

LULAC

THE WHITE HOUSE

WASHINGTON

October 26, 1983

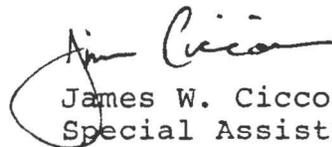
Dear Arnold:

Thank you for the material you forwarded expressing LULAC's views on the FCC syndication rule.

As you know, the President has been briefed regarding legislative proposals to alter the FCC's ruling, and currently has the matter under advisement. Your memorandum arrived just prior to a meeting on the subject and was conveyed to appropriate participants.

I hope you will feel free to communicate LULAC positions in such fashion as future issues arise.

Sincerely,



James W. Cicconi
Special Assistant
to the President

Mr. Arnaldo S. Torres
National Executive Director
League of United
Latin American Citizens
Suite 716
400 First Street, N.W.
Washington, D.C. 20001



rec'd
10-29

League of United Latin American Citizens

All for One--One for All

TO: Mr. Jim Cicconi, Special Assistant to the President and to the Chief of Staff
FROM: Arnolddo S. Torres, LULAC National Executive Director *AST*
DATE: October 19, 1983
SUBJECT: Federal Communications Commission (FCC) Syndication Rule

It is our understanding that the President will meet with a Cabinet-level committee tomorrow to review the administration's support of a Federal Communication Commission proposal to drop most restrictions on who owns the rights to television shows.

In October of 1982 LULAC decided to support repeal of the FCC syndication rule because we were led to believe that our support for the repeal would demonstrate our good faith effort to improve the presence of Hispanics on and off camera. Unfortunately, the networks failed to make any reasonable effort at reaching agreements as to how, institutionally, they would improve their situation with Hispanics.

I am enclosing information for your perusal on the networks and record with the portrayal of Hispanics on prime time programs. As a result of the information contained is the enclosed studies we are asking that:

1. The Senate Commerce Committee adopt a three year moratorium on any changes and a comprehensive Congressional analysis of network and independent producers' minority portrayals;
2. Similar action be taken on the House side;
3. The FCC reconsider its proposed rule changes and a comprehensive FCC network audit and monitoring of minority portrayals before any future changes are considered.

We urge the President to side with us on this issue and support a three year moratorium.

amt



League of
United Latin
American Citizens

Office of National President
TONY FORTIJA

October 14, 1982

PERSONAL ATTENTION

Chairman Clarence Thomas
Equal Employment Opportunity Commission
2401 E Street, NW
Washington, DC 20506

CLASS ACTION COMMISSIONER'S CHARGE
AGAINST MAJOR NETWORKS, STUDIOS
AND ADVERTISING AGENCIES

Dear Chairman Thomas:

The League of United Latin American Citizens,* on behalf of twenty million Hispanics, hereby formally files this Commissioner's Charge pursuant to 29 C.F.R. §1601.6.

As set forth herein, we formally request the immediate issuance of a Commission Charge of Systemic Employment Discrimination Against Hispanics by ABC, CBS and NBC television networks; Paramount, Universal, Mary Tyler Moore Productions, and Norman Lear's Embassy Communications film and television studios; and Ogilvy & Mather, Young & Rubicam, and J. Walter-Thompson advertising agencies.

Unlike virtually all other employment discrimination cases that have been filed with the EEOC, this Commissioner's Complaint raises a larger, interrelated problem. Specifically, the employment discrimination by advertising agencies, Hollywood studios, and the networks affects all Americans directly. The

* The League of United Latin American Citizens has 100,000 members in 45 states. It is presently in the process of meeting with and monitoring the employment and program policies and achievements of the ten studios, networks and advertising agencies referred to herein.

exclusion precludes television viewers from learning anything about the needs, viewpoints and desires of twenty million Hispanics.

Due to the grave importance of this Charge, we would appreciate it being submitted immediately to all Commission members and made the highest priority regarding Commission investigations.

DATA

None of the studios, none of the networks, and none of the advertising agencies have been willing to make public accurate data regarding their employment policies and achievements as to Hispanics. Information is either not given at all, selectively provided, or, for example, salespersons are lumped in the same category with top management and actors with major roles.

LULAC, however, has secured the following information from data submitted to the F.C.C. in 1980 and the Los Angeles Human Relations Council in 1982, as well as data previously provided by the U.S. Civil Rights Commission.

Summary Re Networks

ABC: As of 1980, only 3% of ABC's personnel at its headquarters in New York, Los Angeles and Washington, D.C. were Hispanic (104 of 3,520).

Upon information and belief, less than one percent of ABC personnel in decision-making positions are Hispanic and less than one percent of ABC personnel earning above \$40,000 are Hispanic.

An example of ABC's exclusion of Hispanics is that less than one percent of its non-clerical personnel at the D.C. headquarters was Hispanic as of 1980 (2 of 248).

CBS: Less than 3% of its non-clerical employees as of 1980 were Hispanic at its headquarters in New York, Los Angeles and Washington, D.C. (81 of 2,810).

CBS, Continued

Upon information and belief, less than one percent of CBS personnel in decision-making positions are Hispanic and less than one percent of CBS personnel earning above \$40,000 are Hispanic.

Only two of its 160 employees in Washington, D.C. were Hispanic, including only 1 of 91 in news.

NBC: Only 3% of NBC's non-clerical employees as of 1980 were Hispanic at its headquarters in New York, Los Angeles, and Washington, D.C. (89 of 2,831).

Upon information and belief, less than one percent of NBC personnel in decision-making positions are Hispanic and less than one percent of NBC personnel earning above \$40,000 are Hispanic.

In Washington, D.C., only 1 of its 131 employees was Hispanic.

The impact of these exclusionary policies is clearly observable in terms of network programming. For example:

-- In a 1981 survey conducted by Public Advocates of the three networks, only 1% of all characters presented were Hispanic (37 of 3,546).

-- Only 11 Hispanics were allowed to speak even one word. Almost two-thirds who spoke (7 of 11) were portrayed in negative, criminal roles. All Hispanics portrayed by ABC, for example, were portrayed as inmates at a prison system.

STUDIOS

An analysis of the four major studios referred to herein shows that Hispanics are systematically excluded from important positions within the studios and substantially underrepresented even in low-level positions. For example, "Equal Employment Opportunity in the Motion Picture Industry" (prepared by the California Advisory Committee to the U.S. Commission on Civil Rights) showed that Paramount had only 4 Hispanics among its 200 officials, managers and professionals. This occurred in a city with over 25% Hispanics.

The pattern at Universal is similar to Paramount's. Only 15 of 384 officials, managers and professionals were Hispanic.

Upon information and belief, the patterns and practices set forth regarding Paramount and Universal are also applicable to Mary Tyler Moore Productions and Norman Lear's Embassy Communications.

Upon information and belief, less than one percent of key decision-makers and important roles are occupied by Hispanics at these four studios.

ADVERTISING AGENCIES

Upon information and belief, less than one percent of the key decision-makers at the three largest advertising agencies in the United States are Hispanic. And, upon information and belief, the percentage of employees in general who are Hispanic is substantially below population parity.

We look forward to hearing from you within twenty days.

Respectfully submitted,



Tony Bonilla
LULAC National President

LULAC



PRESS RELEASE

League of United Latin American Citizens
FOUNDED 1927 INCORPORATED 1929

OFFICE OF: The National President
Contact: Mario Obledo
National President

DATE: October 6, 1983

Arnold Torres
Executive Director

Robert Gnaizda
General Counsel
(202) 628-8516

NETWORK BROWN-OUT OF HISPANICS:
THREE-YEAR MORATORIUM SOUGHT FROM CONGRESS
AND F.C.C. ON NETWORK SYNDICATION RULES

On October 6, 1983, the League of United Latin American Citizens (LULAC) issued its Hispanic Network Audit of the upcoming fall T.V. season (see attached report for full details).

The audit, which will be presented to Congress, the F.C.C. and the President, is entitled "Network Brown-Out of Hispanics." It documents that despite there being 20 million Hispanics:

- a) only ten of 866 characters (1%) portrayed on prime time were Hispanic;
- b) the number and percentage of Hispanics portrayed has decreased by up to 40% on some networks since 1981; and
- c) only one positive portrayal of Hispanics was presented -- ABC's Geraldo Rivera -- during prime time.

A similar ignoring of Asians was documented -- none of 496 significant characters were Asian-American.

The audit also showed that 39 percent of all Black characters are stereotyped as servants, criminals, entertainers and athletes.

Due to this lack of T.V. accuracy and diversity, LULAC has called upon Congress and the F.C.C. to declare a Three-Year Moratorium on any changes in the \$800 million dollar market relating to syndication of television shows and the related financial interest rules.

During this three-year period, Congress and the F.C.C. are asked to investigate whether greater monopoly and financial power for the networks would be in the public interest, including the interests of 53 million minority Americans who are either ignored, defamed or stereotyped.

Summary of Audit Results

1. Only one lead character was Hispanic -- Geraldo Rivera on ABC's "20/20."
2. Only three of 496 characters with significant speaking roles were Hispanics (1/2 of one percent).
3. Only ten of 866 characters who spoke one or more lines were Hispanic (one percent).
4. Two of the three networks (ABC and NBC) showed significant decreases in the percentage of Hispanics portrayed (up to 30% at ABC and 70% at NBC) since the last audit in February 1981. CBS showed no change over the last two and one-half years due to its having the worst record at all times -- only one of its characters in 1981 was Hispanic and only one of its 212 characters was Hispanic in 1983.
5. Fifty-five of the 63 prime time shows (87%) portrayed no Hispanics.
6. None of the nine Hispanic entertainment figures portrayed presented a positive image.
7. ABC: Two-thirds of all speaking parts for Hispanic were criminals.

CBS: No Hispanics in any significant speaking roles (Zero of 134 characters with significant parts).

NBC: It had the best record (six of 390 characters who spoke one line or more were Hispanic). However, only one of its 189 significant roles included an Hispanic. Further, from February 1981 to September 1983, the number and percentage of Hispanics decreased (seven of 282 characters were Hispanic in 1981 and only six of 390 in 1983 -- a 40% decrease over two and one-half years).

LULAC PRESIDENT URGES MORATORIUM

Mario Obledo, National President of LULAC, the nation's largest membership organization said:

"Twenty million Hispanics are disappointed in the multi-billion dollar networks' [\$7 billion in revenue] inability or refusal to accurately portray Hispanics. We agree with President Reagan's recent statement that the networks' ignore and stereotype minorities."

"CBS, which has the worst record, can't even find Blacks or Hispanics for its 'Dallas' show, except as obsequious maids, despite the presence of four million Blacks and Hispanics in Texas. An all-White portrayal of Texas is a disservice to all Americans."

"Until the networks accurately portray America's diversity, we oppose giving them any additional monopoly or financial powers."

BACKGROUND

The nation's largest veteran's organization, the American G.I. Forum, supports LULAC's recommendations.

The audit was prepared by Public Advocates, Inc., a San Francisco-based public interest firm, under the supervision of Robert Gnaizda.

THE NETWORK BROWN-OUT --

A

NATIONAL HISPANIC NETWORK AUDIT

Requested By: The League of United
Latin American Citizens

Prepared By: Public Advocates, Inc.

Report To: The President, Congress, and
the F.C.C. regarding impact of syndication
and financial interest rules on diversity,
public interest and minorities.

Date: October 6, 1983

THE NETWORK BROWN-OUT : A NATIONAL HISPANIC NETWORK AUDIT.¹

This Hispanic Network Audit of the portrayal of Hispanics was completed on October 3, 1983 in preparation for the upcoming Congressional hearings on the syndication and financial interest proposed rule changes as they affect the television networks and the motion picture studios (S1707 and H.R.2250) and the F.C.C.'s recent proposed changes granting the networks a greater share of this 800 million dollars per annum market. (Fed. Reg. 38020, August 22, 1983).²

Congressional sponsors of efforts to block any F.C.C. proposed changes that would strengthen the power of the networks over independent producers have stated that the public interest and diversity rules require consideration of minority portrayals before granting greater power to the networks.

Congressman Henry Waxman:

"The three major networks still capture over 80 percent of the national viewing audience...Serious content problems still plague the industry... minorities generally receive infrequent and stereotyped portrayals." (Congressional Record, E1241, March 22, 1983, emphasis added).

"[The issues relating to syndication include] television's portrayal of women and minorities." (Congressional Record E1243, March 22, 1983).

The network audit was conducted during the week of September 26 to October 2, 1983, the first week of the new fall season.

1 & 2 Requested by the League of United Latin American Citizens for upcoming U.S. Senate hearings by Senator Barry Goldwater's Commerce Committee hearing November 2, 1983 re S1707 sponsored by Senator Pete Wilson. Also to be submitted to House Commerce Committee (H.R. 2250), Federal Communications Commission and the executive staff of the President. Prepared under the overall supervision of Public Advocates, Inc., a San Francisco-based public interest firm that prepared similar reports for LULAC in 1981.

It included all sixty-three (63) prime time shows from 8 PM to 11 PM. The chief supervisors of the project were Frank Quevedo, former Executive Assistant to E.E.O.C. Commissioner Antonio Gallegos, Public Advocates, Inc.³ and John Gamboa, former top Hispanic marketing expert for Pacific Telephone and Telegraph.

Summary of Results

The results show a virtual exclusion of Hispanics from network television (1 percent of all speaking roles) and a total absence of positive Hispanic characters. Such a "brown-out" of Hispanics appears to be a deliberate form of "benign neglect" since the percentage and numbers of Hispanics has actually decreased since the last network audit two-and-a-half years ago. (February 1981).

Summary

1. Only one (1) lead character portrayed was Hispanic - Geraldo Rivera on A,B.C.'s "20/20."

2. Only three of 496 characters with significant speaking roles were Hispanics. (1/2 of 1 percent).

3. Only ten of 866 characters who spoke one or more lines were Hispanic (1 percent).

4. Two of the three networks (ABC and NBC) showed significant decreases in the percentage of Hispanics portrayed (up to 30% at ABC and 70% at NBC) since the last audit in February 1981. CBS showed no change over the last 2 1/2 years due to its having the worst record at all times -- only 1 of its characters in 1981 was Hispanic and only 1 of its 212 characters was Hispanic in 1983.

³ Through Boalt Law School student Christopher Kerosky.

5. Fifty-five of the sixty-three prime time shows (87%) portrayed no Hispanics.

6. None of the nine Hispanic entertainment figures portrayed presented a positive image.⁴

7. ABC: Two-thirds of all speaking parts for Hispanic were criminals.

CBS: No Hispanics in any significant speaking roles. (0 of 134 characters with significant parts).

NBC: It had the best record (6 of 390 characters who spoke one line or more were Hispanic). However, only one of its 189 (1/2 of 1%) significant roles included an Hispanic. Further, from February 1981 to September 1983, the number and percentage of Hispanics decreased. (7 of 282 characters were Hispanic in 1981 and only 6 of 390 in 1983 - a 40% decrease over 2 1/2 years.)

Four million Asian-Americans did not fare any better. None of the 496 significant roles were played by Asians residing in the United States, (Excluding two Vietnam mercenaries.) And only five of 866 speaking roles (1/2 of 1% of one line or more went to Asians. (CBS failed to portray any Asians.)

Although Black statistics were substantially greater, 39% were portrayed in stereotyped roles or criminals, servants or entertainment-athletic types.

⁴Not including Rivera, a news figure on "20/20."

RECOMMENDATIONS TO THE PRESIDENT, CONGRESS, AND THE F.C.C.:CHANGE IN SYNDICATION RULE PREMATURE AND AGAINST PUBLIC INTEREST IN DIVERSITY.

There are fifty-three million minorities in the U.S., including 20 million Hispanics, 28 million Blacks, 4 million Asians and 1 million Native Americans.

Based on the 1983 audit of network prime time shows, LULAC, the nation's largest Hispanic membership organization, intends to take the following six actions. (LULAC is joined in this by the American G.I. Forum, the nation's largest Hispanic veteran's organization.) These actions include the seeking of a three year moratorium from Congress and the F.C.C. on any changes in syndication and financial interest rules in order to determine if the networks and/or studios are capable of or interested in producing true diversity in programming.

SIX ACTIONS:

1. Testify before Senator Barry Goldwater's Committee (hearings tentatively set for November 2, 1983) on S1707. Will seek a three year moratorium on any changes and a comprehensive Congressional analysis of network and independent producers' minority portrayals.
2. Similar action will be taken on the House side. (H.R. 2250 presently before Congressman Dingle's Commerce Committee).
3. Ask the F.C.C. to reconsider its August 1983 proposed rule changes. (A switch of one vote from its 3 to 1 vote of August would prevent any changes in the syndication and financial interest rules.) Will also seek a comprehensive F.C.C. network audit and monitoring of minority portrayals before any future changes are considered.
4. Seek support for the above position from President Reagan as part of his efforts on behalf of Hispanics

and based on his unique personal knowledge of the entertainment industry. (See, for example, the President's recent statement regarding his personal expertise and criticism of stereotyping of minorities by the networks.)⁵

5. Continue to work and confer with the networks and studios to substantially improve their portrayals of minorities and minority issues.⁶
6. Seek national support for the LULAC position from other affected and interested community groups.

⁵President Reagan: "those who spoke...believe that television very often stereotypes minorities and ignores their range of talents and interests. Well, let me put on my old actors' union hat for a moment because there's some truth in that... Why can't [they] more frequently assign parts as shop owners and business people to minorities!" (Washington Post, October 4, 1983, p. A3).

⁶Part of the network's problems may stem from a virtual absence of top Hispanic management and limited employment of Hispanics in other key management positions, thereby precluding them from identifying and encouraging Hispanic talent and issues. See, for example, LULAC's 1982 EEOC "Commissioner Charges."

It should also be noted that LULAC, largely as a result of a series of 1981-82 meetings with the networks in which major unspecified improvements were promised, previously supported the network's proposed F.C.C. rule changes.

STATISTICSSTATISTICAL SUMMARY
(By Characters)

This summary broken down for each network, compares results over a 2 1/2 year period. The first statistic (a) is the number of Hispanics who speak at all compared with the total number of speakers. The second statistic (b) is the number of Hispanics with significant parts compared with the total with significant parts.⁷

		<u>September 1983</u>		<u>February 1981⁸</u>		<u>Percent Change</u>
		<u>Hispanics</u>	<u>Total</u>	<u>Hispanics</u>	<u>Total</u>	
ABC:	a)	3	264	2	291	None
	b)	2	173	3	125	(30% Decrease)
<u>CBS:</u>	a)	1	212	1	335	(Statistically insignificant increase)
	b)	0	134	0	119	None
<u>NBC:</u>	a)	6	390 ⁹	7	282	(40% Decrease)
	b)	1	189	2	111	(70% Decrease)
<hr/>						
<u>Overall Network Totals</u>	a)	10	866(1.2%)	11	908	None
	b)	3	496(1/2 of 1%)	5	355	(60% Decrease)

⁷ Does not include new shows not yet premieried. See, however, Hispanic Link Weekly Report, September 26, 1983 for details indicating very limited Hispanic presence "Fall TV Season: Few Latino Roles Again."

[Footnotes continued]

STATISTICAL SUMMARY

(By Shows)

	<u>Number of Shows</u>	<u>Number in which Hispanics Spoke</u>
<u>ABC:</u>	23	3
<u>CBS:</u>	18	1
<u>NBC:</u>	<u>22</u>	<u>5</u>
<u>Total:</u>	63	8

SUMMARY OF ASIAN-AMERICAN STATISTICS

	<u>1983</u>		<u>1981</u>	
	<u>Asian</u>	<u>Total</u>	<u>Asian</u>	<u>Total</u>
<u>ABC:</u>	4	264 (Total speaking parts)	1	291
	0	173 (Significant parts)	0	125
<u>CBS:</u>	0	212	1	335
	0	134	0	119
<u>NBC:</u>	1	390	2	282
	<u>0</u>	<u>189</u>	<u>0</u>	<u>111</u>
<u>Totals:</u>	5	866 (Speaking parts)	4	908
	0	496 (Significant parts)	0	355

⁸ For CBS the survey was the week of January 12, 1981.

⁹ An Hispanic singing group of five was treated as one for purposes of these statistics since none spoke.

METHODOLGY

Under the supervision of Frank Quevedo (former chief aide to EEOC Commissioner Antonio Gallegos and former member of the California State Bar Board of Governors), Public Advocates, Inc., (a San Francisco-based public interest law firm that prepared the 1981 network audit), and John Gamboa (former Hispanic market advisor for Pacific Telephone), all three networks were audited during the entire week of September 26 to October 2, 1983. All prime time programs (8 to 11 p.m.) were viewed simultaneously by two separate teams in Los Angeles and San Francisco.

The auditors, all of whom have college degrees and many of whom have specific affirmative action experience, examined each of the 63 shows in terms of number of lead, major and minor characters. One of the two teams did this for Hispanics, Blacks and Asians. The other team did this only for Hispanics. All speaking parts, no matter how minor, were included. Lead and major roles were combined for this report (significant roles) since there was only one lead role.

All underlying data is available for inspection at LULAC's national headquarters in Washington, D.C. and at the law office of Public Advocates, Inc., in San Francisco.

CONCLUSION

The increased financial power and concentration that the proposed FCC rules changes will grant to the networks could ensure a continued "brown-out" of what will soon be the nation's largest minority. It could also continue the ignoring of the

nation's fastest growing minority (Asian-Americans) and the stereotyping of our largest minority (Blacks).

In light of the need for diversity, it is therefore urged that there be a three-year moratorium on any changes that could enhance concentration of power in the networks and that this three-year period be used to examine the mechanisms most likely to produce diversity and serve the entire public interest.

In conclusion, we fully concur with Sidney Poiter's September 19, 1983 Congressional testimony in which he stated: "There is rampant, inexcusable, unjustified discrimination against minorities in motion pictures and television."
(Washington Times, September 20, 1983)



Bill Wilson/Washington Times

Rep. Mickey Leland, D-Texas (left), greets actor Sidney Poitier (center) and Bernie Casey, former pro football player, prior to the latter two's appearance before a House subcommittee yesterday on Capitol Hill.

Minorities need aid with TV, Poitier says

By Michael Avenenti

WASHINGTON TIMES STAFF

Actor Sidney Poitier made a rare congressional appearance yesterday to lobby for legislation that would give minority Americans prominent jobs in the television and movie industries.

Poitier said he was "not given" to making public appeals, but said the issue has a significant impact on American society, or the public good is endangered.

"There is rampant, inexcusable, unjustified discrimination against minorities in motion pictures and in television," Poitier said.

Among those who accompanied Poitier was Maya Angelou, the author of "I Know Why the Caged Bird Sings," her reminiscences of growing up in the South during the Depression of the 1930s.

Angelou said there are sufficient data to support the "awful truth" that black artists are underrepresented in television and in motion pictures.

As an example, she said that when she wanted to make a movie of her screenplay "Georgia, Georgia" in 1972 she had to go to Sweden to take a course in directing — in Swedish.

Poitier and Angelou testified before the House Energy and Commerce subcommittee on telecommunications, consumer protection and finance. The subcommittee is considering a resolution that would

tries regulated by the Federal Communications Commission. The resolution was offered by Rep. Cardiss Collins, D-Ill.

Robert Hooks, a Los Angeles broadcast executive, said the number of black children watching television is reason enough for changes in the medium, even if none other existed.

By the age of 15, a black youth has watched 18,000 hours of television while spending only 11,000 hours in school and 3,000 in church, Hooks said.

"Consequently, the mass media has greater access to the minds of our young people than our homes, our churches and our schools combined," he said.

Also testifying was Arnaldo S. Torres, national executive director of the League of United Latin American Citizens, who complained that those minorities who did perform in television and the movies have stereotypical roles with few speaking parts. Black leaders gave similar testimony.

Torres also said a 1981 study by the major networks found only 37 Hispanics playing, out of 3,546 roles.

He demanded a thorough investigation of the television industry and a strengthening of the Public Broadcasting system, which specifically airs shows of Hispanic interest.

"The industry is in need of a

Minorities And the Media

HEARING, From C1

threatened boycott never materialized.

ooks, chairman of the National Office for Black Advancement in communication, joined actor Sidney Poitier, actress Sumi Huru, writer Maya Angelou, Northeastern Illinois University professor J. Fred MacGald and eight other speakers before the House Energy and Commerce telecommunications subcommittee on minorities in the media.

According to Willis Edwards, president of the Hollywood chapter of the NAACP, of the 103 actors participating in the networks' new shows, eight are members of minority groups.

Arnold S. Torres, national executive director of the League of United Latin American Citizens, said a survey of Christ State University found that of 17 television programs viewed on one day in March, only nine out of 263 characters were Hispanic.

"I think the congressman from Dallas would agree with me," he said, referring to Rep. John Bryant (Tex.), "that in Dallas it's pretty hard not to see a Hispanic walking the street, and they're not just on 'Dallas,' you don't see Hispanics—we're not even on the hands on that show.

"We spoke to 'Good Morning America' about this problem," Torres said. "They said they were going to see José Feliciano on next week and that Hispanic enough for

Michelle DeMave, a spokeswoman for ABC, which produces "Good Morning America," said when asked about Torres' statement, "Nobody would say that to him, not in a million years."

"Good Morning America" broadcast a report on Aug. 29 on minorities in the media. "We had the actor on 'Hill Street Blues' and the ac-

Mave. "In fact, we've had that actor [Rene Enriquez] on twice and he was eloquent in each instance. He was so eloquent I typed up the transcript and sent it out to the Hispanic press."

The telecommunications subcommittee is discussing legislation that would amend the guidelines used by the Federal Communications Commission in reviewing radio and TV licenses. The Senate passed a deregulation bill earlier this year and the House is expected to introduce legislation by mid-October. Rep. Mickey Leland (D-Tex.) organized the hearings to discuss the subject of minorities in the media in general and the effects of deregulation on minorities in the media in particular.

No more than five congressmen were present at any point in the hearings, and those who did attend asked generally sympathetic questions.

The entertainers criticized the industry for failing to portray minorities as, in Huru's words, "integral parts of our nation's mainstream." They also agreed that minorities' involvement in TV and film has decreased since the mid-'70s, and that deregulation threatens further erosion.

"There is a growing suspicion in the minority community that a conspiracy exists among the producers, networks, and studios to exclude minorities from fair and meaningful participation in motion pictures and TV programming," Poitier told the committee.

As four of the witnesses completed their prepared statements, they made the same points, each of them concluding with a call for the committee to "pursue the enactment of legislation, guaranteeing that a fair and equitable allocation of the dollars spent for the creation of programming be allocated to contracts with minority-owned and -controlled production companies."

"The data simply supports the fact that black artists do not work in film and television," Angelou said. "Our culture is in desperate need of redemption."

Los Angeles producer Mocopezuma Esparza told the committee, "The core of the problem, as I have seen it, is the almost total absence of minorities in the executive suites, not to mention the board rooms, of the studios and networks."

Minorities & Media

Specter of a Boycott Raised at Hill Hearing

By Elizabeth Kastor

A black and Hispanic boycott of television and film seems likely if the industry continues to portray minorities in stereotypical roles, a Hill hearing was told yesterday.

"Such callous, willful disrespect and unfair treatment by the telecommunications industry may not, by itself, cause a long hot summer," said actor Robert Hooks, "but it could bring about a long, cold winter, in which blacks and other minorities combine their resources, collectively deciding not to patronize the film and broadcast industry, collectively deciding not to support those advertising sponsors."

Last year, the NAACP threatened to boycott major film studios that did not give blacks reasonable access to performing and production jobs.



Sidney Poitier, Maya Angelou, Robert Hooks and Bernie Casey of Poo Productions at the hearing yesterday, by James K.W. Atherton

**REPORT ON HISPANICS IN MAJOR
TELEVISION PROGRAMS**

By

Robert R. Bezdek

Melody Cooper

Carolyn Espeseth

Belma Garcia

Vicki Hoff

Tammy Holbrook

Glen Holloway

Jacqueline Soliz

Majorie Soni

Sheila Spearman

Eliberto Villarreal

March 23, 1983

Mr. Tony Bonilla

LULAC National President

- REC 6. ~~Full Guy~~
- CES 7. ~~Blaine~~
- MFC 8. ~~Will Blaine Blues~~
- CES 9. ~~Blaine~~
- CES 10. ~~Blaine~~
- MFC 11. ~~James Park~~
- CES 12. ~~Blaine Park~~
- CES 13. ~~Marsh~~
- CES 14. ~~Newhart~~
- CES 15. ~~Rate 5~~
- CES 16. ~~Simon & Simon~~
- MFC 17. ~~Therese's Program~~

All of these programs were viewed ~~by at least~~

~~by~~ Any differences between the coders were reconciled in a class discussion of the program involved. We would like to point out that differences in coding were minor. To facilitate the coding procedure, we ~~used a coding manual~~ ~~with coding~~

- 1. ~~Blaine~~ ~~Blaine~~
- 2. ~~Blaine~~
- 3. ~~Blaine~~ ~~Blaine~~ ~~Blaine~~

~~Support and~~ ~~Blaine~~

~~Blaine~~ ~~Blaine~~ ~~Blaine~~ ~~Blaine~~ For example, if at least two coders watched Dallas on three, different dates, the total number of actors was divided by three. We rounded off to the

nearest whole number.

FINDINGS

When we added up the total number of actors for the 17 programs chosen (see Table 1), we found that nine (9) out of 263 were Hispanic, which is 3.4 percent of the total. However, if we left out Hill Street Blues, the total was five (5) Hispanics out of 232, which is 2.2 percent. In short, one program accounted for 1.5 percent (4 out of 263) of the total Hispanics viewed for the 17 programs chosen. In other words, four (4) out of the total of nine (9) Hispanics observed or 44.4 percent appeared on Hill Street Blues.

TABLE 1

PERCENTAGE OF ACTORS ACCORDING TO SEX, ROLE, RACE AND ETHNICITY

	MALE (N=170)			FEMALE (N=93)		
	MAJOR	SUPPORT	MINOR	MAJOR	SUPPORT	MINOR
WHITE	17.5	19.4	20.5	13.3	9.1	8.7
BLACK	1.9	1.9	0	1.1	0.8	0.4
HISPANIC	0.4	0.8	1.1	0.8	0	0.4
OTHER	0.4	0.4	0.4	0	0	0.8
(Total N=263)						

These total figures could be misleading, especially if one thinks that Hispanics had major acting roles. For example, we found one major role for a Hispanic in Hill Street Blues and in 9 to 5. In addition, during the programs we watched, one Hispanic played a major role in one program of Love Boat. In other words, a Hispanic played a regular, major role in only two of the 17 programs viewed. More specifically, there were 92 actors classified as major; the percentage for Hispanics was 2.2.

Four of the nine Hispanics played minor roles. Two were cooks on Archie's Place, one was a maid on Dallas, and another appeared on Hill Street Blues.

CONCLUSION

The 1980 census data indicate that approximately 6.4 percent of the people in the United States classified themselves as "Spanish origin." One must remember that this percentage is not precise because persons of "Spanish origin" may be of any race. In addition, with estimates of the undocumented Hispanics, the total percentage for this subgroup could be about ten (10).

One conclusion is that Hispanics were definitely underrepresented in the 17 programs observed. Another is that Hispanics were further underrepresented in major roles.

Finally, in terms of our perspective, we feel that we have provided useful, valid information with limited resources. A more exhaustive study, as done by Greenberg and Baptista-Fernandez, would probably reach the same conclusion as theirs, namely, that the

percentage of Hispanics in ALL programs is even smaller than what we found.



League of
United Latin
American Citizens

Office of National President
MARIO G. OBIEDO

Mr. William Tricario, Secretary
Federal Communications Commission
1919 "M" Street, N.W.
Washington, D.C. 20554

In matter of;)
Amendment of 47 CFR 73,658 (j))
(1) (i) and (ii), the Syndication) BC Docket No. 82-345
and Financial Interest Rules.)

Dear Mr. Secretary,

Enclosed is our filing in the above-entitled matter relating to comments on the Tentative Decision.

This letter is a formal application to have this filing included in the record despite being filed beyond the due date of September 20, 1983.

Good cause exists for such "late" filing as follows:

1. The pertinent facts relating to the three networks were unavailable prior to October 3, 1983, could only be gathered during the period of September 26 to October 2, 1983, the beginning of the fall Television season, and could only be tabulated during the week ending October 7, 1983.
2. The pertinent facts relate to the lack of diversity and public interest served by the three networks and demonstrate the impact of the proposed rules changes on discouraging lack of diversity.
3. No other comments filed relate to this factual material and the absence of such will adversely affect the Commission in making an informed decision in the public interest.

Wherefore, it is respectfully urged that such comments be treated as part of the record.

I declare under penalty of perjury that the foregoing is true and correct.

Dated: October 6, 1983


Robert Gnaizda
General Counsel
League of United Latin
American Citizens

Congressional sponsors of efforts to block any F.C.C. proposed changes that would strengthen the power of the networks over independent producers have stated that the public interest and diversity rule require consideration of minority portrayals before granting greater power to the networks.

Congressman Henry Waxman:

"The three major networks still capture over 80 percent of the national viewing audience ... Serious content problems still plague the industry ... minorities generally receive infrequent and stereotyped portrayals." (Congressional Record, E1241, March 22, 1983; emphasis added.)

"[The issues relating to syndication include] television's portrayal of women and minorities," (Congressional Record E1243, March 22, 1983.)

The network audit was conducted during the week of September 26 to October 2, 1983, the first week of the new fall season. It included all sixty-three (63) prime time shows from 8PM to 11PM. The chief supervisors of the project were Frank Quevedo, former Executive Assistant to E.E.O.C. Commissioner Antonio Gallegos, Public Advocates, Inc.³ and John Gamboa, former top Hispanic marketing expert for Pacific Telephone and Telegraph.

1 and 2 [Footnotes continued] Citizens for upcoming U.S. Senate hearings by Senator Barry Goldwater's Commerce Committee hearing November 2, 1983 re S1707 sponsored by Senator Pete Wilson. Also to be submitted to House Commerce Committee (H.R. 2250), Federal Communications Commission and the executive staff of the President.

Prepared under the overall supervision of Public Advocates, Inc., a San Francisco-based public interest firm that prepared similar reports for LULAC in 1981.

³ Through Boalt Law School student Christopher Kerosky.

Summary of Results

The results show a virtual exclusion of Hispanics from network television (1 percent of all speaking roles) and a total absence of positive Hispanic characters. Such a "brown-out" of Hispanics appears to be a deliberate form of "benign neglect" since the percentage and numbers of Hispanics has actually decreased since the last network audit two-and-a-half years ago. (February 1981).

Summary

1. Only one (1) lead character portrayed was Hispanic - Geraldo Rivera on A.B.C.'s "20/20."
2. Only three of 496 characters with significant speaking roles were Hispanics (1/2 of 1 percent).
3. Only ten of 866 characters who spoke one or more lines were Hispanic (1 percent).
4. Two of the three networks (ABC and NBC) showed significant decreases in the percentage of Hispanics portrayed (up to 30% at ABC and 70% at NBC) since the last audit in February 1981. CBS showed no change over the last 2 1/2 years due to its having the worst record at all times -- only 1 of its characters in 1981 was Hispanic and only 1 of its 212 characters was Hispanic in 1983.
5. Fifty-five of the sixty-three prime time shows (87%) portrayed no Hispanics.
6. None of the nine Hispanic entertainment figures portrayed presented a positive image.⁴
7. ABC: Two-thirds of all speaking parts for Hispanic were criminals.
CBS: No Hispanics in any significant speaking roles. (0 of 134 characters with significant parts).
NBC: It had the best record (6 of 390 characters who spoke one line or more were Hispanic).

⁴Not including Rivera, a news figure on "20/20,"

NBC: However, only one of its 189 (1/2 of 1%)
 (Continued) significant roles included an Hispanic.
 Further, from February 1981 to September
 1983, the number and percentage of Hispanics
 decreased. (7 of 282 characters were His-
 panic in 1981 and only 6 of 390 in 1983 -
 a 40% decrease over 2 1/2 years.)

Four million Asian-Americans did not fare any better.
None of the 496 significant roles were played by Asians re-
 siding in the United States. (Excluding two Vietnam mercen-
 aries.) And only five of 866 speaking roles (1/2 of 1% of
 one line or more went to Asians. (CBS failed to portray any
 Asians.)

Although Black statistics were substantially greater,
 39% were portrayed in stereotyped roles as criminals, servants
 or entertainment-athletic types.

STATISTICS

STATISTICAL SUMMARY

(By Characters)

This summary broken down for each network, compares re-
 sults over a 2 1/2 year period. The first statistic (a) is
 the number of Hispanics who speak at all compared with the
 total number of speakers. The second statistic (b) is the
 number of Hispanics with significant parts compared with the
 total with significant parts.⁵

⁵ Does not include new shows not yet premiered. See,
 however, Hispanic Link Weekly Report, September 26, 1983 for
 details indicating very limited Hispanic presence "Fall TV
 Season: Few Latino Roles Again."

STATISTICS (CONT'D)

		<u>September 1983</u>		<u>February 1981</u> ⁶		<u>Percent Change</u>
		<u>Hispanics</u>	<u>Total</u>	<u>Hispanics</u>	<u>Total</u>	
ABC:	a)	3	264	2	291	None
	b)	2	173	3	125	(30% Decrease)
CBS:	a)	1	212	1	335	(Statistically insignificant increase)
	b)	0	134	0	119	None
NBC:	a)	6	390 ⁷	7	282	(40% Decrease)
	b)	1	189	2	111	(70% Decrease)
<hr/>						
<u>Overall Network Totals</u>	a)	10	866(1.2%)	11	908	None
	b)	3	496(1/2 of 1%)	5	355	(60% Decrease)

STATISTICAL SUMMARY

(By Shows)

	<u>Number of Shows</u>	<u>Number in which Hispanics Spoke</u>
ABC:	23	3
CBS:	18	1
NBC:	<u>22</u>	<u>5</u>
<u>Total:</u>	63	8

⁶For CBS the survey was the week of January 12, 1981.

⁷An Hispanic singing group of five was treated as one for purposes of these statistics since none spoke.

SUMMARY OF ASIAN-AMERICAN STATISTICS

		<u>1983</u>		<u>1981</u>	
		<u>Asian</u>	<u>Total</u>	<u>Asian</u>	<u>Total</u>
ABC:	a)	4	264	1	291
	b)	0	173	0	125
CBS:	a)	0	212	1	335
	b)	0	134	0	119
NBC:	a)	1	390	2	282
	b)	<u>0</u>	<u>189</u>	<u>0</u>	<u>111</u>
<u>Totals:</u>	a)	5	866	4	908
	b)	0	496	0	355

METHODOLOGY

Under the supervision of Frank Quevedo (former chief aide to EEOC Commissioner Antonio Gallegos and former member of the California State Bar Board of Governors), Public Advocates, Inc., (a San Francisco-based public interest law firm that prepared the 1981 network audit), and John Gamboa (former Hispanic market advisor for Pacific Telephone), all three networks were audited during the entire week of September 26 to October 2, 1983. All prime time programs (8 to 11 p.m.) were viewed simultaneously by two separate teams in Los Angeles and San Francisco.

The auditors, all of whom have college degrees and many of whom have specific affirmative action experience, examined each of the 63 shows in terms of number of lead, major and minor characters. One of the two teams did this for Hispanics, Blacks, and Asians. The other team did this only for Hispanics. All speaking parts, no matter how minor, were included. Lead and major roles were combined for this report (significant roles)

since there was only one lead role.

All underlying data is available for inspection at LULAC's national headquarters in Washington, D.C. and at the law office of Public Advocates, Inc., in San Francisco.

CONCLUSION

The increased financial power and concentration that the proposed FCC rules changes will grant to the networks could ensure a continued "brown-out" of what will soon be the nation's largest minority. It could also continue the ignoring of the nation's fastest growing minority (Asian-Americans) and the stereotyping of our largest minority (Blacks).

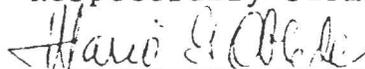
In light of the need for diversity, it is therefore urged that there be a three-year moratorium on any changes that could enhance concentration of power in the networks and that this three-year period be used to examine the mechanisms most likely to produce diversity and serve the entire public interest.

In conclusion, we fully concur with Sidney Poiter's September 19, 1983 Congressional testimony in which he stated: "There is rampant, inexcusable, unjustified discrimination against minorities in motion pictures and television," (Washington Times, September 20, 1983).

Therefore, in order to promote and encourage diversity, we respectfully urge that the F.C.C, refuse to adopt the Tentative Decision and instead complete a comprehensive study of the networks' lack of diversity and the harmful impact of the proposed rule change on diversity.

Dated: October 6, 1983

Respectfully submitted,



Mario G. Obledo

National President

League of United Latin American