again earned a “B-” in this category.

NLMC recognizes CBS’ continued efforts paving a pathway for actors of color to gain employment with the network. The CBS team continues its popular Actors Workshop and Actors Career Day. These workshops are designed to give actors the insight into the casting process that will help them land jobs. The workshops are conducted throughout the year and around the country and are led by CBS Casting VP, Fern Orenstein. Another very creative CBS pipeline is the collaboration between CBS Casting and CBS Daytime to create a new path for actors of color to gain exposure before casting directors for the highly-rated CBS dramas. NLMC applauds Nina Tassler and her team for creating pipeline programs that will help Latino talent land recurring roles at the network. We are hopeful that these efforts will move beyond the recurring roles to the regular roles -- and eventually main character roles.

CBS continues to do well in the alternative programming category and has improved outreach to the Latino community. For the 2011-2012 season, “Undercover Boss” had a good number of Latinos on their show. Two Latino executives appeared on the show, Enrique Silva, President & CEO of Checkers & Rally’s which is one of the nation’s largest fast food chains in the nation; and Jose Mas, CEO from MasTec one of the largest builders of telecommunications and energy systems in the continent. Additionally, “Undercover Boss,” highlighted nine other Latinos on the show. We acknowledge the efforts made by the CBS team in this arena, including utilizing diverse casting directors and recruiters for alternative shows. NLMC knows that networks will end up with more diversity when they have diversity on the recruiting team. CBS earns a “B+” in this category.



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CBS' performance in the writers/producers category continues to wax and wane. For the 2011-2012 season the network exceeded its performance for writers in prime time shows substantially, but it also lowered its number of producers considerably. This is an area of opportunity for CBS as this category is the key to authentic stories and the more diverse this group is at the network the richer and more multi-dimensional the shows will be. We are very pleased that Gina Lucita Monreal, NLMC's Writers Program alum, had the opportunity to write for "CSI:Miami." CBS earns a "B-" in this category.



Although CBS' number of directors decreased this year, the network remains competitive in this category. The always working director Félix Enríquez Alcalá has been busy at CBS as a regular director for "Criminal Minds" and "The Good Wife," Alcalá has directed for several other CBS shows including "Blue Bloods" and "NYC 22." Roxann Dawson is another successful director at CBS directing for "The Good Wife" and "The Mentalist."

CBS gets a "B" grade for directors.

CBS has a couple of interesting development projects with Latino talent, however, there seems to be a road block in bringing development ideas with Latino talent to fruition. NLMC is especially interested in seeing a Latino as the star of his/her show at CBS. CBS gets a "B" for Program Development.

CBS continues to show improvement in procurement. NLMC applauds the internal systems that CBS has created to improve its performance in this category. CBS Strategic Sourcing hosts annual Networking Events in New York and Los Angeles to provide Business Unit stakeholders with opportunities to meet with diverse suppliers in a broad array of categories. Annual Supplier Diversity reviews are conducted with the Business Units at the CEO level to measure progress toward annual goals. CBS annually recognizes internal champions of CBS Supplier Diversity through its awards program. A formal policy to include diverse suppliers in bids wherever possible and a CBS Supplier Diversity web-page, on the CBS intranet, that is accessible by all CBS employees. NLMC appreciates the statement by CBS that the network has been able to benefit from cost savings while increasing minority contracting. CBS gets a "B" for procurement.

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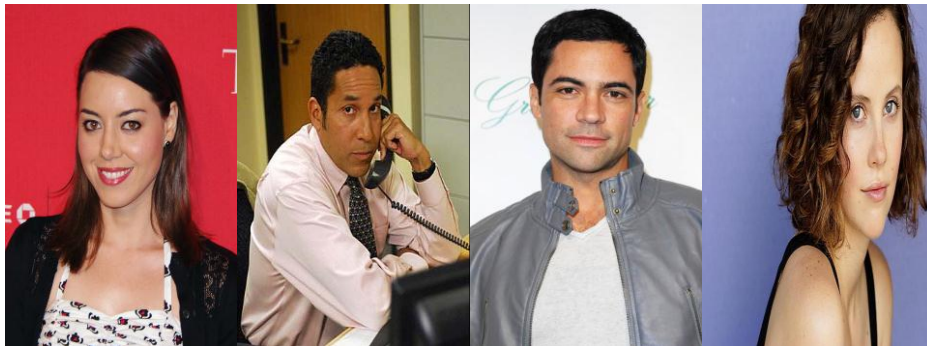
Finally, NLMC congratulates CBS on its Latino entertainment executives. Three Latinas are in creative executive positions. Most notably, Nina Tassler is President of CBS Entertainment. In addition, Christina Davis is the Executive Vice President of Drama Development, and Edith Mendoza is Vice President of Comedy Development. It's hard to find Latino Executives in entertainment; it's even harder to find Latinas in those top-level positions. NLMC applauds CBS for identifying three great Latinas to help lead the network. CBS also has Phil Gonzales as Senior Vice President, Communications and Angelica McDaniel, Senior Vice President Daytime, two very important positions. CBS gets an "A" in this category.

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NBC

NBC's diversity strength comes from their behind the camera talent, and although they lack in the key area of in front of camera actors, they have pulled forward as leader of the diversity network pack. NBC gets an overall "A-" for the 2011-12 season and they deserved it. Comcast's 2011 acquisition of NBC-Universal seems to have accelerated the progress NBC has made in its diversity programming efforts and we commend Comcast for it.



Left: Aubrey Plaza, Oscar Nunez, Danny Pino, Sara Ramos

NBC has been the home to many popular Latino actors in supporting roles including NHMC Impact Award-winning actors Aubrey Plaza on "Parks and Recreation," and Oscar Nunez on "The Office." Danny Pino from "Law & Order: SVU" and Sara Ramos from "Parenthood" are also primetime regulars at the network. NLMC applauds NBC for these roles that defy predictable stereotypes and we continue to be hopeful that the network will soon find starring roles for Latinos on its shows. Although the quality of the Latino scripted roles are strong, the number of Latinos in scripted roles at NBC continues to be low compared to the other networks. NBC gets a low grade in this category, a "C+."



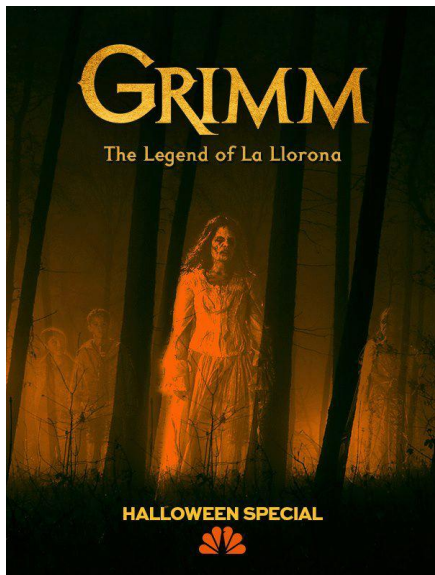
On the other hand in alternative programming NBC has done the best job to get more Latinos in front of the camera. In fact "The Voice" has provided an opportunity for many Latino singers to break into the music industry. Vicci Martinez, for example, after finishing third overall on "The Voice" ended up with a record deal. Her Extended Play (EP) "Come Along"

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was released, followed by her Universal Republic album debut "Vicci." With Martinez and many other talented Latino singers featured on the show it is no wonder why the show has such a large Latino viewership. For this 2011-12 report card period, Latinos on NBC reality shows include: Christina Aguilera and Christina Milian on "The Voice," and Latino contestants featured on "America's Got Talent," "The Biggest Loser," "Fashion Star," and "American Ninja Warrior." NBC has an incredibly high number of Latino contestants that ended up on air last season. NBC gets a whopping "A+" for this category.

A weak area for NBC continues to be the Writers/Producers category. Already doing poorly in the number of producers it employs, NBC dropped down further in the 2011-12 season. Sadly, for Writers it's not doing much better. Nevertheless, NLMC is pleased that NLMC Writer alum Spiro Skentzos has found success working on the fantasy drama, "Grimm." The network continues to partner with NLMC in its Writer's Program but NBC executives still haven't tapped into the pool of talented writers it has invested in creating. We encourage NBC to reconnect with the alumni from NLMC's writers program and increase its number of Latino writers at the network. NBC gets a "B-" in this category.



Speaking of "Grimm," we do want to highlight the highly successful "La Llorona" episode that aired this year for Halloween. It pays off when you have bright Latinos working at a network that can provide cultural insight to a community and its traditions. Latina Julie Ann Crommett Manager of Entertainment Diversity Programs, proposed the "La Llorona" storyline idea to Bruce Evans, Senior Vice President, Current Programming. Latinos, young and old, are familiar with this haunting legend. The hit episode featuring Kate del Castillo also aired in Spanish on Telemundo and English on mun2. We were blown away by the authenticity of this episode and congratulate NBC for embracing Crommett's idea.

NBC is doing very well in the Director category, surpassing the other networks' performances in this category. Talented Norberto Barba directs for "Grimm" and is also the executive producer. Rosemary Rodriguez, Linda Mendoza and Jorna Taccone are other working directors at the network. NBC gets an "A-" in this category.

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In the program development category, NBC continues to have exciting prospects that come with recognized Latino talent in front and behind the camera. NLMC looks forward to these projects seeing the light of day in the near future. NBC gets an “A” in this category.

NBC continues to grow its spending with Latino-owned businesses, this year by 6%. Latino-owned business transactions represent 44% of the diverse spending at the network. NBC procurement initiatives include: Increase Diverse participation in RFP process; Company Wide Newsletter Highlighting Suppliers; Broaden Outreach and Engagement and expanding regional outreach in California, New York and Florida; and most importantly developing a pipeline that includes mentorship & supplier development. NBC gets a “B+” in this category.

NBC continues to have good representation of Latinos in its creative executive team. Enrique Guillen is the Vice President for Alternative Programming; Fernando Hernandez is the new Senior Vice President, Alternative Development. We are especially excited to hear about Joey Chavez’s promotion from Director to Vice President, Programming at NBC. Congratulations Joey! NBC gets an “A” for this category.

Finally, NLMC is pleased that NBC’s family of networks continues to promote Latinos in front and behind the camera. These networks are the pipeline for providing experience to talented Latinos that can eventually move to prime time broadcast network shows.



- On USA, Gina Torres is a regular on USA’s “Suits”; James Roday is not only a regular on “Psych” but also a producer. Alfredo Barrios continues his success as Executive Producer and director for “Burn Notice.” Natalie Chaidez is co-executive producer for “In Plain Sight.”
- On SyFy the talented Erika Kennair is the Vice President of Original Programming and Development. As a Latina she has unique insight to Latinos that are big fans of science

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fiction shows. Jael de Pardo is the host of “Fact or Faked.” Jack Kenny continues as the show-runner for the popular fantasy “Warehouse 13.”

- On Bravo, “Real Housewives of Miami” has Adriana De Moura, Alexia Echevarria, and Cristy Rice.
- Oxygen’s “Bad Girls Club” features several Latinas on the show as regulars. “The Glee Project” also highlighted several Latinos including Mattheus Fernandes, Samuel Larsen and Emily Vasquez.



NBC pipeline programs include the Directing Fellowship, Diverse Staff Writer Initiative, Writers on the Verge and Stand Up for Diversity amongst others. Erik Rivera a Stand Up For Diversity alum had the awesome opportunity to perform on “The Tonight Show with Jay Leno.” We are especially pleased to hear that NBC has implemented a paid internship program. NLMC appreciates this change because without monetary compensation internship programs end up excluding low-income students that can’t afford unpaid internship programs. We applaud NBC for getting rid of this covert barrier to an important pipeline program.

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FOX

NLMC is very disappointed with the FOX Diversity Team's non-performance. The network gets an "F" in its diversity commitment and performance. This year FOX failed to provide in front or back of camera employment numbers and procurement statistics as agreed to in the Memoranda of Understanding (MOU) signed years ago. For years, NLMC has highlighted FOX's lack of transparency in providing clear and complete information to evaluate diversity performance. Two years ago when a new diversity team was created at the network we were hopeful for positive change. To our surprise there was change, but only for the worse. For the last couple of years the FOX Diversity team has been unresponsive to NLMC's request for timely and complete data. They seem not to care about our timeline nor the years of collaboration and work accomplished through the MOU.

We have known and collaborated with FOX's Chairman of Entertainment, Kevin Reilly, for years, ever since he was at NBC. He has been a man committed to diversity and we are hopeful that Reilly will address this unacceptable situation immediately.

2012 National Latino Media Council "Report Card" on Television Diversity

Categories	Disney/ABC	CBS	NBC	FOX
Actors: On-air Primetime <i>Scripted</i> Shows	A	B-	C+	F
Actors: On-air Primetime <i>Alternative</i> Shows	B	B+	A+	F
Writers and Producers: Primetime	A-	B-	B-	F
Directors: Primetime	B+	B	A-	F
Program Development	A	B	A	F
Procurement	B	B	B+	F
Entertainment Creative Executives	F	A	A	F
Network Commitment to Diversity Initiatives and Submission of Data	A	A	A	F
OVERALL GRADE FOR 2012	B	B+	A-	F