

Network Report Card Grading Explanation

2008 – 2009

Primetime

Actors: On-air Primetime “Scripted” Shows (Regular & Recurring)

The grade in this category is based on the extent to which the networks have increased their employment of qualified minority actors from Fall of 2008 to Summer of 2009 in primetime and scripted television programs. To be considered as having received network employment an actor must be a “regular,” in other words, he or she must have a season contract for a series. “Recurring” actors, who are those that appear on three or more episodes, will also count. Additionally, the networks must demonstrate that they explicitly told their casting directors about the obligation to prioritize diversity in every casting call, every meeting with talent agents or agencies, production companies and in casting every show.

Networks will be given credit in the grading process for non-traditional casting decisions made during the 2008-09 Season (*e.g.*, employing an actor of color to play the role of a character which was based on or specifically designated as a non-ethnic individual). The network must provide data, broken down by ethnic community, as to the number of actors of color employed or to be employed, including a breakdown of “regular” and “recurring” actors, as well as the total number of actors employed or to be employed by the network during the 2008-09 Season.

Actors: On-air Primetime “Reality” Programming

The grade in this category is based on the extent to which the networks have increased the employment of qualified actors of color, hosts, judges and contestants/participants, from Fall of 2008 to Summer of 2009 in primetime reality programming. Hosts, judges and contestants/participants that participate in at least one episode that airs will be considered. Additionally, the network must demonstrate that they explicitly conveyed to their casting directors that diversity should be a priority in every casting call, every meeting with talent agents or agencies, production companies and in casting every show.

The network must provide data, broken down by ethnic community as to the number of actors of color employed or to be employed including a breakdown of actors, host, judges or contestants/participants.

Writers & Producers

The grade in this category will be based on the extent to which the networks have increased employment of qualified ethnic writers and/or producers in the production of network television series during the 2008-09 season. At the time of the networks’ year-end submission, there must be in place a program and/or initiative to increase the employment of ethnic minorities in each subcategory, (*i.e.*, writers and/or producers for upcoming seasons). The network must provide data,

broken down by ethnic community, as to the number of minority writers and/or producers employed or to be employed by the network during the 2008-09 Season.

Directors

The grade in this category will be based on the extent to which the networks have increased employment of qualified ethnic directors in the production of network television series during the 2008-09 Season. At the time of the network's year-end submission, there must be in place a program and/or initiative to increase the employment of ethnic directors for upcoming seasons. The network must provide data, broken down by ethnic community, as to the number of ethnic directors employed or to be employed by the network during the 2008-09 Season.

Program Development

The highest grade in this category will be given to the network that has shown significant improvement in increasing the number of development deals that include actors, writers and/or producers of diverse backgrounds in a variety of roles during the 2008-09 Season. The network must provide data, broken down by ethnic community, as to the number of development deals negotiated during the 2008-09 Season.

Procurement

The highest grade in this category will be given to the network that has contracted with a substantial number of qualified minority companies for procurement services and/or goods, and has contracted a substantial sum of its procurement dollars with said companies. The network must provide data, broken down by ethnic community, as to the number of contracts and the sum of the procurement agreements entered into by the network during the 2008-09 Season.

Entertainment Executives

Grades in this category will be based on whether the network has instituted a recruitment and training program to significantly increase the employment of people of color in entertainment management and executive positions. The highest grade will go to the network that also implements programs that improve the hiring and promotion process of people of color in the annual evaluation of management. The network must provide data, broken down by ethnicity, regarding the number of ethnic hires in entertainment management and executive positions during the 2008-09 Season.

Network Commitment to Diversity

An "A" grade in this category will be given to a network that demonstrates a commitment to diversity in every aspect of its broadcast television business. Said commitment may be demonstrated by the following: (1) the placement of an infrastructure designed to accomplish the goals of greater inclusion and opportunities for qualified people of color that reaches every network division; (2) regular communication with the Coalition about the network's progress; (3) the active participation of key creative executives in the application and achievement of those initiatives; (4)

the sharing of all records regarding the categories above; and (5) the voluntary extension of the *Memoranda of Understanding* to include other network operating entities within the corporation.

Letter Grades

A = Exceptional Results

B = Very good effort **and/or** results

C = Good effort **and/or** results

D = Inadequate effort **and/or** results

F/I = Fail/Incomplete information