



Still on the Outside Looking In

**Latino Employment in
NYC Broadcast Television
1997-2000**

Angelo Falcón

prepared for the
**New York Chapter of the
National Hispanic Media Coalition**



June 2001

**PRLDEF Institute
for Puerto Rican Policy
The Policy Division of the
Puerto Rican Legal Defense and Education Fund**

This report, *Still on the Outside Looking In: Latino Employment in NYC Broadcast Television, 1997-2000*, documents the worsening underrepresentation of Latinos on the staff of the major local English-language television stations in the New York metropolitan area, using reports submitted by the television stations themselves to the Federal Communications Commission (FCC). Despite the dramatic growth of the Latino population in the New York region and nationally, according to the 2000 Census, Latino full-time employment in New York City's local broadcast television stations *decreased* from 12.2% to 11.2% between 1997 and 2000. Besides totals for the industry, this report also presents this information for each of the seven major local television stations along occupational categories. (for individual station profiles, see Appendix, page five)

This report by the New York Chapter of the National Hispanic Media Coalition is a follow-up to our 1999 report, *Latinos and Broadcast Television in New York City: A Report to the Community*. In both studies, we present the results of the employment of Latinos in the seven major local broadcast television stations, based on their reports to the FCC. The analysis of these employment statistics for Latinos in the New York City broadcast television stations dates back to the founding of the NHMC in 1986, when the New York Chapter issued similar status reports for the years 1984-88 for a number of local stations.

The Networks: Setting the Tone for Local Unresponsiveness

The findings in this report reinforce the conclusions of the Diversity Coalition of national media advocacy groups for African-Americans, Asians, American Indians and Latinos in their recent assessment of the four major television networks on their diversity practices. At a May 24, 2001 Multiethnic Coalition news conference, they released a report card on the networks' track records in implementing Memoranda of Understanding on diversity they signed with the networks more than a year ago. The overall grades they gave the networks on their responsiveness to American Indians, Asians and Latinos were all poor. ABC scored the worst, with a "D-minus", CBS received a "D-plus", FOX a "C-minus", and NBC received the highest grade, only a "C". The NAACP, a founding member of the Diversity Coalition, plans to release its ratings of the networks on African-Americans this summer.



Alex Nogales, president of the National Hispanic Media Coalition, holding up TV network's report card at news conference in Los Angeles

At this news conference, the National Latino Media Council, a coalition of ten national Latino civic organizations (including the National Hispanic Media Coalition) leading the broader Diversity Coalition this year, released its part of the report card on the network's responsiveness to the Latino community. They gave NBC a "C", FOX a "C-plus", and ABC and CBS a "D-plus" each. Alex Nogales, president of the National Hispanic Media Coalition, was quoted as stating that, "We're very disappointed. Everyone is saying, 'That's enough.' We're exploring everything under the sun, including legal action. A boycott is also under consideration."

NATIONAL LATINO MEDIA COUNCIL NETWORK 2001 REPORT CARD

CATEGORY	ABC	NBC	CBS	FOX
Actors: On-Air Primetime	C-	B	C-	C-
Writers, Producers & Directors: Primetime	D/I*	F	D/I	C/I
Development: Minority Contracts	D/I	C	D/I	C-
Employment: Management, Corporate, Compensation	C	C	D/I	C-
Network Commitment to Diversity Initiatives**	D	B	C-	B
OVERALL SCORE	D+	C	D+	C-

* An "I" means "incomplete." This grade is given when the networks fail to provide complete data as stipulated by the Memoranda of Understanding (MOU)
 ** These grades are based on the networks' status as compared to the ideal, not network progress since signing the MOUs

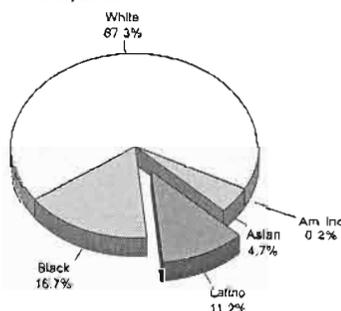
The National Latino Media Council's network report card rated their progress in the four areas covered by the Memoranda of Understanding: Actors: On-Air Primetime; Writers, Producers and Directors: Primetime; Development-Minority Contracts; and Employment-Management, Corporate, Compensation. They also rated Network Commitment to Diversity Initiatives. These scores are presented in the table above.

Also in May 2001, the California advocacy group, Children Now, released a new study, *Fall Colors 2000-01: Prime Time Diversity Report*, on on-screen diversity in the television networks' prime time period. Among their findings was that Latino representation on prime time decreased from only 3% of total characters last year to only 2% this year, despite Latinos making up 12% of the US population. The report also points out that characters played by Latinos mostly occupied secondary and tertiary roles.

Latinos and Broadcast Television in New York City 1997-2000

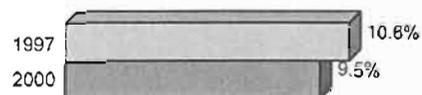
In New York City, headquarters of 6 of the 7 television stations focused on in this report, the Latino population grew 30% in 1990-2000, from 2.2 to 2.9 million. In New Jersey, home for one of the stations, the Latino population grew in this same period by 51%, from 739,861 to over 1.1 million. It would therefore seem reasonable to assume, given these dramatic growth

Racial-Ethnic Breakdown of Full-time Staff of Major New York Broadcast TV Stations, 2000

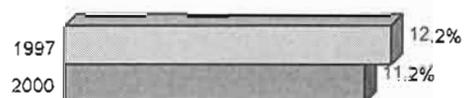


rates, that Latinos would see an increase in their representation on the staffs of local television stations.

All Major NYC Local Broadcast Tv Stations
 Percent Latino in Top Four Occupational Categories (Fulltime Only)
(Officials and Managers, Professionals, Technicians and Sales Workers)



Percent Latino on Total Fulltime Staff



This analysis of the latest Annual Employment Reports (Form 395-B) submitted to the Federal Communications Commission by the stations reveals that between 1997 and 2000, Latino representation in full-time positions in these stations has actually decreased overall from 12.2% to 11.2%. Of the seven stations covered in this report, two had negligible increases in Latino

representation (under 1 percentage point in both cases), while the other five registered decreases ranging from -0.8 to -2.7 percentage points.

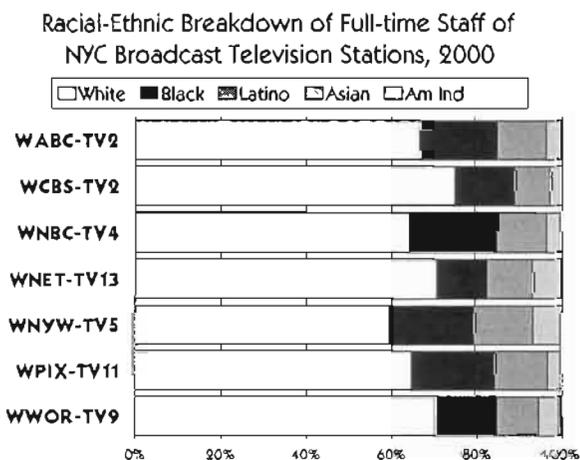
The same pattern held when one focuses on employment in the top four occupational categories (Officials and Managers, Professionals, Technicians, and Sales Workers). In the Top Four Positions, Latino representation decreased from 10.6% to 9.5% between 1997 and 2000.

The stations with the best record of Latino employment were:

- WNYW-TV5 (FOX), with a 13.9% Latino representation among its full-time staff and an increase of a 0.4 percentage point between 1997 and 2000
- WPIX-TV (WB11), with a 12.0% Latino representation, but a *decrease* of a 0.8 percentage point
- WNBC-TV4, with an 11.7% Latino representation and an increase of a 0.8 percentage point

The stations with the worse record of Latino employment were:

- WCBS-TV2, with an 8.2% Latino representation among its full-time staff and a *decrease* of 2.0 percentage points between 1997 and 2000
- WWOR-TV (UPN9), with a 10.0% Latino representation and a *decrease* of 2.7 percentage points
- WNET-TV13 (PBS), with a 10.6% Latino representation and a *decrease* of 1.1 percentage points
- WABC-TV7, with an 11.5% Latino representation, and a *decrease* of 1.5 percentage points



What is striking is the relatively small size of the total full-time workforces of these important media outlets. Together, the seven television stations covered in this report employed 1,993 persons, averaging 285 per station. While overall the track record of all these local stations in terms of Latino employment is disappointing, especially that of WCBS, the most troubling is that of the only public station, WNET Thirteen. Besides being the only station receiving a large influx of government dollars, which should make it even more accountable to the public, it is

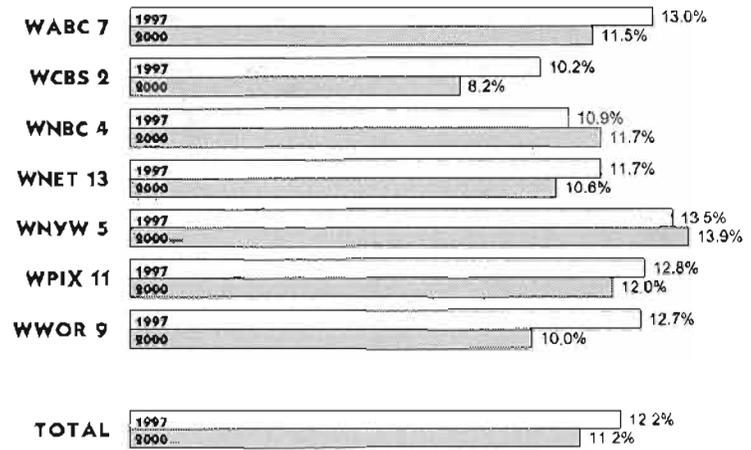
also by far the largest employer — in 2000 they reported having a total of 436 full-time employees, almost double that of the other stations covered in this report.

In the last two years, the New York Chapter of the National Hispanic Media Coalition has met with the management of all seven television stations covered in this report, as well as

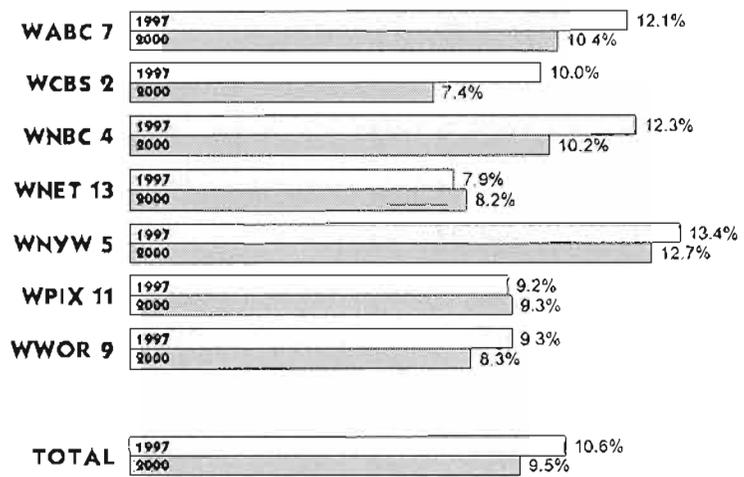
with the two Spanish-language stations and a number of cable stations, to discuss their relationships to the Latino community. These discussions have included the problem of Latino underemployment by the stations (both in front and behind the cameras), programming, procurement and philanthropy. We have also co-sponsored Media Access Forums for Latino community-based organizations with WNYW-TV and WCBS-TV. Incidents, such as the *Seinfeld* and the *Law & Order* episodes on the Puerto Rican Parade, and the "hot tamale" remark about a Salvadorian maid on the *Will & Grace* show, all on NBC, and the derogatory comments by the *David Letterman Show* on CBS-TV about Miss Colombia, have brought us as an organization to enter into high-level discussions with the local stations and networks to resolve the problems associated with these incidents.

However, as this report indicates, the local broadcast television industry has failed to fairly diversify its work force. Besides the *prima facie* employment discrimination this represents, it also affects the nature of television programming and other practices in ways that still keeps Latinos on the outside looking in. The reinforcement of these problems at the national level by the television networks only underscores the need for a broad-ranged movement to demand greater accountability from the corporate giants that own these stations. One first step in such a movement are reports of this type that monitor the performance of the networks and local stations over time and in quantifiable ways. We hope that this report will not only serve as a tool for the Latino community, but that it will also be useful to the management of the television stations as they address the issues raised here.

Latino Proportion of Total Full-Time Positions in NYC Broadcast Television Stations, 1997 & 2000



Latino Proportion of Top Four Occupations in NYC Broadcast Television Stations, 1997 & 2000



Special thanks to Myra Y. Estepa, Policy Networking Coordinator of the PRLDEF Institute for Puerto Rican Policy, and Marta Garcia, Co-Chair and Founder, New York Chapter of the National Hispanic Media Coalition, for their assistance in compiling the information contained in this report. This report was produced with the in-kind support of the Puerto Rican Legal Defense and Education Fund, and funding in part from the Robert R. McCormick Tribune Foundation and the financial contributions from members of the New York Chapter of the National Hispanic Media Coalition.

APPENDIX

Profiles of Individual New York Area Broadcast Television Stations

- WABC-TV, Channel 7
- WCBS-TV, Channel 2
- WNBC-TV, Channel 4
- WNET-TV, Channel 13
- WNYW-TV, Channel 5 (FOX)
- WPIX-TV, Channel 11 (WB11)
- WWOR-TV, Channel 9 (UPN9)

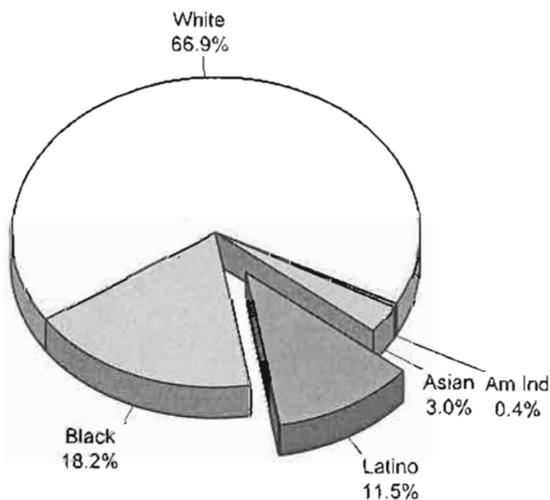


WABC-TV

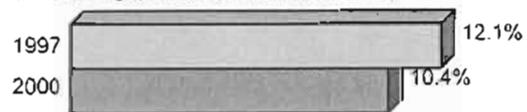
Seven Lincoln Square, New York, NY 10023-5998
 212-456-7777 212-456-3101 (Eyewitness News)
 Internet: www.7online.com

President and General Manager **Tom Kane** 212-456-3333
 Program Director **Art Moore** 212-456-3021
 News Director **Dan Forman** 212-456-3107
 Community Services Director **Rebecca Ressay** 212-456-7777
 Owner: **ABC, Inc. / Walt Disney Company**

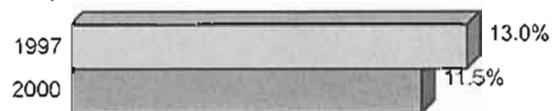
Graph 1 - Racial-ethnic Breakdown of Full-time Staff, 2000



Graph 2 - Percent Latino in Top Four Occupational Categories (Fulltime Only) (Officials and Managers, Professionals, Technicians and Sales Workers)



Graph 3 - Percent Latino on Total Fulltime Staff



Source of 2000 Employment Data: Broadcast Station Annual Employment Report (Form 395-B) to the Federal Communications Commission, submitted September 26, 2000 by Griffith W. Foxley, Vice President, WABC-TV, Tel. 212-456-7777

WABC-TV

RACIAL ETHNIC BREAKDOWN OF FULL-TIME STAFF BY OCCUPATIONAL CATEGORY 2000

	Total	White (Not Hispanic)	Black (Not Hispanic)	Hispanic	Asian or Pacific Islander	American Indian, Alaskan Native	Total
Officials and Managers	41	78.0%	12.2%	4.9%	2.4%	2.4%	100.0%
Professionals	104	71.2%	15.4%	9.6%	3.8%	0.0%	100.0%
Technicians	110	62.7%	20.9%	13.6%	2.7%	0.0%	100.0%
Sales Workers	5	80.0%	20.0%	0.0%	0.0%	0.0%	100.0%
Office and Clerical	28	42.9%	32.1%	21.4%	3.6%	0.0%	100.0%
Craft Workers (Skilled)	3	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%
Operatives (Semi-Skilled)	0	0	0	0	0	0	0
Laborers (Unskilled)	0	0	0	0	0	0	0
Service Workers	2	50.0%	0.0%	50.0%	0.0%	0.0%	100.0%
Total	296	66.9%	18.2%	11.5%	3.0%	0.3%	100.0%

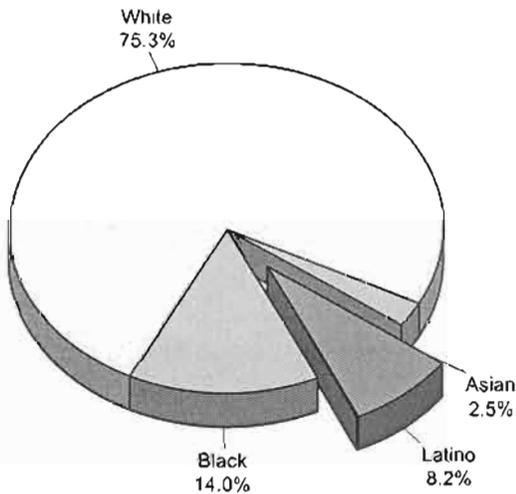


WCBS-TV

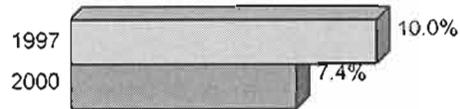
524 West 57th Street, New York, NY 10019-2924
 212-975-4321 212-975-5867 (News Assignment Desk)
 Internet: www.cbs2ny.com

Vice President and General Manager **Tony Petitti** 212-975-4321
 Program Director **Jim Picinich** 212-975-2156
 News Director **Joel Cheatwood** 212-975-4481
 Public Service Director **Jean Hodge** 212-975-6415
 Owner: **Viacom**

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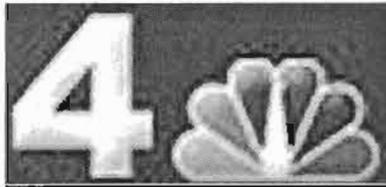
Graph 3 - Percent Latino on Total Fulltime Staff



Source of 2000 Employment Data: Broadcast Station Annual Employment Report (Form 395-B) to the Federal Communications Commission, submitted May 30, 2000 by Stephen A. Hildebrandt, Assistant Secretary, WCBS-TV/DT, Tel. 301-983-6601

WCBS-TV RACIAL ETHNIC BREAKDOWN OF FULL-TIME STAFF BY OCCUPATIONAL CATEGORY 2000

	Total	White (Not Hispanic)	Black (Not Hispanic)	Hispanic	Asian or Pacific Islander	American Indian, Alaskan Native	Total
Officials and Managers	28	78.6%	7.1%	14.3%	0.0%	0.0%	100.0%
Professionals	80	78.8%	13.8%	2.5%	5.0%	0.0%	100.0%
Technicians	94	76.6%	11.7%	10.6%	1.1%	0.0%	100.0%
Sales Workers	13	84.6%	15.4%	0.0%	0.0%	0.0%	100.0%
Office and Clerical	28	53.6%	28.6%	14.3%	3.6%	0.0%	100.0%
Craft Workers (Skilled)	0	0	0	0	0	0	0
Operatives (Semi-Skilled)	0	0	0	0	0	0	0
Laborers (Unskilled)	0	0	0	0	0	0	0
Service Workers	0	0	0	0	0	0	0
Total	243	75.3%	14.0%	8.2%	2.5%	0.0%	100.0%

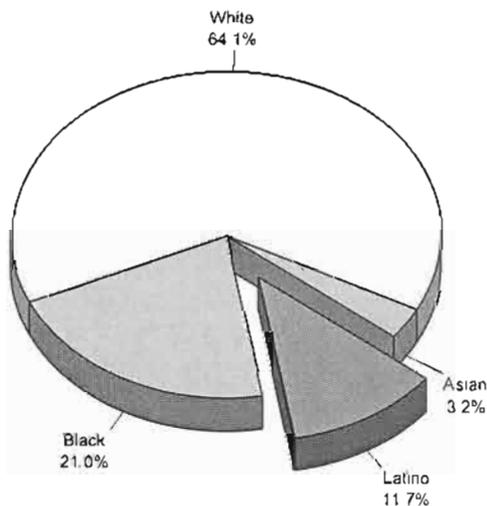


WNBC-TV

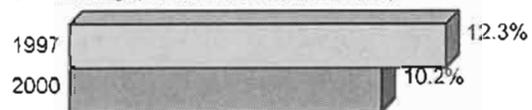
30 Rockefeller Plaza, New York, NY 10112-0036
 212-664-4444 212-664-2731 (News)
 Internet: www.wnbc.com

President and General Manager **Dennis Swanson** 212-664-2744
 Program Director **Adele Rifkin** 212-664-2911
 News Director **Dianne Doctor** 212-664-2119
 Director, Press and Public Affairs **Anna Carbonell** 212-664-5247
 Owner: **General Electric Corporation / NBC**

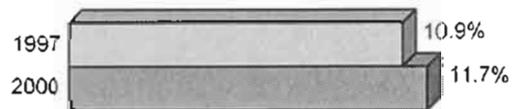
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Graph 2 - Percent Latino in Top Four Occupational Categories (Fulltime Only)
(Officials and Managers, Professionals, Technicians and Sales Workers)



Graph 3 - Percent Latino on Total Fulltime Staff



Source of 2000 Employment Data: Broadcast Station Annual Employment Report (Form 395-B) to the Federal Communications Commission, submitted October 3, 2000 by Diane Zipursky, Assistant Secretary, WNBC-TV

WNBC-TV

RACIAL ETHNIC BREAKDOWN OF FULL-TIME STAFF BY OCCUPATIONAL CATEGORY 2000

	Total	White (Not Hispanic)	Black (Not Hispanic)	Hispanic	Asian or Pacific Islander	American Indian, Alaskan Native	Total
Officials and Managers	31	87.1%	6.5%	6.5%	0.0%	0.0%	100.0%
Professionals	101	61.4%	20.8%	10.9%	6.9%	0.0%	100.0%
Technicians	82	63.4%	24.4%	11.0%	1.2%	0.0%	100.0%
Sales Workers	12	66.7%	25.0%	8.3%	0.0%	0.0%	100.0%
Office and Clerical	20	40.0%	30.0%	30.0%	0.0%	0.0%	100.0%
Craft Workers (Skilled)	0	0	0	0	0	0	0
Operatives (Semi-Skilled)	2	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%
Laborers (Unskilled)	0	0	0	0	0	0	0
Service Workers	0	0	0	0	0	0	0
Total	248	64.1%	21.0%	11.7%	3.2%	0.0%	100.0%

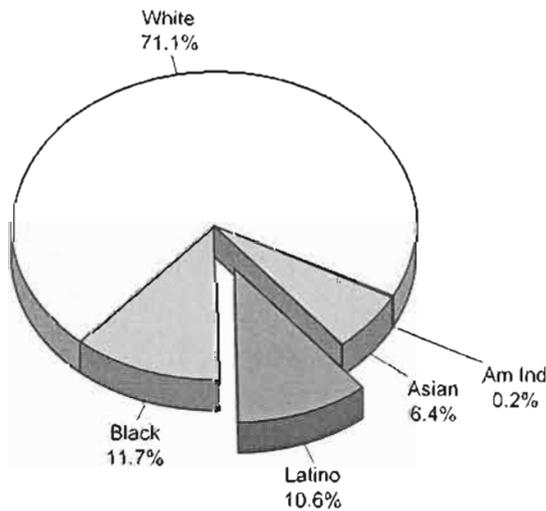


WNET-TV

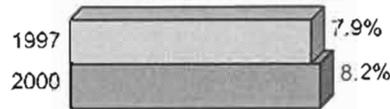
450 West 33rd Street, New York, NY 10001-2605
 212-560-1313 212-560-2000 (News)
 Internet: www.thirteen.org

President and Chief Executive Officer **Dr. William Baker** 212-560-2013
 Vice President, Programming **Tamara Robinson** 212-560-2714
 Director, News and Public Affairs Programming **Stephen Segaller** 212-560-8282
 Owner: **Educational Broadcasting Corporation**

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Graph 3 - Percent Latino on Total Fulltime Staff



Source of 2000 Employment Data: Broadcast Station Annual Employment Report (Form 395-B) to the Federal Communications Commission, submitted September 26, 2000 by Eleanor Applewaite, Vice President and Secretary, WNET-TV, Tel. 212-560-3028

WNET-TV

RACIAL ETHNIC BREAKDOWN OF FULL-TIME STAFF BY OCCUPATIONAL CATEGORY 2000

	Total	White (Not Hispanic)	Black (Not Hispanic)	Hispanic	Asian or Pacific Islander	American Indian, Alaskan Native	Total
Officials and Managers	175	72.6%	15.4%	8.6%	3.4%	0.0%	100.0%
Professionals	153	71.2%	10.5%	9.2%	8.5%	0.7%	100.0%
Technicians	23	87.0%	4.3%	4.3%	4.3%	0.0%	100.0%
Sales Workers	14	85.7%	7.1%	0.0%	7.1%	0.0%	100.0%
Office and Clerical	84	46.4%	27.4%	17.9%	8.3%	0.0%	100.0%
Craft Workers (Skilled)	0	0	0	0	0	0	0
Operatives (Semi-Skilled)	2	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%
Laborers (Unskilled)	0	0	0	0	0	0	0
Service Workers	2	50.0%	0.0%	50.0%	0.0%	0.0%	100.0%
Total	436	71.1%	11.7%	10.6%	6.4%	0.2%	100.0%

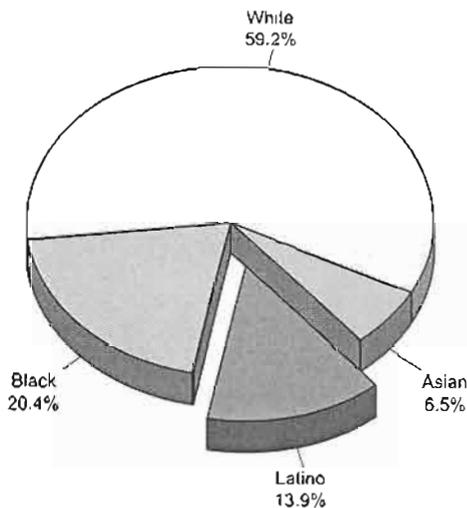


WNYW-TV

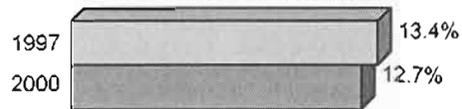
205 East 67th Street, New York, NY 10021-6050
 212-452-5555 212-452-3800 (Newsroom)
 Internet: www.fox5ny.com

Vice President and General Manager **Michael Wach** 212-452-3576
 Program Director **Christine Traystman** 212-452-3832
 News Director **Susan Sullivan** 212-452-3693
 Community Affairs Director **Judith Womack** 212-452-3983
 Owner: **FOX Broadcasting Company / News Corporation Ltd**

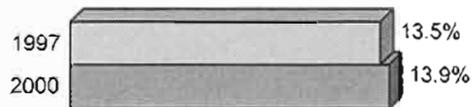
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 (Officials and Managers, Professionals, Technicians and Sales Workers)



Graph 3 - Percent Latino on Total Fulltime Staff



Source of 2000 Employment Data: Broadcast Station Annual Employment Report (Form 395-B) to the Federal Communications Commission

WNYW-TV

RACIAL ETHNIC BREAKDOWN OF FULL-TIME STAFF BY OCCUPATIONAL CATEGORY 2000

	Total	White (Not Hispanic)	Black (Not Hispanic)	Hispanic	Asian or Pacific Islander	American Indian, Alaskan Native	Total
Officials and Managers	25	60.0%	16.0%	12.0%	12.0%	0.0%	100.0%
Professionals	86	55.8%	25.6%	10.5%	8.1%	0.0%	100.0%
Technicians	103	69.9%	13.6%	14.6%	1.9%	0.0%	100.0%
Sales Workers	14	85.7%	0.0%	14.3%	0.0%	0.0%	100.0%
Office and Clerical	48	31.3%	33.3%	20.8%	14.6%	0.0%	100.0%
Craft Workers (Skilled)	12	66.7%	25.0%	8.3%	0.0%	0.0%	100.0%
Operatives (Semi-Skilled)	2	0.0%	50.0%	50.0%	0.0%	0.0%	100.0%
Laborers (Unskilled)	4	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%
Service Workers	0	0	0	0	0	0	0
Total	294	59.2%	20.4%	13.9%	6.5%	0.0%	100.0%

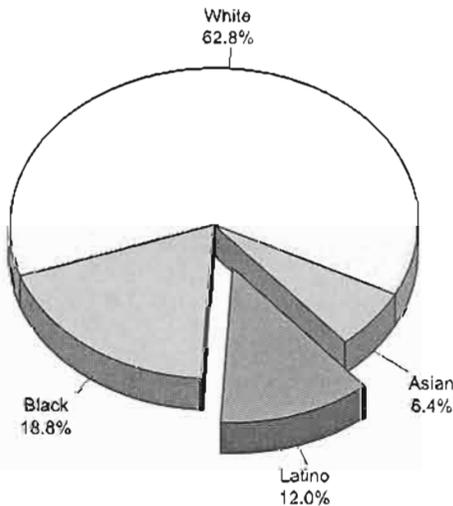


WPIX-TV

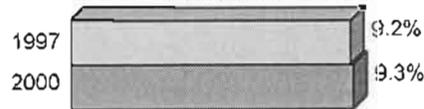
220 East 42nd Street, New York, NY 10017-5806
 212-949-1100 212-210-2411 (News)
 Internet: www.wpix.com

Vice President and General Manager **Betty Ellen Berlamino** 212-210-2650
 Director, Programming **Julie O'Neil** 212-210-2690
 News Director **Karen Scott** 212-210-2411
 Director, Local Productions and Community Affairs **Carlos Austin** 212-210-2864
 Owner: **Tribune Broadcasting Company**

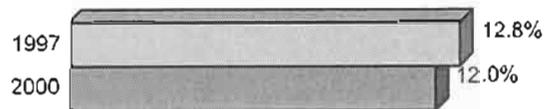
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Source of 2000 Employment Data: Broadcast Station Annual Employment Report (Form 395-B) to the Federal Communications Commission, submitted May 24, 2000 by Crane H. Kenney, Secretary, WPIX-TV, Tel. 312-222-9100

WPIX-TV

RACIAL ETHNIC BREAKDOWN OF FULL-TIME STAFF BY OCCUPATIONAL CATEGORY 2000

	Total	White (Not Hispanic)	Black (Not Hispanic)	Hispanic	Asian or Pacific Islander	American Indian, Alaskan Native	Total
Officials and Managers	14	78.6%	14.3%	7.1%	0.0%	0.0%	100.0%
Professionals	100	63.0%	19.0%	10.0%	8.0%	0.0%	100.0%
Technicians	100	70.0%	15.0%	10.0%	5.0%	0.0%	100.0%
Sales Workers	11	90.9%	9.1%	0.0%	0.0%	0.0%	100.0%
Office and Clerical	37	24.3%	35.1%	29.7%	10.8%	0.0%	100.0%
Craft Workers (Skilled)	0	0	0	0	0	0	0
Operatives (Semi-Skilled)	0	0	0	0	0	0	0
Laborers (Unskilled)	4	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%
Service Workers	0	0	0	0	0	0	0
Total	266	62.8%	18.8%	12.0%	6.4%	0.0%	100.0%

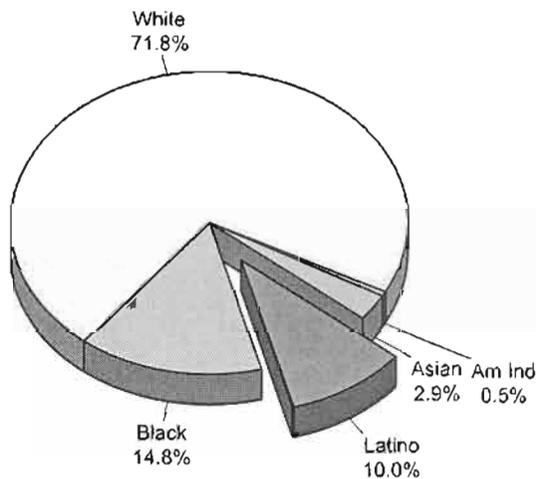


WWOR-TV

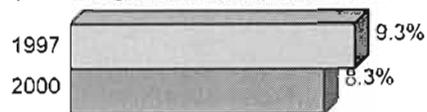
Nine Broadcast Plaza, Secaucus, NJ 07096
 201-348-0009
 Internet: www.upn9.com

Vice President and General Manager **Robert J. Qudeen** 201-330-3783
 Director, Programming, Research and Creative Services **Dan Carlin** 201-330-2128
 News Director **Will J. Wright** 201-330-2220
 Director, Community Affairs and Special Projects **Penny Pinsker** 201-330-2148
 Owner: **BHR Communications, Inc. / Viacom**

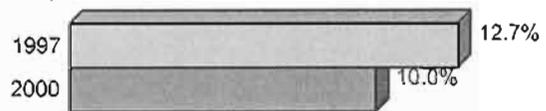
Graph 1 - Racial-ethnic Breakdown of Full-time Staff, 2000



Graph 2 - Percent Latino in Top Four Occupational Categories (Fulltime Only)
(Officials and Managers, Professionals, Technicians and Sales Workers)



Graph 3 - Percent Latino on Total Fulltime Staff



Source of 2000 Employment Data: Broadcast Station Annual Employment Report (Form 395-B) to the Federal Communications Commission, submitted September 15, 2000 by Douglas S. Land, Vice President, WWOR-TV, Tel. 201-330-3792

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RACIAL ETHNIC BREAKDOWN OF FULL-TIME STAFF BY OCCUPATIONAL CATEGORY 2000

	Total	White (Not Hispanic)	Black (Not Hispanic)	Hispanic	Asian or Pacific Islander	American Indian, Alaskan Native	Total
Officials and Managers	31	74.2%	6.5%	19.4%	0.0%	0.0%	100.0%
Professionals	61	73.8%	14.8%	8.2%	3.3%	0.0%	100.0%
Technicians	68	69.1%	20.6%	4.4%	4.4%	1.5%	100.0%
Sales Workers	9	77.8%	22.2%	0.0%	0.0%	0.0%	100.0%
Office and Clerical	34	64.5%	9.7%	22.6%	3.2%	0.0%	100.0%
Craft Workers (Skilled)	4	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%
Operatives (Semi-Skilled)	3	66.7%	33.3%	0.0%	0.0%	0.0%	100.0%
Laborers (Unskilled)	0	0	0	0	0	0	0
Service Workers	0	0	0	0	0	0	0
Total	210	71.9%	14.8%	10.0%	2.9%	0.5%	100.0%



New York Chapter

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