



CSRC
RESEARCH
REPORT

NO. 4 • DECEMBER 2004

AN OCCASIONAL SERIES AVAILABLE IN ELECTRONIC FORMAT

LOOKING FOR
LATINO REGULARS
ON PRIME-TIME TELEVISION:
THE FALL 2004 SEASON

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The appearance of Latino regular characters on network prime-time television has steadily decreased over the last three years. Latino regular characters appear in just one of the eight series set in Los Angeles County, a region with a 45% Latino population. Latino regular characters account for just 8% of the regular characters on the 16 series set in New York City, a city with 27% Latino population. 50% of Latino regular characters can be found on ABC programs.

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This series is a project of the CSRC Latino Research Program, which receives funding from the University of California Committee on Latino Research.

MISSION STATEMENT

The UCLA Chicano Studies Research Center supports interdisciplinary, collaborative, and policy-oriented research on issues critical to the Chicano community. The center's press disseminates books, working papers, and the peer-reviewed *Aztlán: A Journal of Chicano Studies*.

Each week, prime-time network television presents a social landscape through over 100 sitcoms, dramas, reality programs, news magazines, sports events, and specials. The regular characters—the ones we see in almost every episode and in the network publicity—represent the core of each program. Their “lives” serve as the focal point for each episode. Taken as a whole, prime time’s regular characters represent a microcosm of our society. Indeed, for many viewers, television provides an important source of information about the world beyond their immediate experience. So, what do viewers see when they turn on the television?

This fall viewers can see eight series set in Los Angeles, in which Latinos account for just 14% of total regular characters (and appear on just one series). There are no Asian American regular characters. This despite Los Angeles County being 45% Latino and 12% Asian American. Similarly, viewers can

see sixteen series set in New York City, in which Latino and Asian American characters combined account for 9% of their total regular characters despite New York City being 27% Latino and nearly 10% Asian American. Over all, viewers can watch 16 prime-time series that feature Latino regular characters; but they can also watch 93 series without any Latino regular characters.

Nearly 40% of all prime-time series have all-white regular characters. Eighty percent of all prime-time series can be designated as “white themed.” There is just one Latino-themed series, down from two during 2002 and 2003.¹ Thus, if television presents a microcosm of our society, it is a distorted one at odds with our nation’s changing demographics.

Since 2002, the UCLA Chicano Studies Research Center has examined the ethnic landscape of prime-time television, charting its intersections of race and genre to find when, where, and how non-white characters appear. This report looks at the fall 2004 line-up of programs on the six commercial networks: ABC, CBS, FOX, NBC, UPN, and WB (see fig. 1). We also compare these numbers with those from reports in 2002 and 2003 (see fig. 2).

METHODOLOGY

Our study examines race as it is depicted on-screen through regular characters on individual programs and within genres. We do not consider the ways in which the networks hire program creators and actors.² Instead, we measure the extent to which television represents the nation’s ethnic and racial diversity. In focusing on genre and regular characters, we are placing an emphasis on the networks’ own promotional and marketing activities. Genres and regular characters are important navigational tools for television audiences since they offer recognizable visual elements, plot conventions, and character types. Indeed,

Network	Total Number of Prime-Time Programs	Total Number of New Programs	Total Number of Returning Programs
ABC	23	8	15
CBS	23	6	17
FOX	19	8	11
NBC	21	5	16
UPN	11	3	8
WB	16	6	10
Total	113	36	77

Fig. 1. New and Returning Prime-Time Network Programs

	2004		2003		2002		Cumulative Averages	
	Number	Percentage	Number	Percentage	Number	Percentage	Number	Percentage
Total Prime-Time Regular Characters	621	100%	690	100%	649	100%	653	100%
Minority Regular Characters (MRC)	144	23%	172	24.8%	151	23.3%	155	23.7%
Latino Regular Characters (LRC)	26	4%	28	4.1%	27	4.2%	27	4.1%
Total Prime-Time Programs with Regular Characters/Hosts	109	100%	116	100%	107	100%	111	100%
Programs with MRCs	67	62%	71	60%	68	63%	67	60%
Programs without MRCs	42	38%	45	39%	39	35.2%	42	38%
Programs with LRCs	16	15%	18	15.5%	15	14%	16	14.4%
Programs without LRCs	93	85%	98	84.5%	92	86%	94	85%
Total Themed/Hosted Shows	109	100%	116	100%	106	100%	110	100%
White-Themed/Hosted Shows	87	80%	93	79%	94	88.7%	91	83%
Black-Themed/Hosted Shows	11	10%	12	10%	10	9.4%	11	10%
Latino-Themed Shows	1	1%	2	1.7%	2	1.9%	1.7	1.5%
Multiethnic-Themed Shows	10	9%	9	7.7%	0	0%	6	5.5%

Fig. 2. Regular Characters on Prime-Time Television by Program, 2002-2004

Genre	Number of Series in Genre	Number of Prime-Time Hours	Percent of Prime-Time Hours	Percent of RCs Who Are MRCs	Percent of RCs Who Are LRCs	Number of Series with LRCs
1. Reality	19	21	20%	12.5%	6.25%	1
2. Situation Comedies	32	16	15.5%	31%	4.5%	4
3. Drama	16	16	15.5%	17.5%	4%	4
4. Crime	16	16	15.5%	29%	7%	4
5. News	5	7	7%	18%	4.5%	1
6. Movies / Specials / Spectaculars	3	6	6%	—	—	—
7. Teen	6	5.5	5%	10%	4%	1
8. Medical	4	4	4%	23%	0%	0
9. Sports	2	4	4%	4%	23%	1
10. Sketch-Comedy / Variety	4	3	3%	23%	0%	0
11. Sci-Fi / Fantasy / Supernatural	3	3	3%	19%	0%	0
12. Animation	3	1.5	1.5%	17%	0%	0
Total	113	103	100%	23%	4%	16

Fig. 3. Regular Characters on Prime-Time Television by Genre

audiences often identify and connect most with series' regular characters, but they also use genre to frame their expectations and guide them in making viewing choices.

While most studies sample series episodes that are broadcast over a two- or three-week period and then code for representation (by race, occupation, screen-time, etc.), our study relies upon the networks' own promotional information. In particular, we use the networks' web pages for each series. These pages are relatively uniform across all networks and include a banner photograph of the regular characters and a "bio," "cast," or "people" page with additional material on the characters/actors.

Information was gathered from July-September 2004. For series in which the web pages provided inconclusive information, we then viewed the series' title sequence during the first month of the fall season. Our approach places an emphasis on the networks' own self-representations for their series; and, as such, it measures regular characters within both programming and web-based marketing. If we have missed any regular characters, the fault could lie with a network's failure to promote the

presence of its non-white regulars. Even so, our method is inherently conservative and is likely to produce slightly higher numbers than sampling.³ After all, not all regular characters are created equal, and coding can reveal that some regular characters receive much more screen-time than others.

In order to account for this imbalance in the weight given to regular roles, we have categorized series according to their racial theme. That is, rather than count the number of appearances by a character, we assess where a series locates its dramatic center *racially*, a point that is often made graphically clear in the series' web pages and storylines. To date, such categories have been used in the press to describe black-cast series and Latino-cast series, but never to describe the vast majority of predominantly white-cast series. We offer one possible way of doing so through the following definition. White-themed series are those in which the major central characters are white—and around whom minority regular characters function in more of a supporting role—or in which the storyline revolves around white characters, settings or themes. Similar distinctions were used to identify black-,

Latino-, and multiethnic-themed series. The latter is a recent phenomenon insofar as the networks have begun identifying some series as "multiethnic"—for example, *Lost* and *CSI: Miami*.

FINDINGS

This year, Latino-themed programming has declined from a total of two series in 2002 and 2003 to just one returning sitcom: *George Lopez*. Latino regular characters (LRCs) have decreased slightly and are perhaps more marginal than past years: they are sidekicks, supporting characters, and ensemble players on white- and black-themed series. Also, as noted in fig. 5, LRCs are virtually absent from three of the networks (FOX, WB, UPN) and maintain extremely low visibility on CBS and NBC. In fact, NBC has not integrated a single LRC into any of their new series this year. CBS's low LRC count is particularly enigmatic considering that within the last year they sponsored a showcase for Latino actors and even signed two Latina actresses to their network.⁴ To date, "CBS remains the only major broadcast network without a minority in a leading or secondary lead role in any of its series" (Braxton 2004). The only network that

Show Title	Network	Evening and Time	Number of Latinas (female)	Number of Latinos (male)
Monday Night Football	ABC	Mon 9-11	1	0
CSI: Miami	CBS	Mon 10-11	0	2
George Lopez (Latino-themed)	ABC	Tues 8:30-9	3	3
Eve	UPN	Tues 8:30-9	1	0
The Mountain	WB	Tues 9-10	1	0
Clubhouse	CBS	Tues 9-10	0	2
NYPD Blue	ABC	Tues 10-11	1	1
Lost	ABC	Wed 8-9	1	0
Kevin Hill	UPN	Wed 9-10	0	1
Scrubs	NBC	Thurs 8:30-9	1	0
Will & Grace	NBC	Thurs 9-9:30	1	0
Without a Trace	CBS	Thurs 10-11	0	1
The Next Great Champ	FOX	Fri 9-10	0	1
Third Watch	NBC	Fri 9-10	1	1
20/20	ABC	Fri 10-11	1	0
Desperate Housewives	ABC	Sun 9-10	1	1
Totals	26		13	13

Fig. 4. Latino Regular Characters on Prime-Time Television by Program

Network	Number of LRCs on New Shows	Number of LRCs on Returning Shows	Total Number of LRCs	Percent of LRCs on Prime-Time
ABC	2	11	13	50%
CBS	2	3	5	19%
FOX	1	0	1	4%
NBC	0	4	4	15.5%
UPN	1	1	2	7.5%
WB	1	0	1	4%
Totals	7	19	26	—

Fig. 5. Latino Regular Characters on Prime-Time Television by Network

Race / Ethnicity	Female RCs (Percent of Total RCs); (Percent of MRCs)	Male RCs (Percent of Total RCs); (Percent of MRCs)	Male and Female (Percent of Total RCs); (Percent of MRCs)
American Indian	0 (0%); (0%)	1 (0%); (.7%)	1 (0%); (1%)
Asian American	9 (1%); (6%)	8 (1%); (6%)	17 (2.7%); (12%)
Black	36 (6%); (25%)	63 (10%); (43%)	99 (16%); (69%)
Latino	13 (2%); (10%)	13 (2%); (9%)	26 (4%); (18%)
Middle Eastern	0	1 (0%); (.7%)	1 (0%); (1%)
Total	59	86	145

Fig. 6. Breakdown of Minority Regular Characters by Race/Ethnicity and Sex

shows promise with respect to Latinos is ABC, accounting for 50% (13 out of 26) of this fall season's LRCs (see fig. 4). Even so, all of the networks fall short of demographic representation for Latinos, not only this year, but in every year of our study (see fig. 2).

One interesting development has been the presence of LRCs across a larger number of genres. In 2002 and 2003, LRCs were concentrated in 40% of the genres (4 out of 10 and 5 out of 12, respectively), but this year they emerge in 7 out of 11 genres (63%) (see fig. 3).

As in prior years, a significant number of series have all-white casts among their regular characters (42 programs or 38%). Nearly 9 of 10 series exclude Latinos among their regular characters (93 programs or 85%). Even more troubling is that many of these shows are set within cities that boast large minority populations. A brief sample of some all-white-cast programs set in ethnically diverse cities includes 8 *Simple Rules...* (Detroit), *Still Standing* (Chicago), *Everybody Loves Raymond* (Long Island), *Joey* (Los Angeles), *Reba* (Houston), *Tru Calling* (New York City), *Boston Legal*, *Joan of Arcadia*, *The O.C.*, and *Dr. Vegas*. Compare these series' characters with the demographics for their setting. Over 81% of Detroit's residents are African American. Similarly, the white population constitutes less than 50% of Chicago, Los Angeles, New York City, Houston, and Las Vegas. Even Orange County is over 30% Latino and 14% Asian American.

In figs. 7-9, we highlight shows set in cities with large Latino populations: Los Angeles, Miami, and New York. In all cases, Latinos are severely under-represented. For series set in Los Angeles County, LRCs account for 14.3% of regular characters, whereas Latinos make up 44.6% of the Los Angeles population. Similarly, for series set in Miami-Dade County, LRCs account for 27% of regular characters, whereas Latinos make up 57.3% of the Miami population. And for

Series Set in Los Angeles County	Latino Regular Characters		African American Regular Characters		Asian American Regular Characters		White Regular Characters	
	Number	Percentage	Number	Percentage	Number	Percentage	Number	Percentage
1. <i>All of Us</i>	0	0%	6	100%	0	0%	0	0%
2. <i>The Complex: Malibu</i>	0	0%	0	0%	0	0%	1	100%
3. <i>George Lopez</i>	6	100%	0	0%	0	0%	0	0%
4. <i>Girlfriends</i>	0	0%	9	100%	0	0%	0	0%
5. <i>Joan of Arcadia</i>	0	0%	0	0%	0	0%	5	100%
6. <i>Joey</i>	0	0%	0	0%	0	0%	3	100%
7. <i>LAX</i>	0	0%	1	20%	0	0%	5	83%
8. <i>Two and a Half Men</i>	0	0%	0	0%	0	0%	6	100%
Series Averages	6	14.3%	16	38%	0	0%	20	47.6%
Census Figures		44.6%		9.8%		12.2%		31.1%

Fig. 7. Prime-Time Series Set in Los Angeles County (pop. 9,519,338 in 2000). Source: U.S. Bureau of the Census.

Series Set in Miami-Dade County	Latino Regular Characters		African American Regular Characters		Asian American Regular Characters		White Regular Characters	
	Number	Percentage	Number	Percentage	Number	Percentage	Number	Percentage
1. <i>Eve</i>	1	16%	4	67%	0	0%	1	16%
2. <i>CSI: Miami</i>	2	40%	1	20%	0	0%	2	40%
Series Averages	3	27%	5	45%	0	0%	3	27%
Census Figures		57.3%		20.3%		1.4%		20.7%

Fig. 8. Prime-Time Series Set in Miami-Dade County (pop. 2,253,362 in 2000). Source: U.S. Bureau of the Census.

Series Set in New York City	Latino Regular Characters		African American Regular Characters		Asian American Regular Characters		White Regular Characters	
	Number	Percentage	Number	Percentage	Number	Percentage	Number	Percentage
1. <i>The Apprentice</i>	0	0%	0	0%	0	0%	3	100%
2. <i>Clubhouse</i>	2	25%	0	0%	0	0%	6	75%
3. <i>CSI: NY</i>	0	0%	1	17%	0	0%	5	83%
4. <i>Everybody Loves Raymond</i>	0	0%	0	0%	0	0%	6	100%
5. <i>Grounded for Life</i>	0	0%	0	0%	0	0%	7	100%
6. <i>Kevin Hill</i>	1	17%	2	33%	0	0%	3	50%
7. <i>The King of Queens</i>	0	0%	1	14%	0	0%	6	86%
8. <i>Law & Order</i>	0	0%	2	29%	0	0%	5	71%
9. <i>Law & Order: Special Victim's Unit</i>	0	0%	2	22%	1	11%	6	67%
10. <i>Less than Perfect</i>	0	0%	1	12.5%	0	0%	7	87.5%
11. <i>NYPD Blue</i>	2	22%	2	22%	0	0%	5	56%
12. <i>Third Watch</i>	2	22%	1	11%	0	0%	6	67%
13. <i>Tru Calling</i>	0	0%	0	0%	0	0%	7	100%
14. <i>What I Like About You</i>	0	0%	1	14%	0	0%	6	86%
15. <i>Will & Grace</i>	1	20%	0	0%	0	0%	4	80%
16. <i>Without a Trace</i>	1	20%	1	20%	0	0%	3	60%
Series Averages	9	8%	14	13%	1	1%	85	78%
Census Figures		27%		24.5%		9.8%		35%

Fig. 9. Prime Time Series Set in New York City (pop. 8,008,278 in 2000). Source: New York City Department of City Planning.

series set in New York City, LRCs account for 8% of regular characters, whereas Latinos make up 27% of the New York City population. African Americans are demographically overrepresented in the Los Angeles series (38% compared to a population of 9.8%) and the Miami series (45% compared to a population of 20.3%), but underrepresented in the New York series (13% compared to a population of 24.5%). Asian Americans are absent from series set in Los Angeles and Miami, where the population is 12.2% and 1.4%, respectively. For series set in New York City, Asian Americans constitute 1% of regular characters but nearly 10% of the population.

What is most notable about the series set in Los Angeles is the high degree of racial segregation. Of the eight series set in Los Angeles only one includes LRCs—*George Lopez*—and that show features an all-Latino regular cast. Similarly, 15 of the 16 African American characters in Los Angeles-based series can be found on two all-black series. Thus, while African Americans are statistically overrepresented, they are highly segregated and excluded from most other shows. For series set in New York City, 9 of 16 do not have LRCs and 6 of 16 do not have African American regular characters. Series set in Miami appear to be the most racially diverse and demographically representative.

Fig. 6 presents a breakdown of prime-time minority regular characters (MRCs) based on race/ethnicity and gender. This figure is particularly revealing of how series creators/directors imagine the U.S. ethnic landscape and, more specifically, what types of people occupy this landscape. As in previous years, black male characters account for the greatest number of MRCs (43%) and black females make up 25%. In many cases, white-themed shows will feature only one regular character of color, and generally this character will be a black male. This phenomenon can be witnessed in shows such as *LAX*, *Listen Up*, *King of Queens*,

Malcolm in the Middle, *What I Like About You*, *The West Wing*, *Everwood*, *Jack & Bobby*, *CSI*, *CSI: NY*, *Jag*, *Cold Case*, *Law & Order: Criminal Intent*, *Veronica Mars*, *House*, *Medical Investigation*, *Blue Collar TV*, and *Charmed*.

This year, for the first time in our study, there nearly as many Asian American/Asian Pacific Islander male characters (eight) as there are female characters (nine), but despite this positive step, together they compose only 2.7% of regular characters. The highest concentration of Asian American women can be found in the sci-fi genre and on medical shows, whereas Asian American/API male characters appear on programs set in tropical locales (e.g. *Hawaii*, *Lost*, *North Shore*). Due to the cancellation of the shows *Whoopi* and *Threat Matrix* along with an overall lack of diverse and racially-responsible new series, there is only one Middle Eastern character on prime-time this year, an Iraqi man featured on ABC's *Lost*. Native American women are also absent from the television screen this Fall, and only one Native American male character appears occasionally on FOX's animated series *King of the Hill*.

This year the number of white male characters has increased, an increase that can partially be attributed to the steep rise of reality programming this fall season. Reality shows constitute 20% of this year's total prime-time hours, making them the most dominant genre. With the exception of FOX's *The Next Great Champ*, a boxing show starring Oscar de la Hoya, and UPN's *America's Next Top Model* featuring Tyra Banks, every hosted reality series is fronted by a white male host. Additionally, more white male characters have been introduced on new series this year, particularly on teen shows, a genre which has gained prominence in 2004. Indeed, programs that foreground white male adolescence are especially common on the networks (e.g., *Clubhouse*, *Jack & Bobby*, *Life as We Know It*, *Complete Savages*).

LATINOS ON PRIME-TIME TELEVISION BY GENRE

REALITY

The "rise of reality programming" this year has come "at the expense of sitcoms" and crime shows (Collins 2004). Reality series now dominate prime-time, occupying twenty-one hours of programming time and making up 20% of prime-time hours. They are money-savers for the networks because they are cheap to produce, but they also maintain high viewership and promote viewer feedback, particularly vis-à-vis the internet. Both NBC and UPN are also saving money with their wildly popular reality shows *The Apprentice* and *America's Next Top Model* by airing the same episode twice in one week.

As already mentioned, reality shows also increase the number of white male hosts on prime time; in the last two years of our study, no person of color was cast as a reality show host during the fall season. This year—with FOX's *The Next Great Champ* featuring Oscar de la Hoya—a Latino male held the role of a reality show host, sending the LRCP (Latino Regular Character percentage) of this genre up from last year's 0% to 6.25%. The show aired on Fridays from 8:00 to 9:00 p.m., "typically a low viewership night which could be a sign of limited network expectations for the show" (Collins 2004). In the final analysis, Latinos exercise extremely low visibility both quantitatively and qualitatively on a genre that makes the claim of representing reality.

SITUATION COMEDIES

Accounting for sixteen hours of prime-time programming, situation comedies ("sitcoms") constitute 15.5% of prime-time hours, the same amount of hours as dramas and crime series. Sitcoms have sharply decreased this year: in 2002 they occupied 21.8% of prime-time hours and in 2003, 21.7%. The sitcom's LRCP has also sharply decreased when compared to the previous two years,

plunging from 7.1% (2002) and 5.5% (2003) to 4.5% (2004). As previously noted, only one Latino-themed show appears on prime-time this year, ABC's sitcom *George Lopez*. LRCs also show up in minor roles on NBC's *Scrubs* and *Will and Grace* and on UPN's *Eve*. So, this year LRCs appear on only 4 out of 32 sitcoms, an all-time low for the last three fall seasons.

Since the vast majority of sitcoms are set within a domestic space, focusing on racially homogenous families, one of the codes of this genre is segregation, particularly in white-themed sitcoms where race is made to seem invisible or a non-issue. Of this year's sitcoms, nearly half (47%) feature an all-white cast of regular characters. Conversely, black- and Latino-themed sitcoms seem to carry the responsibility of addressing race, often making race and interracial relations their primary narrative themes.

DRAMA

The LRCP of dramatic series has increased this year from 2.2% (2002) and 1.7% (2003) to 4% (2004), and the MRCP (Multiracial Regular Character percentage) has also increased (17.5%). While the LRCs on ABC's *Lost*, the WB's *The Mountain*, and UPN's *Kevin Hill* function within the margins of the show and are relatively one-dimensional characters, on ABC's white-themed *Desperate Housewives* we finally get a glimpse of more complex and engaging LRCs in a dramatic series. However, like *Desperate Housewives*, 75% of dramas on prime-time are white-themed, and 25% feature only white regular characters (e.g. *Boston Legal*, *Joan of Arcadia*, *Tru Calling*, and *7th Heaven*). Only one multi-ethnic drama premieres this Fall: ABC's *Lost*, a "stranded on a tropical island" story that represents several men of color—one Latino, two Black males, one Middle Eastern man, and one Korean man. The show features just one woman of color, a Korean female.

CRIME

Crime series' programming popularity has waned dramatically this year. Last year, crime shows constituted 22.7% of prime-time hours; this year they occupy just 15.5%. The MRCP and LRCP rates have remained constant at 29% and 7%, respectively. Some 86% of racially themed crime shows are white-themed this year, and only two crime series are coded as multiethnic (*CSI: Miami* and *Hawaii*). Again this year, this genre is highly gender stratified in that it features far more men than women, a disparity played out among the genre's LRCs. Of the 7 LRCs, 5 are men and only 2 are women.

NEWS

This year marks another first in our study: one Latina reporter introduces a new visual presence within the news genre (on ABC's *20/20*), sending the LRCP up to 4.5%—an encouraging figure when compared to the 0% in 2002 and 2003. Clearly there is room for considerable improvement in this genre, though the MRCP has also gone up from 12% to 18%.

TEEN

More teen shows fill the mediascape this season, a trend that might be attributed to the economic benefits received by the networks when they create shows that appeal to youth audiences: 5% of prime-time hours are dedicated to the teen scene. Even CBS, a network known for its persistent courting of the 25-54 year-old audience, has programmed a teen series this year, *Clubhouse*. *Clubhouse* is the only teen series that features LRCs. The two LRCs on this show are responsible for the 4% LRCP of the genre. All teen shows on the air this fall are white-themed, and 33% have only white regular characters (*The O.C.* and *One Tree Hill*). With an MRCP rate of 10%, the teen shows have the lowest MRCP of all the genres, which is especially troubling given that the age group being represented on these shows

is the most ethnically diverse in the U.S. population.

MEDICAL

LRCs remain thoroughly absent from medical-themed programs, all of which are white-themed. Although the number of medical series has increased this year considerably—four new series have been introduced—Latinos continue to be excluded. *E.R.* includes African American and Asian American regular characters, yet there no Latino regulars in a series set in a county with a 20% Latino population.

SPORTS

With only two sports programs in the season's scheduled line-up and only five regular commentators, the MRCP (40%) and the LRCP (20%) are at their highest in this genre. ABC's *Monday Night Football* features a Latina commentator.

SKETCH-COMEDY / VARIETY

This year, as in the last two years, LRCs are absent from this genre. Another discouraging note: due to the cancellation of FOX's *Cedric the Entertainer*, the MRCP of this genre has plummeted from last year's 77% to a comparatively low 23%. The three series that have been introduced into this year's fall line-up are all white-themed (*The Last Comic Standing*, *Blue Collar TV*, and *Drew Carey's Green Screen*).

SCIENCE FICTION / FANTASY / SUPERNATURAL

With the cancellation of last year's UPN show *Jake 2.0*, which featured one LRC, Latinos have completely vanished from the sci-fi genre. All white-themed, the three sci-fi/fantasy/supernatural shows screen on the lesser-watched networks (the WB and UPN); however, two of these shows have significant fan cultures (*Charmed* and *Enterprise*). As mentioned earlier, the sci-fi genre features one of the highest concentrations of female ARCs, a pattern that began in the 1960s. The

overall MRCP for this genre registers at only 19% (4 out of 21 characters).

ANIMATION

Animated series continue to exclude LRCs in 2004. Though Latino guest characters might easily be featured on FOX's *The Simpsons* and *King of the Hill*, not one LRC is featured on either show. This exclusion illuminates the constructedness of race on television and how "representation" essentially is a matter of choice—a choice made by those who create (or "draw up") and produce what ethnicities will appear on-screen. After all, the creators cannot use the usual argument that there were no qualified actors, since all they would need to do is draw them!

CONCLUSION

While Latinos are spread across more prime-time genres in 2004, their overall numbers have waned when compared to previous years. LRCs compose only 4%

of prime-time's total regular characters even though they make up over 13% of the U.S. population, and over 45% of the population in Los Angeles. In the past two years, our study has shown that prime-time network television has offered its viewers a misleading conception of the nation's ethnic and racial diversity. The landscape that the networks imagine, create, and produce is one with an over-representation of whites and African Americans in highly segregated programming, coupled with a remarkable under-representation of Latinos, Asian Americans, Middle Eastern Americans, and Native Americans. White regular characters appear on 90% of all series, but MRCs appear on just 62% of all series. LRCs are limited to just 15% of all series. One bright spot is the emergence of multiethnic-themed programming in 2003 (9 series) and increasing in 2004 (10 series).

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NOTES

1. In both 2002 and 2003 there were two Latino-themed programs scheduled during prime-time, George Lopez and either *Greetings from Tucson* (2001) or *Luis* (2002). At one point the fall 2002 schedule featured three Latino-themed shows—all sitcoms: *George Lopez*, *Luis*, and *The Ortegas*. The latter was shelved by FOX at the last minute in order to provide more programming space for their all-White-cast show *The O.C.* Notably, both *Greetings from Tucson* and *Luis* were cancelled, and *The Ortegas* never aired.
2. Network hiring practices and recruitment strategies are examined in NAACP 2003.
3. Given the break down of the traditional prime-time season, and the emergence of more flexible, year-round programming strategies, sampling has become a less reliable method. Series no longer premiere during the same week in September, nor do all networks "launch" their program during the fall season.
4. These actresses, Verónica Díaz and Lourdes Colón, signed contracts with CBS with the hope of being offered regular-status roles, but neither was cast in a series.

ABOUT THE AUTHORS

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GENRE 1: REALITY (CONTINUED ON NEXT PAGE)

Reality Shows	Number of Shows	Percentage
ABC	6 (4 returning, 2 new)	
CBS	2 (returning)	
FOX	7 (3 returning, 4 new)	
NBC	2 (returning)	
UPN	1 (returning)	
WB	1 (new)	
Total Series	19 (12 returning, 7 new)	
Total Hosts	18	100%
Minority Hosts	2	11%
Latino Hosts	1	5.5%
Average Minority Hosts per Series	0.1	
Average Latino Hosts per Series	0.05	
Series without Minority Hosts	14	87.5%

Show Title	Racial Theme—Description	Network	Time	Day	Any Minority Hosts?	Male Minority Hosts	Female Minority Hosts	Number of Minority Hosts	New Show?	Number of Hosts
The Benefactor	White-themed—“Billionaire businessman will give away one million dollars to one of sixteen contestants”	ABC	8-9	Mon	No	0	0	0	Yes	1
The Bachelor	White-themed—single man dates several eligible women and chooses one	ABC	9-10	Wed	No	0	0	0	No	1
Wife Swap	Multiethnic—heads of decidedly disparate households find themselves caring for a different family, no host	ABC	10-11	Wed	No	0	0	N/A	Yes	N/A
Extreme Makeover	White-themed—“ugly ducklings” are transformed through cosmetic surgery procedures	ABC	8-9	Thurs	No	0	0	0	No	1
America’s Funniest Home Videos	White-themed—voice-over humor accompanies home video footage	ABC	7-8	Sun	No	0	0	0	No	1
Extreme Makeover: Home Edition	White-themed—“a team of designers, contractors and workers have 7 days to rebuild a deserving family’s run-down house”	ABC	8-9	Sun	No	0	0	0	No	1
Survivor: Vanuatu	White-themed—set in “remote” (generally tropical) locales, contestants compete in a game of “survival” for \$1,000,000	CBS	8-9	Thurs	No	0	0	0	No	1

GENRE 1: REALITY (CONTINUED FROM PREVIOUS PAGE)

Show Title	Racial Theme—Description	Network	Time	Day	Any Minority Hosts?	Male Minority Hosts	Female Minority Hosts	Number of Minority Hosts	New Show?	Number of Hosts
Amazing Race	White-themed—teams of two “travel the world to compete for one million dollars”	CBS	8-9	Sat	No	0	0	0	No	1
The Partner	Multiethnic—Lawyers compete for a job at a major law firm, features various celebrity judges	FOX	9-10	Sun	No	0	0	0	Yes	0
The Swan 2	White-themed—“ugly ducklings transform themselves into swans vis-à-vis cosmetic surgery, exercise and therapy”	FOX	9-10	Mon	No	0	0	0	No	1
The Billionaire: Branson’s Quest for the Best	White-themed—Sir Richard Branson “leads a group of young entrepreneurs on a global adventure”	FOX	8-9	Tues	No	0	0	0	Yes	1
The Complex: Malibu	White-themed—“couples living in a beachside apartment complex compete through construction & interior design”	FOX	8-9	Fri	No	0	0	0	Yes	1
The Next Great Champ	Multiethnic—Oscar de la Hoya hosts as hopeful boxers compete for a professional contract	FOX	9-10	Fri	Yes	1 Latino	0	1	Yes	1
Cops	White-themed—hand-held footage of “real patrol cops on the street”	FOX	8-9	Sat	No	N/A	N/A	N/A	No	0
America’s Most Wanted	White-themed—portraits of wanted fugitives and missing persons are presented for the “American public to promote safety and justice”	FOX	9-10	Sat	No	0	0	0	No	1
Fear Factor	White-themed—gross-out tasks and daredevil stunts are performed by contestants who compete to win a cash prize	NBC	8-9	Mon	No	0	0	0	No	1
The Apprentice	White-themed—Donald Trump hosts as MBA graduates and self-made entrepreneurs compete for a “dream job with a hefty six-figure salary”	NBC	9-10 and 8-9	Thurs Sat	No	0	0	0	No	3
America’s Next Top Model	Multiethnic—modeling contest hosted by Tyra Banks	UPN	8-9 and 9-10	Wed Fri	Yes	0	1 black female	1	No	1
The WB’s Studio 7	Multiethnic—talent-show style competition	WB	9-10	Thurs	No	0	0	0	Yes	1
Totals	19				2	1	1	2	7	18

GENRE 2: SITUATION COMEDIES (CONTINUED ON NEXT PAGE)

Situation Comedies	Number of Shows	Percentage
ABC	8 (6 returning, 2 new)	
CBS	6 (4 returning, 2 new)	
FOX	5 (3 returning, 2 new)	
NBC	3 (2 returning, 1 new)	
UPN	6 (5 returning, 1 new)	
WB	4 (3 returning, 1 new)	
Total Series	32 (23 returning, 9 new)	
Total Regular Characters	197	100%
Minority Regular Characters (MRC)	61	31%
Latino Regular Characters (LRC)	9	4.5%
Average MRCs per Series	2	
Average LRCs per Series	0.3	
Series without MRCs	15	47%

Show Title	Racial Theme—Description	Network	Time	Day	Any MRCs?	Male MRCs	Female MRCs	Number of MRCs	New Show?	Number of RCs
My Wife and Kids	Black-themed—Damon Wayans stars as a father of an upper-middle class family	ABC	8-8:30	Tues	Yes	4 black males	4 black females	8	No	8
George Lopez	Latino-themed —Set in Los Angeles, Lopez stars as a family man and manager at an airplane parts factory	ABC	8:30-9	Tues	Yes	3 Latinos	3 Latinas	6	No	6
According to Jim	White-themed—Jim Belushi stars as a “loving family man—a man’s man—who wrestles with his teenager within”	ABC	9-9:30	Tues	No	0	0	0	No	7
Rodney	White-themed—stand-up comedian Rodney Carrington stars as “the best damn husband, dad and son he knows how to be”	ABC	9:30-10	Tues	No	0	0	0	Yes	6
8 Simple Rules...	White-themed—“a mother finds herself raising three teenagers on her own while working full-time in their Detroit-area home”	ABC	8-8:30	Fri	No	0	0	0	No	6
Complete Savages	White-themed—based on “Mel Gibson’s real-life experiences of raising a brood of boys”	ABC	8:30-9	Fri	No	0	0	0	Yes	7
Less than Perfect	White-themed—working in a newsroom, a “young woman battles her own insecurities w/o compromising her values”	ABC	9:30-10	Fri	Yes	0	1 black female	1	No	8

GENRE 2: SITUATION COMEDIES (CONTINUED FROM PREVIOUS PAGE, CONTINUED ON NEXT)

Show Title	Racial Theme—Description	Network	Time	Day	Any MRCs?	Male MRCs	Female MRCs	Number of MRCs	New Show?	Number of RCs
Hope & Faith	White-themed—two sisters—one a soccer mom, the other a soap star—share a roof	ABC	9-9:30	Fri	No	0	0	0	Yes	6
Still Standing	White-themed—portrays a working-class family in Chicago	CBS	8-8:30	Mon	No	0	0	0	No	6
Listen Up	White-themed—Jason Alexander is a sports talk show host “who struggles to get respect and admiration from his family”	CBS	8:30-9	Mon	Yes	1 black male	0	1	Yes	5
Everybody Loves Raymond	White-themed—Set in Long Island, Ray Romano stars as a father and successful sports writer	CBS	9-9:30	Mon	No	0	0	0	No	6
Two and a Half Men	White-themed—stars Jon Cryer and Charlie Sheen as odd-couple brothers raising a young boy in Malibu	CBS	9:30-10	Mon	No	0	0	0	Yes	6
King of Queens	White-themed—set in Queens, NY, a multi-generational comedy starring Kevin James	CBS	9-9:30	Wed	Yes	1 black male	0	1	No	7
Center of the Universe	White-themed—John Goodman “fights to keep the peace while his oddball family spins around him”	CBS	9:30-10	Wed	No	0	0	0	Yes	7
Quintuplets	White-themed—“parents have their hands full with 15-year old quintuplets”	FOX	8:30-9	Wed	No	0	0	0	Yes	7
The Bernie Mac Show	Black-themed—inspired by Bernie Mac’s real life, the show revolves around parenting issues	FOX	9-9:30	Wed	Yes	2 black males	3 black females	5	No	5
Method & Red	Black-themed—“popular hip-hop stars portray fictionalized versions of their real-life selves”	FOX	9:30-10	Wed	Yes	2 black males	1 black female	3	Yes	6
Malcolm in the Middle	White-themed—a white middle-class family with four sons as told through the eyes of the middle son	FOX	7:30-8	Sun	Yes	1 black male	0	1	No	8
Arrested Development	White-themed—Set in Orange County, this “riches to rags” comedy stars Jason Bateman as a widower and father who moves back in with his “eccentric family”	FOX	8:30-9	Sun	No	0	0	0	Yes	9

GENRE 2: SITUATION COMEDIES (CONTINUED FROM PREVIOUS PAGE)

Show Title	Racial Theme— Description	Network	Time	Day	Any MRCs?	Male MRCs	Female MRCs	Number of MRCs	New Show?	Number of RCs
Joey	White-themed— <i>Friends</i> spin-off	NBC	8-8:30	Thurs	No	0	0	0	Yes	3
Scrubs	White-themed—medical comedy	NBC	8:30-9	Thurs	Yes	1 back male	1 Latina	2	No	6
Will & Grace	White-themed—Set in NYC, focuses on sexual tension and friendship between a gay man and a straight woman	NBC	9-9:30	Thurs	Yes	0	1 Latina	1	No	5
One on One	Black-themed—a teen-oriented family comedy	UPN	8-8:30	Mon	Yes	3 black males	2 black females	5	No	5
Half and Half	Black-themed—a “black woman’s comedy”	UPN	8:30-9	Mon	Yes	1 black male	4 black females	5	No	5
Girlfriends	Black-themed—centers on a group of upper-class black women	UPN	9-9:30	Mon	Yes	1 black male	4 black females	5	No	5
Second Time Around	Black-themed—a re-married black couple	UPN	9:30-10	Mon	Yes	2 black males	3 black females	5	Yes	5
All of Us	Black-themed—inspired by the lives of Will Smith and Jada Pinkett Smith	UPN	8:00-8:30	Tues	Yes	3 black males	3 black females	6	Yes	6
Eve	Black-themed—Hip-hop star Eve plays Shelly, a “woman of the new generation trying to navigate love, sex, romance and career”	UPN	8:30-9	Tues	Yes	2 black males	1 Latina, 2 black females	5	No	6
What I Like About You	White-themed—two sisters share an apartment in New York	WB	8:00-8:30	Fri	Yes	1 black male	0	1	No	7
Commando Nanny	White-themed—“a 22 year old ex-commando from the British forces becomes a nanny for Beverly Hills rich kids”	WB	8:30-9	Fri	No	0	0	0	Yes	7
Reba	White-themed—“Texas soccer mom Reba (McEntire) watches her white-picket-fenced world collapse before her very eyes and becomes a working woman”	WB	9-9:30	Fri	No	0	0	0	No	7
Grounded for Life	White-themed—“slacker” family comedy	WB	9:30-10	Fri	No	0	0	0	No	7
Totals	32				17	28	33	61	9	197

GENRE 3: DRAMA (CONTINUED ON NEXT PAGE)

Drama	Number of Shows	Percentage
ABC	3 (new)	
CBS	2 (returning)	
FOX	2 (1 returning, 1 new)	
NBC	3 (returning)	
UPN	1 (new)	
WB	5 (3 returning, 2 new)	
Total Series	16 (9 returning, 7 new)	
Total Regular Characters	131	100%
Minority Regular Characters (MRC)	23	17.5%
Latino Regular Characters (LRC)	5	4%
Average MRCs per Series	1.2	
Average LRCs per Series	0.25	
Series without MRCs	4	25%

Show Title	Racial Theme—Description	Network	Time	Day	Any MRCs?	Male MRCs	Female MRCs	Number of MRCs	New Show?	Number of RCs
Lost	Multiethnic—a plane crash leaves strangers stranded on a deserted Pacific Island	ABC	8-9	Wed	Yes	1 Latino , 2 black males, 1 Asian male, 1 Middle-Eastern male	1 Asian female	6	Yes	13
Desperate Housewives	White-themed—Narrated by the ghost of a suicided housewife, explores lives of various unhappy women	ABC	9-10	Sun	Yes	1 Latino	1 Latina	2	Yes	11
Boston Legal	White-themed—James Spader and William Shatner star in this spin-off of The Practice	ABC	10-11	Sun	No	0	0	0	Yes	6
Judging Amy	White-themed—a single mother leaves New York to become a family court judge in Connecticut	CBS	10-11	Tues	Yes	1 black male	0	1	No	9
Joan of Arcadia	White-themed—a contemporary “Joan of Arc” narrative set in Arcadia	CBS	8-9	Fri	No	0	0	0	No	5
North Shore	White-themed—drama envelops the staff and guests of the Grand Waimea Hotel	FOX	8-9	Mon	Yes	1 Asian male	0	1	Yes	8
Tru Calling	White-themed—a young woman who converses with the dead must prevent a wrongful death w/in twelve hours; set in NYC	FOX	8-9	Thurs	No	0	0	0	Yes	7
Las Vegas	White-themed—“an adrenaline-fueled drama” centered on an ex-CIA agent’s surveillance company in Las Vegas	NBC	9-10	Mon	Yes	1 black male	1 black female	2	Yes	7

GENRE 3: DRAMA (CONTINUED FROM PREVIOUS PAGE)

Show Title	Racial Theme—Description	Network	Time	Day	Any MRCs?	Male MRCs	Female MRCs	Number of MRCs	New Show?	Number of RCs
The West Wing	White-themed—"a behind-the-scenes glimpse into the Oval Office as seen through the eyes of its eclectic group of frenzied staffers and the First Family."	NBC	9-10	Wed	Yes	1 black male	0	1	No	9
American Dreams	White-themed—set during the 1960s and told through a white, teen girls' perspective	NBC	8-9	Sun	Yes	2 black males	0	2	No	10
Kevin Hill	Black-themed—Taye Diggs stars as a lawyer "whose life turns upside down when he's left to raise the six-month-old daughter of his cousin"	UPN	9-10	Wed	Yes	1 Latino, 1 black male	1 black female	3	Yes	6
7th Heaven	White-themed—a pastor and his family confront various "moral challenges"	WB	8-9	Mon	No	0	0	0	No	10
Everwood	White-themed—"the Brown family arrives in Everwood, Colorado to heal their wounds and find out if small-town values can survive in a rapidly changing world"	WB	9-10	Mon	Yes	1 black male	0	1	No	9
Gilmore Girls	White-themed—"a mother-daughter team grows up together in this dramedy"	WB	8-9	Tues	Yes	1 black male	1 Asian female	2	No	11
The Mountain	White-themed—"Against the backdrop of a playground of wealth, privilege, extreme sports, and fireside affairs, unfolds the latest drama from producer McG"	WB	9-10	Tues	Yes	0	1 Latina	1	Yes	10
Jack & Bobby	White-themed—an eccentric single mother with high ambitions raises her two sons	WB	9-10	Sun	Yes	1 black male	0	1	Yes	6
Totals	16				12	17	6	23	7	131

GENRE 4: CRIME (CONTINUED ON NEXT PAGE)

Crime	Number of Shows	Percentage
ABC	1 (returning)	
CBS	8 (7 returning, 1 new)	
FOX	0	
NBC	7 (5 returning, 2 new)	
UPN	0	
WB	0	
Total Series	16 (13 returning, 3 new)	
Total Regular Characters	98	100%
Minority Regular Characters (MRC)	28	29%
Latino Regular Characters (LRC)	7	7%
Average MRCs per Series	1.75	
Average LRCs per Series	0.44	
Series without MRCs	1	6%

Show Title	Racial Theme— Description	Network	Time	Day	Any MRCs?	Male MRCs	Female MRCs	Number of MRCs	New Show?	Number of RCs
NYPD Blue	White-themed—NYC cops “pursuing justice while struggling to maintain an ever-elusive sense of humanity”	ABC	10-11	Tues	Yes	1 Latino , 1 black male	1 Latina , 1 black female	4	No	9
NCIS	White-themed—Mark Harmon stars as a special agent investigating any crime related to the Navy and Marine Corps	CBS	8-9	Tues	No	0	0	0	Yes	6
CSI: Miami	Multiethnic—crime scene investigators in Miami	CBS	10-11	Mon	Yes	2 Latinos	1 black female	3	No	5
CSI: NY	White-themed—crime scene investigators in New York, stars Gary Sinise	CBS	10-11	Wed	Yes	1 black male	0	1	Yes	6
CSI	White-themed—crime scene investigation in Las Vegas	CBS	9-10	Thurs	Yes	1 black male	0	1	No	6
Without a Trace	White-themed—drama about the FBI’s Missing Persons Squad	CBS	10-11	Thurs	Yes	1 Latino	1 black female	2	No	5
Jag	White-themed—military lawyers/detectives	CBS	9-10	Fri	Yes	1 black male	0	1	No	6
Crimetime Saturday	Encore presentations of various CBS crime series	CBS	9-10	Sat	—	—	—	—	—	—
Cold Case	White-themed—“a lone female detective in Philadelphia finds her calling when she’s assigned to crimes that have never been solved”	CBS	8-9	Sun	Yes	1 black male	0	1	Yes	5

GENRE 4: CRIME (CONTINUED FROM PREVIOUS PAGE)

Show Title	Racial Theme—Description	Network	Time	Day	Any MRCs?	Male MRCs	Female MRCs	Number of MRCs	New Show?	Number of RCs
LAX	White-themed—Heather Locklear and Blair Underwood police the Los Angeles International Airport	NBC	10-11	Mon	Yes	1 black male	0	1	Yes	6
Hawaii	Multiethnic—“set in Oahu, this series follows the exploits of Honolulu’s Metro Police Department”	NBC	8-9	Wed	Yes	2 Asian males, 1 black male	1 Asian female	4	Yes	7
Law & Order: Special Victim’s Unit	White-themed—chronicles “the elite Special Victims Unit” of the NYPD	NBC	10-11	Tues	Yes	1 Asian male, 1 black male	1 black female	3	No	9
Law & Order	White-themed—Set in NYC, explores crimes as they are investigated and then handled in court	NBC	10-11	Wed	Yes	1 black male	1 black female	2	No	7
Third Watch	White-themed—police, paramedics and fire fighters work the graveyard shift in New York City	NBC	9-10	Fri	Yes	1 Latino , 1 black males	1 Latina	3	No	9
Law & Order: Criminal Intent	White-themed—a legal crime drama that “exposes major crimes from the criminal’s perspective”	NBC	9-10	Sun	Yes	1 black male	0	1	No	4
Crossing Jordan	White-themed—set in Boston, coroners offer their forensic skills to the police	NBC	10-11	Sun	Yes	1 Asian male	0	1	No	8
Totals	16				14	20	8	28	3	98

GENRE 5: NEWS

News Programs	Number of Programs	Percentage
ABC	2 (returning)	
CBS	2 (1 returning, 1 new)	
FOX	0	
NBC	1 (returning)	
UPN	0	
WB	0	
Total Series	5 (4 returning, 1 new)	
Total Anchors/Regular Reporters	22	100%
Minority Anchors/Regular Reporters	4	18%
Latino Regular Anchors/Regular Reporters	1	4.5%
Average Minority Anchors/Regular Reporters per Series	0.8	
Average Latino Anchors/Regular Reporters per Series	0.2	
Series without Minority Anchors/Regular Reporters	2	40%

Program Title	Racial Theme— Description	Network	Time	Day	Any Minority Anchors?	Male Minority Anchors/ Reporters	Female Minority Anchors/ Reporters	Number of Minority Anchors/ Reporters	New Program?	Number Anchors/ Reporters
Primetime Live	White-themed	ABC	10-11	Thurs	No	0	0	0	No	2
20/20	White-themed	ABC	10-11	Fri	No	0	1 Latina	1	No	4
60 Minutes	White-themed	CBS	8-9 and 7-8	Wed Sun	Yes	1 black male	0	1	No	6
48 Hours Investigates	White-themed	CBS	10-11	Sat		2 black males	0	2	Yes	8
Dateline	White-themed	NBC	8-9 and 7-8	Fri and Sun	No	0	0	0	No	2
Totals	5				1	3	1	4	1	22

GENRE 6: MOVIES / SPECIALS / SPECTACULARS

Movies / Specials / Spectaculars	Number of Scheduled Programs	Percentage
ABC	1 (returning)	
CBS	1 (returning)	
FOX	0	
NBC	1 (returning)	
UPN	0	
WB	0	
Total Scheduled Programs	3 (returning)	
Total Regular Characters	N/A	
Minority Regular Characters (MRC)	N/A	
Latino Regular Characters (LRC)	N/A	
Average MRCs per Series	N/A	
Average LRCs per Series	N/A	
Series without MRCs	N/A	

Program Title	Racial Theme and/or Description	Network	Time	Day	Any MRCs?	Male MRCs	Female MRCs	Number of MRCs	New Show?	Number of RCs
The Wonderful World of Disney	Typically White-themed—Movies	ABC	8-11	Sat	—	—	—	—	—	—
NBC Saturday Night Movie	Movies/Specials	NBC	9-11	Sat	—	—	—	—	—	—
CBS Sunday Night Movie	Movies	CBS	9-11	Sun	—	—	—	—	—	—
Totals	3									

GENRE 7: TEEN

Teen	Number of Shows	Percentage
ABC	1 (new)	
CBS	1 (new)	
FOX	2 (returning)	
NBC	0	
UPN	1 (new)	
WB	1 (returning)	
Total Series	6 (3 returning, 3 new)	
Total Regular Characters	51	100%
Minority Regular Characters (MRC)	5	10%
Latino Regular Characters (LRC)	2	4%
Average MRCs per Series	1	
Average LRCs per Series	0.3	
Series without MRCs	2	33%

Show Title	Racial Theme—Description	Network	Time	Day	Any MRCs?	Male MRCs	Female MRCs	Number of MRCs	New Show?	Number of RCs
Life as We Know It	White-themed—“three hormonally-charged teenage boys” struggle through high-school	ABC	9-10	Thurs	Yes	0	1 black female	1	Yes	8
Clubhouse	White-themed—“a drama about a 16-year-old boy who becomes a man in a world of overgrown boys when he takes a job as a bat-boy for a professional baseball team”	CBS	9-10	Tues	Yes	2 Latinos	0	2	Yes	8
That 70s Show	White-themed—comedy set in the 1970s	FOX	8-8:30	Wed	Yes	1 Male of Color (Ethnicity intentionally ambiguous)	0	1	No	11
The O.C.	White-themed—Set in Newport Beach, teen drama unfolds	FOX	8-9	Thurs	No	0	0	0	No	9
Veronica Mars	White-themed—a “17-year-old apprentice private investigator is dedicated to solving the toughest mysteries”	UPN	9-10	Tues	Yes	1 black male	0	1	Yes	6
One Tree Hill	White-themed—two teen boys who secretly share the same father dramatically compete “in their homes, their hearts and at school”	WB	9-10	Tues	No	0	0	0	No	9
Totals	6				4	4	1	5	3	51

GENRE 8: MEDICAL

Medical	Number of Shows	Percentage
ABC	0	
CBS	1 (new)	
FOX	1 (new)	
NBC	2 (1 returning, 1 new)	
UPN	0	
WB	0	
Total Series	4 (1 returning, 3 new)	
Total Regular Characters	26	100%
Minority Regular Characters (MRC)	6	23%
Latino Regular Characters (LRC)	0	0%
Average MRCs per Series	1.5	
Average LRCs per Series	0	
Series without MRCs	1	25%

Show Title	Racial Theme— Description	Network	Time	Day	Any MRCs?	Male MRCs	Female MRCs	Number of MRCs	New Show?	Number of RCs
Dr. Vegas	White-themed—"Rob Lowe and Joe Pantoliano star in a drama about an unconventional casino physician"	CBS	10-11	Fri	No	0	0	0	Yes	4
House	White-themed—"a team of doctors take on the mystery of a medical malady, make diagnoses, and save lives"	FOX	9-10	Tues	Yes	1 black male	0	1	Yes	6
ER	White-themed—"centers on the emergency room personnel in a Chicago general hospital"	NBC	10-11	Thurs	Yes	2 black males	2 Asian females	4	No	11
Medical Investigation	White-themed—"part cop show, part medical drama about the Nat'l Institutes of Health"	NBC	10-11	Fri	Yes	1 black male	0	1	Yes	5
Totals	4				3	4	2	6	3	26

GENRE 9: SPORTS

Sports	Number of Programs	Percentage
ABC	1 (returning)	
CBS	0	
FOX	0	
NBC	0	
UPN	1 (returning)	
WB	0	
Total Shows	2	
Total Regular Commentators	5	100%
Minority Regular Commentators	2	40%
Latino Regular Commentators	1	20%
Average MR Commentators per Series	1	
Average LR Commentators per Series	0.5	
Series without MRCs	0	0%

Program Title	Racial Theme	Network	Time	Day	Any MRCs?	Male MRCs	Female MRCs	Number of MRCs	New Program?	Number of RCs
Monday Night Football	Multiethnic	ABC	9-11	Mon	Yes	0	1 Latina	1	No	3
WWE Smackdown	Multiethnic	UPN	8-10	Thurs	Yes	1 black male	0	1	No	2
Totals	2				2	1	1	2	0	5

GENRE 10: SKETCH-COMEDY / VARIETY

Sketch-Comedy / Variety	Number of Shows	Percentage
ABC	0	
CBS	0	
FOX	0	
NBC	1 (returning)	
UPN	0	
WB	3 (1 returning, 2 new)	
Total Series	4	
Total Regular Characters	13	100%
Minority Regular Characters (MRC)	3	23%
Latino Regular Characters (LRC)	0	0%
Average MRCs per Series	1	
Average LRCs per Series	0	
Series without MRCs	2	50%

Show Title	Racial Theme— Description	Network	Time	Day	Any MRCs/ hosts?	Male MRCs	Female MRCs	Number of MRCs	New Show?	Number of RCs
The Last Comic Standing	White-themed—stand-up comedians compete	NBC	8-9	Tues	No	0	0	0	No	1 regular host
Blue Collar TV	White-themed—white-trash sketch comedy	WB	8-8:30	Thurs	Yes	1 black male	0	1	Yes	9
Drew Carey's Green Screen	White-themed—comedy skits using a green-screen	WB	8:30-9	Thurs	No	0	0	0	Yes	1 regular host
Steve Harvey's Big Time	Black-themed—comedic talk show hosted by Steve Harvey	WB	7-8	Sun	Yes	2 black males	0	2	No	2
Totals	4				2	3	0	3	2	13

GENRE 11: SCI-FI / FANTASY / SUPERNATURAL

Sci-Fi / Fantasy / Supernatural	Number of Shows	Percentage
ABC	0	
CBS	0	
FOX	0	
NBC	0	
UPN	1 (returning)	
WB	2 (returning)	
Total Series	3 (returning)	
Total Regular Characters	21	100%
Minority Regular Characters (MRC)	4	19%
Latino Regular Characters (LRC)	0	0%
Average MRCs per Series	1.3	
Average LRCs per Series	0	
Series without MRCs	0	0%

Show Title	Racial Theme— Description	Network	Time	Day	Any MRCs?	Male MRCs	Female MRCs	Number of MRCs	New Show?	Number of RCs
Charmed	White-themed—post-teen girls tap into the supernatural world	WB	8-9	Sun	No	1 black male	0	1	No	6
Smallville	White-themed—charts Clark Kent's adolescence, particularly his romance w/ "Lana Lang" and his coming to terms w/ his super-powers	WB	8-9	Wed	Yes	0	1 Asian female (bi-racial)	1	No	8
Enterprise	White-themed—"the latest entry in the Star Trek saga, set in the 22nd century"	UPN	8-9	Fri	Yes	1 black male	1 Asian female	2	No	7
Totals	3				2	2	2	4	0	21

GENRE 12: ANIMATION

Animated	Number of Shows	Percentage
ABC	0	
CBS	0	
FOX	2 (returning)	
NBC	1 (new)	
UPN	0	
WB	0	
Total Series	3 (2 returning, 1 new)	
Total Regular Characters	41	100%
Minority Regular Characters (MRC)	7	17%
Latino Regular Characters (LRC)	0	0%
Average MRCs per Series	2.3	
Average LRCs per Series	0	
Series without MRCs	0	0%

Show Title	Racial Theme— Description	Network	Time	Day	Any MRCs?	Male MRCs	Female MRCs	Number of MRCs	New Show?	Number of RCs
Father of the Pride	White-themed—through CGI provides a glimpse of “the off-stage antics and the suburban life of Siegfried & Roy’s white lions”	NBC	9-9:30	Tues	—	—	—	—	Yes	—
King of the Hill	White-themed—a loving, “white trash family” dealing with various crises	FOX	7:30-8	Sun	No	1 Asian male, 1 Native Amer. male	2 Asian females	4	No	15
The Simpsons	White-themed—Matt Groening’s “immortal nuclear family in Springfield, IL”	FOX	8-8:30	Sun	Yes	2 black males, 1 Asian male	0	3	No	26
Totals	3				1	5	2	7	1	41