Year in Review - 2013

In 2013 the NHMC accomplished a number of victories towards a more responsible and inclusive media ecosystem, and to advance affordable communications services for all.

Table of Contents

Message from NHMC President & CEO.................................................................2
Responsible and Inclusive Media ...........................................................................3
  Training and Infusing Latinos into the Hollywood Pipeline..............................3
  Pushing for Responsible Latino Media Portrayals ............................................4
  Advocating for Latino Inclusion ......................................................................5
  Honoring Latino Talent and Advocates ............................................................6
Affordable Communications for All .....................................................................7
  A Voice for Latinos in Washington, D.C.............................................................7
Message from NHMC President & CEO

The 2010 census and the last Presidential election made it clear that the U.S. Latino population can no longer be ignored. Latinos are now more than 16% of the U.S. population; Latinos made the difference in President Obama’s re-election; Latinos’ growing purchasing power is estimated to reach $1.5 trillion dollars by 2015; and Latinos are the youngest demographic in the U.S. It is no surprise then, that this year has seen incredible victories and growth for both NHMC and the Latino community as a whole.

Both the victories and challenges we saw this year serve as a powerful reminder of the work that remains ahead of us.

Though Latinos are an integral part of the American fabric, we are far from achieving a world in which U.S. Latinos have media parity and are portrayed fairly as multidimensional people. As our 2012 studies on the effects of media portrayals showed, what is presented in media has serious and very real consequences on our society, especially on our children.

But 2014 represents a year to celebrate more victories to achieve full inclusion and equal opportunities for Latinos. This is an exciting time for Latinos in media and for NHMC’s work to increase Latino employment—on-screen and behind-the-scenes—in the entertainment industry, increase positive portrayals of Latinos in news and entertainment media, and advocate for telecommunications policies that benefit Latinos and other people of color.

By supporting NHMC, you’re standing with an organization on the forefront of U.S. Latino media advocacy. NHMC is at the table with key decision makers in Hollywood and Washington, D.C. to ensure that Latinos across the nation are treated fairly.

Alex Nogales
President & CEO, NHMC
Responsible and Inclusive Media

Training and Infusing Latinos into the Hollywood Pipeline

Writer’s Program. In the 11th year of this program NHMC switched to a digital application and received a record-breaking 300 applications. NHMC also offered its first-ever informational webinar for interested applicants to learn more about the program. For the 2012-2013 television season, eleven writers worked on the following shows: NCIS (CBS); Family First (BET); Happy Endings (ABC); Grimm (NBC); Sanjay and Craig (Nickelodeon); The New Normal (NBC); The Game (BET); The Fosters (ABC); Bits & Pieces (ABC/Disney); Do No Harm (NBC); and Rizzoli and Isles (TNT).

Pitch Program. NHMC began the Pitch Program this year as a next step for NHMC TV Writers Program graduates who are working as writers and ready to pitch their own shows to network executives. NHMC provided eight weeks of training, six hours per week, for writers to polish their ideas and work with Geoff Harris, former NBC VP of Writers, on how to pitch to network executives. During these eight weeks the writers pitched to several current producers and show creators, who provided them with feedback. NHMC opened the door for these writers to pitch to all four major networks ABC, NBC, CBS, and Fox, as well as HBO.

Latino Scene Showcase. The Latino Scene Showcase is NHMC’s newest event geared towards increasing the inclusion of Latino writers and actors in the entertainment industry. The television networks hold yearly diversity showcases as a way of paving a path for talent to be discovered by casting directors, agents and managers. NHMC felt it was time to host its own showcase to highlight NHMC Writers Program graduates as well as Latino actors affiliated with the Los Angeles Theatre Center (LATC). Seven scenes written by NHMC writers were performed on November 19 at LATC and 100 industry professionals were in attendance. As a result, multiple actors and writers connected with network individuals and agents for future opportunities.
MediaCon. NHMC gathered 300 industry executives, celebrity talent and advocates to discuss the past, present and future of Latinos in the media and entertainment industries. Entravision Communications Corporation’s chairman and CEO, Walter Ulloa, joined NHMC president & CEO, Alex Nogales, at the keynote luncheon to discuss his journey to leading the largest Latino-owned-and-operated media corporation in the nation. MediaCon assembled a stellar line-up of media experts covering all facets of the media industry from TV, filmmaking, digital content and talent management.

Pushing for Responsible Latino Media Portrayals

“José Luis Sin Censura” Fined As A Result Of NHMC/GLAAD Complaint. In November the FCC announced that it had reached a settlement with Liberman Broadcasting to resolve an investigation into the airing of indecent, obscene, and profane content on its Spanish-language broadcast stations. The investigation was launched after NHMC and GLAAD filed an extensive complaint concerning “José Luis,” which aired in about three quarters of Spanish-speaking households across the country, and regularly featured verbal and physical attacks against gay people, Latinos and women. In the Consent Decree, the FCC states that LBI violated the FCC’s indecency regulations, and LBI agrees to make a “voluntary” contribution of $110,000 to the United States Treasury and to effect an extensive, three-year compliance plan to ensure that it will no longer broadcast indecent material. This marked the first indecency action taken by the FCC since 2010, as well as the first since the Supreme Court questioned the FCC’s indecency policy in 2012. This settlement sent the message that the FCC’s indecency rules will be equally enforced against Spanish and English-language broadcasters. “José Luis” was taken off the air in 2012 following NHMC and GLAAD protests.

Denouncing Fox News Channel’s Anti-Latino, Anti-Immigrant Coverage. In an open letter to Fox News chairman and CEO, Roger Ailes, NHMC denounced a September segment that referred to children of immigrants as “children of the corn,” emphasizing that this is only the latest instance in Fox News’ long history of anti-immigrant and anti-Latino hate speech. The letter was originally published on The Huffington Post.
**Drop the I-word Campaign.** NHMC joined the Drop-the-I-Word Campaign in late 2012 following the release of its national poll finding that use of the word “illegal” to describe people elicited disproportionately negative feelings against undocumented people. In coalition with many other great organizations, NHMC urged all media outlets to drop the I-word. On April 2, the Associated Press issued a historic decision to drop the I-word. Many other outlets followed suit, including USA Today, the second largest newspaper in the country, the Los Angeles Times, the Denver Post, The Huffington Post, ABC News, NBC, CNN, La Opinión, and Univision.

**Standing Up to Hate Speech in Media.** NHMC continues to educate media corporations and the public about the harms of hate speech in media. Alex Nogales delivered an inspiring keynote address at Free Press’ National Conference for Media Reform, and NHMC policy director, Michael Scurato, participated on a panel considering hate speech and stereotyping in the media and explored ways to counteract this messaging. NHMC regularly speaks to university students on this issue. In November, NHMC [filed a petition to deny](https://www.nhmc.org/nhmc/advocacy/campaigns/anti-hate-speech-in-media) the FCC license renewal of KFI AM, the radio station that airs infamous haters, John and Ken. NHMC alleges that, due to John and Ken and other KFI pundits’ dehumanizing attacks and reckless disregard for the facts, that KFI is not meeting its public interest responsibilities as a broadcaster, and that it appears that it may be engaging in news distortion. For more on NHMC’s campaign against John and Ken, please click [here](https://www.nhmc.org/nhmc/advocacy/campaigns/anti-hate-speech-in-media).

**Advocating for Latino Inclusion**

**Federal Policy Advocacy for Latino Inclusion.**

This year NHMC rallied against media consolidation, which leads to fewer opportunities for Latinos to own broadcast stations. In [FCC filings](https://www.fcc.gov/) and meetings with FCC staff, NHMC has urged the agency to examine how relaxing media ownership limits would impact women and people of color before it paves the way for consolidation. NHMC has been working to ensure that [quality broadcast service remains in place](https://www.nhmc.org/nhmc/advocacy/campaigns/quality-broadcast-service-remains-in-place) for the Latino community after the FCC’s upcoming “spectrum auctions.

In addition, NHMC has been very active in trying to infuse more Latinos into the FCC, an agency in dire need of more Latinos. In October the FCC [announced](https://www.fcc.gov/) that it will undertake a study about Latino television viewing and Latino media ownership. The FCC also announced that it will conduct an analysis of whether the information needs of all people are being met by the current media ecosystem. NHMC, and others, have [consistently argued](https://www.nhmc.org/nhmc/advocacy/campaigns/consistently-argued) that the FCC lacks the necessary data about media ownership; this research is a first step towards rectifying the lack of data.
Diversifying the Academy of Motion Picture Arts & Sciences.
The omission of iconic actor Lupe Ontiveros from the Oscars ‘In Memoriam’ segment prompted outcry from Latinos across the nation. NHMC organized a meeting between community advocates and the Academy’s president and CEO to discuss this, and, the appalling lack of diversity within the Academy. According to a 2012 LA Times article, Oscar voters are nearly 94% white and 77% male; blacks are 2% of the membership and Latinos less than 2%. Following the meeting, NHMC led community activists in sending a list of outstanding Latino talent to the Academy. In response, the Academy admitted over fifteen Latinos to its ranks, the highest number of Latinos ever admitted in one year, and many from NHMC’s list!

Latino Media Experts Project. Media bias goes beyond negative stereotypes to the lack of Latino presence in mainstream media. To fill this void, NHMC is assembling some of the brightest Latino policy experts in the twelve largest U.S. cities to media train them, and introduce them to local broadcast stations. NHMC is leveraging its longstanding relationships with the presidents of the major English-language TV networks to open the door for these experts to appear on the local stations and to offer insight on their areas of expertise. Through this project, NHMC has already infused more positive portrayals of Latinos into local news coverage, and increased viewpoint diversity.

Honoring Latino Talent and Advocates

Impact Awards Gala. The 16th Annual Impact Awards honored onscreen talents John Leguizamo, Mario Lopez, Lana Parrilla, Gina Torres, Morena Baccarin and Michael Peña. Tony Hernandez, co-founder and executive producer of the Immigrant Archive Project received the inaugural Lupe Ontiveros Indomitable Spirit Award in memory of NHMC’s good friend. Previous NHMC Impact Award recipients Tony Plana and Aimee Garcia emceed the event.
Impact Awards Luncheon. In September, NHMC celebrated its 11th Annual Impact Awards Luncheon, honoring Southern California media professionals and entities, as well as public servants and community leaders, whose achievements, generosity of spirit, and courage under fire have greatly benefited the region’s Latino community. This year’s honorees included: Geoff Harris, NHMC’s TV Writers Program mentor and instructor and former NBC VP of Script Development; Jaime Jarrín, the Spanish language voice of the Los Angeles Dodgers; Kirk Whisler, president and CEO of Latino Print Network; KTLA entertainment reporter, Sam Rubin; and NBC4 reporter, Kim Baldonado. KTTV Fox 11 news anchor Laura Diaz and KCAL-9 news anchor Rick Garcia hosted the event. Notable guests included former Major League Baseball great, pitcher Fernando Valenzuela.

Washington, DC Impact Awards Reception. On November 14, NHMC celebrated its 4th Annual Washington, D.C. Impact Awards Reception at the National Association of Broadcasters’ headquarters. At the reception, NHMC honored ZGS Communications for its Outstanding Service to the Latino Community, and FCC Commissioner Jessica Rosenworcel and Congressman Ben Ray Luján for Outstanding Public Service. The Reception honors public servants and community leaders, as well as media professionals and entities, whose achievements, generosity of spirit, and courage under fire have greatly benefited the welfare of the nation in the areas of media and telecommunications.

Affordable Communications for All

A Voice for Latinos in Washington, D.C.

Promoting Policies for Low-Cost Telephone Service. In April, NHMC’s executive vice president and general counsel, Jessica González, testified before the United States House of Representatives’ Subcommittee on Communications and Technology. Jessica advocated for retention of Lifeline, a vital service that helps poor Americans maintain telephone connections. Jessica shared stories of the very real people that have used Lifeline to enhance their educations, find jobs,
access health and safety information, stay connected with their families and call 9-1-1 during emergencies. You can read Jessica’s testimony [here](#), or watch her five minute testimony at about 31 ½ minutes into [this video](#). NHMC also co-hosted and spoke at multiple events during Lifeline Awareness Week to protect the program and advocate that it be expanded to subsidize internet connections, and was part of a large coalition that won an FCC victory for just and reasonable rates for prisoners to call their families.

**Promoting Policies for Low-Cost Broadband Internet Service.** NHMC has filed countless pleadings with the FCC to advocate for expansion of “E-rate,” which subsidizes broadband internet service at schools and libraries in impoverished neighborhoods. In September, [NHMC filed a letter](#) with the FCC to encourage cooperation between the FCC and the Department of Education to ensure that all teachers are trained to take full advantage of new technology and increased use of school Wi-Fi hotspots to keep students connected after hours. In addition, on September 20, NHMC’s Michael Scurato spoke on a panel with FCC Commissioner Jessica Rosenworcel to discuss the importance of E-Rate and the need to modernize the program.

**Preserving Equality on the Internet.** NHMC has continued its advocacy for an open internet. This means that people only have to pay once for access to the entire internet and that internet service providers cannot cut special deals to make some websites load faster and others slower. As Latinos continue to share their stories and run their small businesses online, it is important that this democratizing medium remains open. Some internet service providers want to be able to discriminate against web-sites that cannot pay extra to go fast. This will only lead to the same gatekeepers that have squelched Latino voices in traditional media. NHMC is actively engaged in Voices for Internet Freedom to lift up the voices of people of color on this issue. In addition, González is a member of the FCC’s Open Internet Advisory Committee, and spoke about the importance of preserving equality on the internet at Free Press’ National Conference for Media Reform, “What’s Next for Internet Policy?” panel.