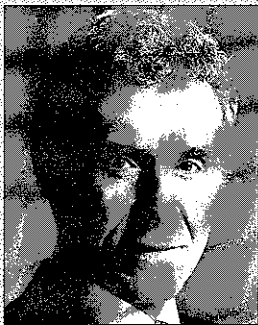


POSITIVE IMAGES

National Hispanic Media Coalition

VOL. 10 NO. 1 Fall 1996

National Hispanic Media Coalition Celebrates 10th Anniversary!



RICARDO MONTALBAN
Impact Awardee

Ricardo Montalban is a legendary Hispanic American actor whose career spans 50 years on the stage, screen, television and radio. He's the consummate actor, but we honor him not just for his acting ability, but also for the impact he has had on both the entertainment and Hispanic American communities.

As one of the three founders of *Nosotros*, the Latino actors organization in 1969, Montalban put his artistic career on the line to help his own community to begin to break down the negative Latino stereotypes which had become so prevalent by the late 1960s.

We salute Ricardo Montalban for the Impact he has had on his profession and his community.



GISELLE FERNANDEZ
Mistress of Ceremonies

Veteran news anchor/reporter Giselle Fernandez serves as co-host of "Access Hollywood," the new daily 30 minute entertainment news magazine on the NBC Network.

Winner of 5 Emmy Awards for her news reporting, Giselle formerly was anchor of NBC's weekend Today show and anchored the Sunday edition of NBC Nightly News.

Prior to that, she substituted for Paula Zahn on CBS This Morning and for Dan Rather on the CBS Evening News.

Born in Mexico, Giselle grew up in Southern California, the daughter of a Jewish mother and a renowned Mexican flamenco dancer. That's why she calls herself a "Kosher Burrito."

A journalism major at Sacramento State University, Fernandez has worked her way up from her first job in Pueblo, Colorado, then to Los Angeles, Chicago, Miami, Washington, D.C. and New York.

The National Hispanic Media Coalition will celebrate its 10th anniversary at a star studded dinner dance at 6:30 p.m. November 22 at the Beverly Hilton Hotel, 9876 Wilshire Blvd., Beverly Hills, reports Alex Nogales, national chair.

Don Ohlmeyer, president of NBC West Coast, will be keynote speaker at the event which will see the three founders of *Nosotros*: Actors Ricardo Montalban, Henry Darrow and the late Rodolfo Hoyos as well as comedian Bill Dana receive the NHMC's Impact Awards.

Comedians Liz Torres of the "John Larroquette Show" and Jeff Valdez of "Latino Laugh Festival" and "Comedy Compadres" will entertain at the Black Tie event.

Giselle Fernandez, co-anchor of "Access Hollywood" will be the mistress of ceremonies for the celebration at which the Bobby Rodriguez Orchestra will play for dancing.

The dinner dance is open to the public and tickets may be obtained by calling the NHMC office (213) 385-8573.

The National Hispanic Media Coalition was founded in 1986 to improve the image and employment of Hispanic Americans in radio, television and film. With chapters in New York, Chicago, El Paso, San Antonio, Dallas, Houston, San Diego, and Spokane, the NHMC has about 55,000 members across the nation.

In Los Angeles the NHMC is comprised of numerous Mexican American, Latino and Hispanic American organizations including: Hispanic Film Project, L.A. County Chicano Employees Assn., L.A. County Managers Assn., Mexican American Bar Association, Hispanic Public Relations Assn., Bilingual Educational Services, *Nosotros*, Latin American Voters of America, Mexican American Grocers Assn., Latin Business Association, League of United Latin American Citizens, MALDEF Leadership Alumni and the Mexican American Political Association.



HENRY DARROW
Impact Awardee

Henry Darrow (Enrique Tomas Delgado) is sometimes best known as "Marolito Montoya" in the "High Chaparral" or as "Zorro's father," although he has appeared on at least 100 TV series and in some 20 movies.

Born in New York City, Darrow graduated from the University of Puerto Rico and the Pasadena Playhouse.

We are honoring him with the Impact Award for his role as a community activist, who like Ricardo Montalban was willing to put his acting career on the line to break down Latino stereotypes which severely typecast Latino actors as villains or Latin Lovers.

We salute Henry Darrow for the Impact he has had on his profession and his community as a founder of *Nosotros*.



RODOLFO HOYOS
Impact Awardee

The late Rodolfo Hoyos was a very talented man who had three loves in his life: his family, his acting career and baseball. Born in Mexico City in 1916, he came to Hollywood by way of New York City and graduated from Hollywood High School. He began doing bit parts in the movies during the Depression and parlayed that into a career in Western movies which culminated in a co-starring role with Cesar Romero in "Villa." Hoyos played Villa.

He did about 200 TV series and won the title role along with Carmen Zapata in "Viva Valdez" the first Latino themed network sit-com. All the while, he was Jaime Jarrin's "color" man on the Dodger baseball games broadcast in Spanish from 1973 to 1982.

Like Ricardo Montalban and Henry Darrow, Rudy Hoyos saw the need for *Nosotros* and worked diligently to make their dream a reality.

NHMC Wins Major Case Against Disney's KCAL-TV, Channel 9

The National Hispanic Media Coalition won a major victory against KCAL-TV, Channel 9 in Los Angeles under terms of a ruling by the Federal Communications Commission handed down in mid June, 1996.

The ruling was in a Petition to Deny License Renewal case filed November 1, 1993 against the Disney owned station charging that KCAL-TV failed to properly recruit and employ Hispanic Americans. In addition to violating the FCC's employment rules, KCAL has repeatedly failed to keep FCC mandated records, repeatedly violated the FCC's rules regarding the timely disclosure of documents to the public, engaged in unlawful hyping of Disney movies on the Disney owned TV station

and aggravated Los Angeles race relations by callously promoting denigrating racial stereotypes in its children's programming, declared Armando Duron, general counsel to the NHMC, in the 1993 filing.

In late May 1996, the FCC finally ruled in the case and admonished KCAL for not properly maintaining its Public File and for its 'deficient' Equal Employment Opportunity program," Duron explained.

In a June 1996 decision ruled that "The NHMC derived its factual allegations from the licensee's renewal application, its annual employment reports and personal knowledge of NHMC officials. As a threshold matter, we found that the NHMC made a **prima facie** (case) showing the grant of the renewal application would be inconsistent with the public interest."

The FCC decision finds that the Disney owned television station's "minority recruitment efforts to be deficient because it failed to maintain adequate records for meaningful self-assessment until the end of the (5 year) license term and existing records indicate it recruited minority applicants for only 29% of its vacancies. Although the licensee periodically reviewed its Equal Employment Opportunity program, it is unclear how the licensee engaged in meaningful assessment without referral and applicant data."

"Section 73.2080 of the FCC's rules requires that a broadcast licensee refrain from employment discrimination



ANNOUNCING OPPOSITION to Disney's purchase of Capital Cities/ABC's numerous radio and television stations in 1995 when Disney wasn't even complying with FCC's rules and regulations as the owner of KCAL-TV, Los Angeles, were numerous members of the National Hispanic Media Coalition's directors and supporters. From left: Raul Romero, union organizer; Henry Barbosa, vice chair, NHMC; Alex Nogales, national chair; Esther Renteria and Alan Clayton, board members; Max Avalos, community activist, and Jerry Velasco, president of Nosotros and NHMC board member.

(Photo by Jose Luis Sedano)

and establish and maintain an EEO program reflecting positive and continuing efforts to recruit and promote qualified women and minorities. When evaluating EEO performance, the Commission focuses on the licensee's efforts to recruit and promote qualified minorities and women and the licensee's ongoing assessment of its EEO efforts. Such an assessment enables the licensee to take corrective action if qualified minorities and women are not present in the applicant pool. The Commission also focuses on any evidence of discrimination by the licensee."

"We first looked at Channel 9's Hispanic employment numbers back in 1988, when L.A. TV stations were up for license renewal. They were owned by RKO then which was being forced to sell out of the broadcasting business by the FCC," explains Esther Renteria, former national chair of the National Hispanic Media Coalition.

"They had the worst numbers then, but we didn't file against their license renewal in 1988 because we knew Disney would be taking them over on December 2, 1988. Unfortunately, Disney hasn't done any better and in five years, did not manage to get KCAL out of the cellar in terms of Hispanic American Employment. They've been at the bottom of the barrel as long as we've been keeping records," she noted. "Even though the FCC used **1980 Census** data to judge KCAL's compliance with their EEO rules up to 1993, when

they switched to the 1990 Census information, KCAL was still found to be out of compliance," she explained.

KCAL-TV has been operating without an FCC license since 1993, she noted. It has just now been renewed, but with serious reporting conditions and with a hefty fine (by FCC standards) of \$30,000.

The FCC decision concludes "Given the facts of this case and broadcasters' familiarity with our long standing EEO rule, we conclude that a Notice of Apparent Liability for \$30,000, is justified. Further, we impose reporting conditions to monitor the licensee's prospective recruitment and recordkeeping measures."

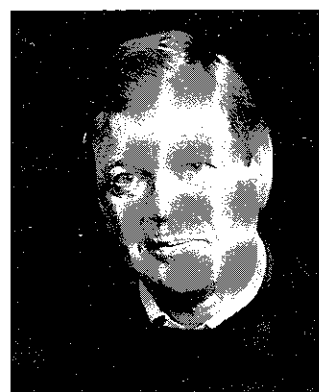
"Upon review of the record, we find that grant of the renewal application is justified. However, to ensure that better efforts are taken with respect to its EEO program, we will impose reporting conditions on the licensee. Further, by this Order, we will issue a Notice of Apparent Liability in the amount of \$30,000, against Station KCAL-TV."

Both Duron and Renteria explained that the NHMC repeatedly met with KCAL management personnel between 1989 and 1993 in an effort to get them to voluntarily comply with the FCC's rules and regulations. "We even offered them recruitment sources," they noted.

"In a December 1995 meeting with Disney CEO Michael Eisner, the NHMC suggested that the Disney Company take a very hard look at its diversity programs and begin to implement some very needed changes in their employment patterns by appointing a Vice President of Labor Force Diversity who would report directly to Eisner and be empowered to finally get Disney into a pro-active diversity program. It's good business to find and recruit the best talent regardless of their gender or ethnicity," Duron and Renteria declared.

"Although this was a significant victory, the NHMC has taken the FCC's KCAL-TV decision to the U.S. Court of Appeals, contending the FCC should have revoked KCAL's license to broadcast because of their serious violations. The case will be heard sometime in 1997," reports Duron.

Don Ohlmeyer to Keynote NHMC Dinner



DON OHLMEYER
President, NBC West Coast

Don Ohlmeyer, president NBC, West Coast, will be the keynote speaker at the National Hispanic Media Coalition's 10th Anniversary Gala to be held November 22 at the Beverly Hilton Hotel, 9876 Wilshire Blvd., Beverly Hills, reports Alex Nogales, the NHMC's national chair.

Ohlmeyer is in charge of all of NBC's entertainment related businesses and leads a team composed of Warren Littlefield, president, NBC Entertainment and John Agoglia, president, NBC Enterprises.

Winner of 15 Emmys, Ohlmeyer was graduated from Notre Dame University and serves on the Hollywood Radio and Television Society Board of Directors.

Under Ohlmeyer's leadership, NBC has gone from third place to first in all key

Comedians Torres, Valdez to Entertain at NHMC Gala

Comedians Liz Torres and Jeff Valdez will entertain at the National Hispanic Media Coalition's 10th Anniversary Gala to be held Friday, November 22, at the Beverly Hilton Hotel in Beverly Hills. The announcement was made by Alex Nogales, national chair of NHMC.

Liz Torres who plays Mahalia



LIZ TORRES
Comedienne

demographics and household ratings.

Ohlmeyer comes from a mainly sports background, beginning at NBC as Executive Producer of Sports in 1977 from ABC where he has served as producer of three Olympic broadcasts, worked extensively on ABC's Wide World of Sports, among others.

Leaving NBC after 5 years, Ohlmeyer opened his own Communications Company and launched a very successful career producing a wide range of creative projects ranging from sports events to motion pictures for television, the Emmy Awards show and the MTV Awards show. He returned to NBC in 1993.

"We are delighted to have a person of Don Ohlmeyer's calibre as our keynote speaker," declared Nogales.

Others participating in the NHMC's 10th Anniversary Gala include: Giselle Fernandez, co-anchor of "Access Hollywood" who will be mistress of ceremonies. Comedians Liz Torres of the "John Larroquette Show" and Jeff Valdez of the "Latino Laugh Festival" and "Comedy Compadres" will entertain at the Black Tie event along with the Bobby Rodriguez Orchestra.

The NHMC which was founded in 1986 to improve the image and employment of Hispanic Americans in radio, television and film, will present "Impact Awards" to Comedian Bill Dana and the three founders of Nosotros: Ricardo Montalban, Henry Darrow and Rodolfo Hoyos at the event.

Sanchez on NBC's "John Larroquette Show," began her career as a singer and stand up comedian in New York City. She and Bette Midler once shared Barry Manilow as their musical conductor before Liz became an opening comedian for such headliners as Liza Minnelli, Tony Bennett and Helen Reddy.

She has received two Emmy and one Golden Globe nominations for her portrayal of "Mahalia Sanchez." In 1990, she also received an Emmy nomination for her performance in "The Famous Teddy Z." She also has appeared on 13 television series and in numerous TV and theatrical motion pictures.

Jeff Valdez, was born and raised in Colorado Springs, where he became a stand up comedian and comedy writer-producer.

Last summer Valdez was co-creator and executive producer of Showtime's 13 week series "Latino Laugh Festival."



BILL DANA
Impact Awardee

Bill Dana may have been born William Szathmary in Massachusetts in 1924, but most people know him as "Jose Jimenez," a character he created for the old "Steve Allen Show" on the NBC network. As "Jose" he was adopted by the Mercury astronauts to be their mascot and he was inducted as the official "eighth" of the Mercury Seven astronauts in the U.S. Astronaut Hall of Fame.

He starred in the "Bill Dana Show" and helped launch other comedic greats such as Don Adams, Don Knotts, Jackie Mason and Jim Nabors. Dana recorded many comedy albums of his own. He's written songs for Natalie Cole and helped Herb Alpert and the Tijuana Brass and the Baja Marimba Band get started. He's authored books and ecology cartoons in a multi-faceted career.

But his greatest contribution to the Hispanic American community was to "retire" Jose Jimenez when it was felt "Jose" might not be the best role model for Hispanic youngsters. That took courage and money out of his pocket. That made an Impact and we salute Bill Dana for his unselfish humanitarianism.

He also was the creator, host and producer of "Comedy Compadres" which ran on KTLA.

Valdez now has two development deals including a TV comedy series, "Hacienda Heights" and a movie deal with Disney based Mandeville Films for a screenplay, "Play Ball."



JEFF VALDEZ
Comedian



The Early Years ...

14
DUNDIS MARGARINE • JUNE/JULY 1988

HISPANIC GROUPS FILE AGAINST SALE OF UNIVISION TELEVISION STATIONS

The National Hispanic Media Coalition and the National Puerto Rican Coalition have filed a petition to deny transfer of the 13 Univision television station licenses from Hallmark Corp. to Hollywood mogul A. Jerrold Perenchio and two foreign media barons, Emilio Azcarraga of Mexico's Televisa and Grupo Cisneros of Venezuela.

The announcement was made in Los Angeles by Esther Renteria, national chair, NHMC and in Washington, DC by Louis Nunez, president, National Puerto Rican Coalition.

control of aliens and alien entities, Televisa and Venevision because of the latter's financial dominance of transference. The capitalization of Perenchio Communications Inc. is more than 63 percent alien. The documents filed by transferee Perenchio Television and its management committee will be controlled by Azcarraga and the Cisneros brothers; and that latter will channel their foreign shows to the Univision Network.

Perenchio will provide only \$50 million of

Hispanic Media Group Pickets KCBS Over Hiring

Some 175 people picketed KCBS-TV in Hollywood yesterday in an action called by the National Hispanic Media Coalition to protest the station's alleged failure to discuss goals and timetables for the hiring of Hispanics.

A Coalition spokeswoman said that a Washington, D.C., law firm representing NHMC had informed CBS lawyers yesterday that it would seek a revocation hearing with the Federal Communications Commission to revoke KCBS' license.

Picketing and the law firm's action came the same day KCBS' v.p. and general manager, Tom Van Amburg, quit the station (see story, page 1).

...ARMANDO DURON, president of the National Hispanic Media Coalition that spearheaded the KCBS-TV picketing in April, will be one of the guests on KTLA's PACESETTERS Program hosted by Ray Gonzales.

NATIONAL HISPANIC MEDIA COALITION ASKS FCC TO DENY 13 RADIO STATION LICENSES

The National Hispanic Media Coalition today petitioned the Federal Communications Commission in Washington, DC to deny the license renewal of 13 California radio stations, reports Esther Renteria, NHMC chair.

In the first concerted legal action ever taken against numerous radio stations throughout California by the Hispanic community, the NHMC asked the FCC not to renew the licenses of six Los Angeles area stations, three San Diego stations, 2 stations in Monterey and two stations in Bakersfield.

The Los Angeles radio stations are: KFWB, KIEV, KCRW, KMPC/KLIT, and KBIG. The San Diego stations are: KIFM and KFMB AM & FM. The Bakersfield stations are KGEO and KGFM. The Monterey stations are KNRY and KWAU.

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Monday, September 28
The National Hispanic Media Coalition will report to the community at 6:30 p.m. Monday, September 28, 1987, at the TELACU building, 5400 E. Olympic Blvd. in East Los Angeles, reports Armando Duron, Coalition President. Councilwoman Gloria Molina will be the keynote speaker at this event. "We want to bring the community up to date on the issues the coalition is addressing, both regionally and nationally," Duron said. Of particular importance is the issue of KCBS-TV. "NHMC is preparing with counsel a final list of demands for KCBS-TV to meet that would satisfy the NHMC of its efforts to provide balanced and positive image programming that gives a more projection of Latinos in the Los Angeles area," he added. For

Latino Group Challenges TV Licenses

By VICTOR VALLE, Times Staff Writer

The National Hispanic Media Coalition, citing what it claimed were dismal records in the hiring and promoting of Latinos, on Tuesday filed petitions to deny the license renewal applications of Los Angeles television stations KCOP Channel 13 and KCET Channel 28.

The boldest attack, however, was saved for KTTV Channel 11. Some coalition members said they had created a new company that will try to wrest the operating license from Rupert Murdoch's Fox Inc.

Licenses for all three stations expired at the Federal Communications Commission in September. Tuesday was the deadline for filing

petitions to deny or challenge license renewals.

Coalition leaders told a news conference that the organization had based its complaints against KCOP and KCET on a comparison of employment figures for 1983 and 1988. They and other local TV stations were found to employ Latinos at a level far below their representation in the local population, which coalition chairman Armando Duron put at about 32%.

FCC records showed that KCOP's overall Latino workforce only increased from 8.5% in 1983 to 12.6% this year, said coalition legal counsel John Huerta, while the representation of Latinos in top management positions went from 7.5% to 10.9%.

Huerta said that noncommercial KCET, which had registered the largest workforce increase among Los Angeles stations—from 137 employees in 1983 to 253 in 1988—was among the slowest when it came to hiring and promoting Latinos.

FCC records showed, he said, that KCET's Latino workforce increased from 11% in 1983 to more than 12% this year, while Latinos

in top management positions rose from 7% in 1983 to roughly 9% this year.

The worst offender, from the coalition's perspective, was KTTV—not only for its employment practices but also for its programming.

KTTV's Latino workforce climbed from 9.1% in 1983 to 14.1% this year, Huerta said, while the figures among top management positions went from about 8.8% to 9.4%.

Huerta said that coalition members had recently met with the station's management in an effort to persuade Channel 11 to set some definite employment and promotion guidelines for the station.

"We tried to be thoroughly flexible in these meetings," Huerta said, but he claimed that KTTV said it was "proud of their numbers, even as bad as they are."

"We feel very strongly that KTTV is not responsive to the Hispanic community in Southern California," said Esther Renteria, president of Rainbow Broadcasting Inc., the organization that formally filed a petition to challenge Channel 11's license.



National Hispanic Media Coalition Has Accomplished a Great Deal

In late summer 1986, several Mexican Americans in Los Angeles looked around at various TV stations and realized that the number of Hispanic Americans on the air was rapidly dwindling while the Latino population was soaring.

There were other media related issues that needed to be addressed as well: the pending sale and transfer of license by the Spanish language Spanish International Network (SIN), the lack of Hispanic American anchors at local TV stations, the release of the movies, "Three Amigos" and "The Milagro Beanfield War," and the irritating, insulting "Senor Naugles" commercials, as well as various slanderous comments by radio personalities and the general lack of coverage of Hispanic American/Mexican American/Latino community events.

The issue that finally brought this into focus was the announcement in August 1986 that KCBS-TV was changing its news format to a 10 anchor, 20 minute "news wheel." No Latinos were included among the anchors.

It was apparent that as far as KCBS was concerned there was no need to include any Latinos, even though 30% of the population in their



ARMANDO DURON
Founding Chair
Sept. 1986 - Sept. 1990

And so the work began with picketing by about 300 supporters in front of KCBS, demanding changes in their hiring practices and in their coverage of the Hispanic American community.

The NHMC soon negotiated a Hispanic Film Project with Universal Studios and it began in February 1988, with a \$150,000 grant to fund two 30-minute Hispanic themed films each year. The project has grown and in 1994 was spun away from the NHMC into a free standing foundation of its own.

continued on page 11



ESTHER RENTERIA
National Chair
Sept. 1990 - Jan. 1995

viewer area was Hispanic.

During a series of meetings among community leaders and Latino media professionals, strategies were developed to address the problems listed above.

The National Hispanic Media Coalition was structured as a coalition of other community and professional groups which realized that numerous media problems were holding them back as well.

Taking Legal Action

By Armando Duron

In the course of its ten year history, the NHMC has filed dozens of petitions to deny, formal objections, and informal objections to various licensing proceedings before the Federal Communications Commission.

Petitions to deny license renewals or to transfer license are filed when the Coalition feels that a licensee's privilege to operate a station should not be granted because they haven't met the minimum requirements under which their licenses are granted.

Every five years television licenses are up for renewal. All television and radio stations must submit annual reports to the FCC on their efforts to recruit for employment Latinos and other minorities and women. Licensees must also comply with obscenity restrictions and the new children's educational programming requirements. The Coalition will file petitions to deny license renewals in only the most egregious cases.

continued on page 11



ALEX NOGALES
National Chair
Jan. 1995 - present

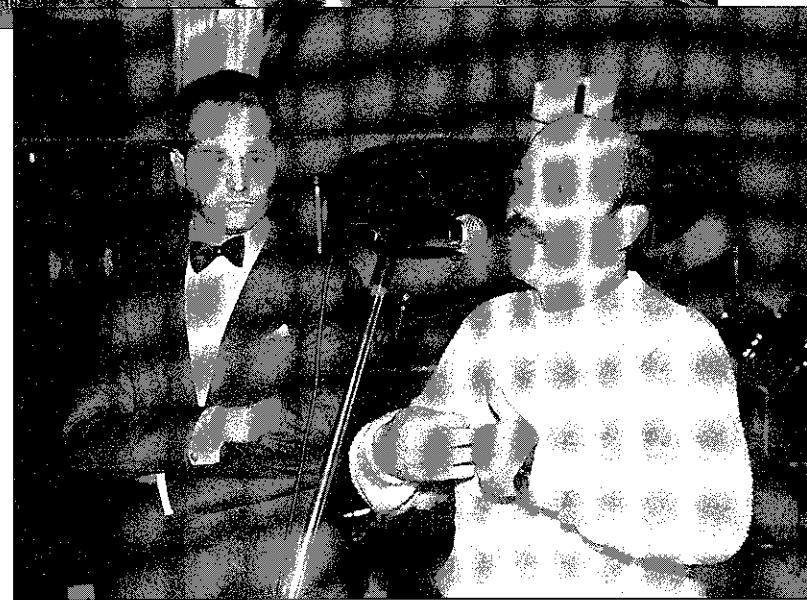


The Way We Were ... 1988-1989



NOVEMBER 1988 news conference announced the first Petitions to Deny License Renewal filed by the National Hispanic Media Coalition against broadcasters. From left are Armando Duron, founding president of NHMC; Esther Renteria, vice president; John Huerta, NHMC's first legal counsel, announcing the filing of action against KCET and KCOP television stations in Los Angeles and a challenge to KTTV's license.

(Photo by Carlos Lavin-Carrera)



ACTOR LUIS AVALOS discussed lack of meaningful roles for Hispanic/Latino actors at NHMC's Sept. 1989 fundraiser at the beautiful Beverly Hills mansion of Emilia Lesniak Crow, actress-producer. At left is Armando Duron, one of the founders of the NHMC in 1986 who also served as first president from Sept. 1986-Sept. 1990.

(Photo by Jose Luis Sedano)



NEGOTIATING with New York City television stations was the job of (from left) Hector Velasquez, president, National Puerto Rican Forum; Marta Garcia, New York's NHMC Chapter Chair; Esther Renteria, vice chair and Armando Duron, NHMC chair in March, 1989. Team filed Petition to Deny License Renewal against WNET; comments against WPIX; and signed written agreements with WABC-TV and WCBS-TV stations as a result of first trip east.

(Photo by Martin Renteria)



On the National Scene ...

NHMC FILES AGAINST FOUR D.C. TV STATIONS

The National Hispanic Media Coalition has filed Petitions to Deny License Renewal against four Washington, D. C. television stations charging them with failing to hire Hispanic Americans as required by the equal employment opportunity and affirmative action rules and regulations of the Federal Communications Commission, reports Esther Renteria, NHMC chair.

The four stations filed against were WDCA-TV, WRC-TV, WTTG-TV and WETA-TV. The NHMC was joined by the National Council of La Raza and the Latino Task Force of Washington, D. C. in the filings. The capitol's population is now approximately six percent Hispanic.

WDCA was the worst offender, having no Hispanic employees in a staff of 57 full time employees. They reported that they have in the past employed one or two Hispanics.

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The NHMC also reports that it

NATIONAL HISPANIC MEDIA COALITION FILES AGAINST 2 PHILADELPHIA RADIO STATIONS

The National Hispanic Media Coalition has filed Petitions to Deny License Renewal against two Philadelphia radio stations and signed agreements with three others, reports Esther Renteria, national chair.

The NHMC came to agreement with stations WEGX, WFLN FM and WXTU that they will form Hispanic community advisory committees, increase their Hispanic employee recruitment sources and stations WFLN and WEGX will provide \$750. scholarships each year for Hispanic students who are majoring in broadcasting and/or broadcast journalism.

The Petitions to Deny were filed against WIP (AM), a Spectator Broadcast

NHMC FILES TO DENY LICENSE RENEWALS OF 4 NEW YORK RADIO STATIONS

The National Hispanic Media Coalition has filed Petitions to Deny License Renewal against four New York radio stations, reports Esther Renteria, NHMC president.

The stations filed against are WQXR AM & FM, WINS AM and WOR AM, all of which are located in New York City.

The NHMC also reports that it reached a settlement agreement with WABC AM, and WPLJ FM, two stations which are operated by Capital Cities/ABC, in New York City.

FCC GRANTS NHMC/NPRF PETITION AGAINST WNET TV

The Federal Communications Commission has granted a petition filed by the National Hispanic Media Coalition and the National Puerto Rican Forum in May, 1989, against WNET, the flagship station of the Public Broadcasting Service.

The FCC has conditionally renewed the station's broadcast license, but has placed reporting requirements. Under the FCC's ruling, WNET will be required

In 1988 WNET reported it had 485 fulltime employees and 31 part-time employees.

SACRAMENTO TALK HOST KATZ AXED

By RAY RICHMOND

A Sacramento radio deejay has been fired for suggesting on his morning talkshow at KSTE-AM that drivers "should be awarded a sombrero bumper sticker" for hitting illegal immigrants attempting to cross into the United States from Mexico.

Jeff Katz added during his talk

show that for every 10 bumper stickers collected, a motorist would "earn a free drink or meal at Taco Bell."

On Wednesday, the Los Angeles-based National Hispanic Media Coalition (NHMC) was claiming credit for Katz's dismissal in tandem with denouncements from Sacramento Mayor Joe Serna Jr., police chief Arturo Vencgas Jr. and

the Sacramento City Council.

"Broadcasters have to realize that the Hispanic American community throughout the country is no longer going to tolerate racist insults from radio and TV personnel or print journalists who try to defend their outrageous statements as being 'humor,'" said NHMC national chair Alex Nogales.

Nogales went on to note that the Katz axing is merely the latest "victory" for the NHMC, following reprisals aimed at Chicago Tribune columnist Mike Royko and multi-media phenomenon Howard Stern for their "insulting and lewd" remarks.

But in a statement released Wednesday, Rick Eytcheson — exec VP and regional manager of KSTE's parent company Chancellor Broadcasting — maintained that Katz's firing had nothing to do with public pressure, but resulted strictly from an internal investigation.

"We did the right thing regardless of pressures brought to bear from all sides of the issue," Eytcheson said. "The matter has been resolved."

agreement all of which

from 73 (15.1%) ...
employees, only 37 (10.3%)
oyed.

employees, 86 (16.6%) were Blacks
level employees, only 48 (12.7%)



Unity Day Brownout ...

NATIONAL LATINO SUMMIT ON MEDIA TO TARGET ABC TV NETWORK

Leaders of the nation's top 45 Hispanic American organizations attending the first National Latino Summit on the Media in Los Angeles January 11 & 12, have designated the Capital Cities/ABC TV network as the recommended target for action to force America's broadcast industry to include Hispanic Americans in meaningful and realistic portrayals.

While the group found all four networks almost equally culpable in their poor treatment and negative portrayals of the Latino community, the group is targeting ABC-TV because it has repeatedly promised to improve the situation, but has failed to do so.

Although Hispanic Americans account for 10 percent of the U.S. population—25 million people—they're nearly invisible on television. American actors had only 20 of the 783 speaking roles in five of those characters were non-Latinos.

"We are part of American society and we want to be treated with the same respect and dignity afforded to other ethnic groups in the nation's media."

Latino-Based Sitcom Seen as Partial Win

By GREG BRAXTON
TIMES STAFF WRITER

Alex Nogales claimed victory this week, but it was bitter-sweet.

Nogales, president of the National Hispanic Media Coalition, a media watchdog group, learned Monday that ABC will launch a TV series starring a Latino comedian this fall. The scheduling of the comedy, "Common Law," featuring Greg Giraldo, ended Nogales' two-year campaign to get the network to follow through on what he called promises to put more Latinos in prime time.

Those efforts culminated in a nationwide protest by many Latino organizations against ABC in April 1995. They staged a one-day boycott of the network and contacted advertisers for support in pressuring ABC to hire more Latinos, arguing that although

United States, the National Hispanic Media Coalition, a media watchdog group, learned Monday that ABC will launch a TV series starring a Latino comedian this fall. The scheduling of the comedy, "Common Law," featuring Greg Giraldo, ended Nogales' two-year campaign to get the network to follow through on what he called promises to put more Latinos in prime time. Those efforts culminated in a nationwide protest by many Latino organizations against ABC in April 1995. They staged a one-day boycott of the network and contacted advertisers for support in pressuring ABC to hire more Latinos, arguing that although

Latinos to Press for Boycott of ABC-TV

Minorities: Coalition charges that the network broke a promise to air an ethnic-themed show.

By GREG BRAXTON
TIMES STAFF WRITER

A coalition of 45 Latino organizations announced Thursday that they will encourage a viewer boycott of ABC because of what they called the network's failure to follow through on a promise for a Latino-themed show this season and to include positive, realistic portrayals of Latinos on its prime-time programs.

Leaders of the groups, which included the American G.I. Forum, the League of United Latin American Citizens (LULAC), the Mexican American Legal Defense and Educational Fund (MALDEF), the National Council of La Raza, and Nosotros, a Los Angeles-based group of Latino actors, said that all four networks were guilty of racism and were "almost equally culpable in their poor treatment and negative portrayal of the Latino community."

The coalition said they were targeting ABC because the network had repeatedly promised to include significant numbers of Latinos in prime-time programming and had not honored that commitment.

Esther Renteria, outgoing president of the National Hispanic Media Coalition, said network executive Robert Iger, now Capital Cities/ABC president, promised her and others in a meeting 18 months ago that a Latino-themed series would be on ABC by the fall of 1994. Iger also promised that significant numbers of Latinos would be included in supporting roles that were not gender- or race-specific, she said.

Please see LATINOS, B4

Latino Producers, Actors Applaud Proposed Boycott

Television: Many are sympathetic to the groups' charges that networks have failed to diversify programming, but some say ABC has been unfairly singled out.

By GREG BRAXTON
TIMES STAFF WRITER

Latino actors and producers in the television industry reacted strongly Friday to a proposed viewer boycott of ABC, voicing either full support or at least sympathy for the frustration that led a coalition of organizations to suggest it as a means of getting more Latinos into prime time.

"My instinctive feeling is that it's sad that people have to get to this level to get an industry to see a situation that is evident," said actor-director-producer Edward James Olmos. "But it doesn't surprise me at all that it has reached this stage. It's been shown through history time and time again [that] the only time someone oils the wheel is when it starts to squeak. There's no preventive maintenance until it is too late."

A coalition of 45 national Latino organizations on Thursday criticized all four major TV networks but singled out ABC for a boycott, saying the network reneged on a promise to include more Latinos in its prime-time programs this season.

Latinos Protest at ABC Stations

Television: Nearly 100 picketers walk outside Channel 7 as part of a nationwide strategy for more prime-time representation.

By GREG BRAXTON
TIMES STAFF WRITER

With loud chants of "ABC, you lied" and "ABC discriminates," nearly 100 Latinos picketed KABC-TV Channel 7 Wednesday, protesting what they called failed promises by parent company ABC to put more Latinos on the network.

The protesters, who included several young children, marched peacefully in front of the Los Feliz-area studio for about two hours while security guards and station officials looked on quietly.

Leaders of the protest said similar marches were taking place simultaneously at ABC affiliates and owned-and-operated stations in New York, Chicago, Houston and Fresno. Among the organizers were the National Hispanic Media Coalition, the Mexican American Legal Defense and Educational Fund and the League of United Latin American Citizens.

Alex Nogales, chairman of the National Hispanic Media Coalition, said the marches were the first concrete step in taking action against ABC, as a coalition of prominent Latino groups decided to do during a two-day summit last January. Protest leaders have charged that Capital Cities/ABC President Robert Iger did not follow through on a promise they said he made to

KLSX FIGHTS BACK
KLSX-FM decries ad boycott organized by a Latino group. P2



NHMC Coalition Accomplishments continued from page 5

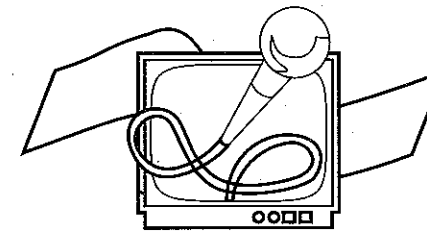
In the 10 years of the Coalition's existence, about 45 Petitions to Deny have been filed at the Federal Communications Commission against various broadcasters on a nationwide basis. "We've been able to win most of the cases," reports Armando Duron, founding chair, who now serves as legal counsel, "because we only had the manpower and resources to file on the worst of the worst."

The NHMC's first chapter was in Los Angeles with the second being in New York City, explains Esther Renteria, the second national chair. "When the NHMC began, only ONE TV station in L.A. was in compliance with the FCC's Equal Employment Opportunity rules and regulations and when the New York Chapter was opened only TWO TV stations were complying. Now all the stations in both cities are at or above the FCC's minimum standards," she added.

The Coalition has been recognized as the leader on Hispanic media issues across the country and now has nine chapters in predominately Hispanic American areas: L.A., New York, San Diego, Houston, Dallas, San Antonio, El Paso, Chicago and Spokane.

Because of its expertise, the Coalition has been asked to testify before numerous governmental groups including: The U.S. Equal Employment Opportunity Commission; the L.A. City Commission on the Status of Women; the Calif. Assembly Committee on the L.A. Riots; the U.S. Commission on Civil Rights; the President's Glass Ceiling Commission; the National Telecommunications and Information Administration and the California Committee of the U.S. Civil Rights Commission.

The Coalition held its own Congressional Hearings in New York City with the cooperation of Representatives Nydia Velasquez and Jose Serrano who represent the NYC area in Congress. All but one of the TV sta-



tion general managers came to testify at the hearings about their hiring practices with regard to the Latino community. "The GM who didn't show had the worst numbers in the area and was embarrassed to show his face," Mrs. Renteria noted. The NHMC filed a successful Petition to Deny WWOR's license renewal the next year.

In 1995, the NHMC called its first "Latino Summit on the Media" and some 45 major national Hispanic organizations came to discuss the media problems facing Hispanic Americans across the U.S.A. It was on Jan. 11 and 12, 1995 that the conference participants selected the ABC-TV network as the target of a nationwide boycott to send a message to all the networks that we wouldn't be left out of primetime programming any longer.

The Cinco de Mayo Unity Day Brownout of ABC was nearly eclipsed by protests and boycotts against radio and TV "shock jock" Howard Stern for

his ill advised remarks about the slain Tejano singer, Selena.

"The NHMC launched a very successful advertiser boycott against Stern and those stations which carry his tasteless programming," explains Alex Nogales, current national chair of the NHMC.

"Stern's remarks really angered our community and made it necessary to take economic action against him as well as filing petitions with the FCC regarding the lewd, crude and lascivious remarks Stern made during the so called "Decency Hours" of the broadcast day when children may be listening. We still have two cases pending at the FCC against Stern," Nogales added.

"It's been a very interesting time. When the NHMC began a decade ago, Ronald Reagan was president; then it was George Bush and now Bill Clinton. With each new President, the Federal Communications Commission has further deregulated the broadcast industry and that may not be such a good idea. We need some regulatory clout to make certain that diversity in the broadcast media does not become a thing of the past," he concluded. "But we also plan to use our economic power to achieve our goals," Nogales declared.

Taking Legal Action continued from page 5

In this rapidly consolidating industry, television and radio stations are often sold. As part of the sale, the parties must apply to the FCC to permit the transfer of the license to operate the station. While the transfers are routinely granted, there are times when the FCC will impose conditions to allow the transfer of the licenses.

The Coalition has successfully intervened in both procedures to signal to the FCC deficiencies in the operation of the station by the licensee. In a variety of cases the FCC has imposed conditions for the renewal of a station's license as well as fines. In one case, the FCC imposed a \$30,000.00 fine on a station because it had failed to adequately document its efforts to recruit Latinos to work at the station.

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LETTERS OF COMPLAINT

Although formal Petitions to Deny License Renewal may be made only at specified times, a citizen or a group of people can write complaints about any program or particular station's policies and conduct at any time.

Simply write to the Chief, Complaints Branch, Federal Communications Commission, Washington, D.C. 20554.

If you believe your complaint is substantial enough to warrant Congressional action, write the **Chief Counsel, House Subcommittee on Telecommunications, Washington, D.C. 20515**. Also send a copy of your letter to your local Congressman or woman and the two U.S. Senators from your state.

Never hesitate to write to your local radio or TV stations with complaints or praise. The stations count each letter as representing the opinions of 10,000 viewers.

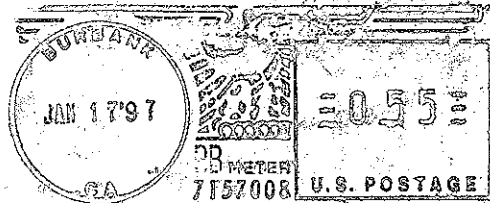


**How many hours
do your children
watch TV
each day?
Seven hours
is the average
per child**

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