



National Hispanic Leadership Agenda

MEMBER ORGANIZATIONS

American G.I. Forum
ASPIRA Association
Avance Inc.

Casa de Esperanza
Cuban American National Council

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Hispanic Association of Colleges & Universities

Hispanic Federation

Hispanic National Bar Association

Inter-University Program for Latino Research

Labor Council for Latin American Advancement

LatinoJustice PRLDEF

League of United Latin American Citizens

MANA, A National Latina Organization

Mexican American Legal Defense and Educational Fund

National Alliance of Latin American and Caribbean Communities

National Association of Hispanic Federal Executives

National Association of Hispanic Publications

NALEO Educational Fund

National Association of Latino Independent Producers

National Conference of Puerto Rican Women, Inc.

National Council of La Raza

National Hispanic Caucus of State Legislators

National Hispana Leadership Institute

National Hispanic Council on Aging

National Hispanic Environmental Council

National Hispanic Foundation for the Arts

National Hispanic Medical Association

National Hispanic Media Coalition

National Institute for Latino Policy

National Latina Institute for Reproductive Health

National Puerto Rican Coalition

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SER Jobs for Progress – National

Southwest Voter Registration Education Project

United States Hispanic Chamber of Commerce

United States Hispanic Leadership Institute

United States-Mexico Chamber of Commerce

U.S.- Mexico Foundation

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Roger Ailes
Chairman & CEO,
Fox News
1211 Avenue of the Americas
New York, NY 10036

Phil Griffin
President, MSNBC
30 Rockefeller Plaza
New York, NY 1011

David Rhodes
President, CBS News
524 West 57th Street
New York, NY 10019

James Goldston
President, ABC News
47 West 66th Street
New York, NY 10023

Deborah Turness
President, NBC News
30 Rockefeller Plaza
New York, NY 10112

Jeff Zucker
President, CNN
10 Columbus Circle
New York, NY 10019

Dear Ms. Turness and Messrs. Ailes, Griffin, Rhodes, Goldston, Zucker:

We are writing to express our deep frustration regarding the continued lack of Hispanic voices on Sunday morning political talk shows.

A report recently published by *Media Matters for America*, analyzed Sunday shows on your networks, including: ABC's *This Week with George Stephanopoulos*, CBS' *Face the Nation with Bob Schieffer*, Fox Broadcasting Co.'s *Fox News Sunday with Chris Wallace*, NBC's *Meet the Press with Chuck Todd*, CNN's *State of the Union with Candy Crowley*, and MSNBC's *Up and Melissa Harris-Perry*. It found that these Sunday shows are not inclusive of Hispanic voices and overall treated them as a single-issue constituency.

While Latinos comprise more than 17 percent of the total U.S. population, only 7 percent of guests on Sunday political talk shows between August 31st and December 28th 2014 were Hispanic, of which 46 percent spoke only about immigration. Immigration is unquestionably a critical issue to Hispanics, however like most Americans, Latinos are interested in more than one topic, including health care, the economy and jobs, and education.

The results of the *Media Matters* Report is consistent with the National Hispanic Foundation for the Arts' (NHFA) original findings on this issue. According to NHFA's *Art of Politics* Report, between March and November 2011, only 12 individuals--or 2 percent--of the 380 invited guests and commentators on Sunday political talk shows on ABC, CBS, FOX News and NBC were of Hispanic origin.

The National Hispanic Leadership Agenda (NHLA) is a coalition of 39 national Latino organizations. NHLA's mission calls for unity among Latinos around the country to provide the Hispanic community with greater visibility and a clearer, stronger influence in our country's affairs. We bring together Hispanic leaders to establish policy priorities that address, and raise public awareness on major issues affecting the Latino community and the nation as a whole. Since 2011, NHLA has been urging Sunday news shows to include more Latino guest commentators, and while these two

reports shows an increase in Latino representation from 2 to 7 percent, from 2011 to 2014, these numbers are far less than the 17 percent of the general population that is Latino.

We know that there are many Hispanic leaders and experts who can speak on issues affecting all Americans, including jobs and the economy, climate change, education, justice, health care and pop culture. Given that Hispanics are a growing population and your programs help set the tone for the public debate every week, it is increasingly important that your Sunday shows reflect our voices. The lack of Latino representation on these shows is unacceptable.

We urge you to take immediate action to increase Hispanic guest bookings and broaden the scope of issues that include their voices. Together we can work to ensure that your Sunday news shows lead to discussions that more accurately reflect our nation's changing demographics and engage more issues that Latinos care about.

As most of you are aware, the National Hispanic Media Coalition (NHMC) has identified and trained an impressive list of Latino experts from across the country that specialize in issues ranging from education, health, immigration, public safety, the economy, civil rights, the media and beyond. In addition to other solutions that we hope to address with you, NHLA encourages you to utilize this tool to increase diversity of viewpoints, information and news that reaches the American public through your networks.

We will follow up with you individually to request meetings to discuss other constructive solutions to increase the number of Hispanic participants who contribute to the topics covered on your shows.

Sincerely,



Hector Sanchez
Chair, NHLA
Executive Director, Labor
Council for Latin American
Advancement



Felix Sanchez
Chairman and Co-Founder,
National Hispanic
Foundation for the Arts



Alex Nogales
President & CEO,
National Hispanic
Media Coalition