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AN OCCASIONAL SERIES AVAILABLE IN ELECTRONIC FORMAT

LOOKING FOR  
LATINO REGULARS  
ON PRIME-TIME TELEVISION:  
THE FALL 2003 SEASON

ALISON R. HOFFMAN AND CHON A. NORIEGA  
UCLA CHICANO STUDIES RESEARCH CENTER

Latinos now comprise the largest minority group in the country,  
yet register as the most underrepresented group in prime-time.

75% of prime-time's regular characters are white and 85% of shows do not include Latino regular characters.  
Though more minorities appear on prime-time this year, the number of Latino characters has remained constant.

FOR MORE INFORMATION, CONTACT:

UCLA Chicano Studies Research Center • 193 Haines Hall • Los Angeles, CA 90095-1544  
Phone: 310-825-2642 • Fax: 310-206-1784 • E-Mail: [press@chicano.ucla.edu](mailto:press@chicano.ucla.edu)

The center's books and journals are sold at [www.chicano.ucla.edu](http://www.chicano.ucla.edu)

Editor: Chon A. Noriega • Publications Coordinator: Wendy Belcher

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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*.

Last year the UCLA Chicano Studies Research Center issued its first annual study of race and genre on prime-time television's Fall 2002 season (Hoffman 2003). This year our report provides an update by looking at the Fall 2003 line-up of programs on the six commercial networks: ABC, CBS, FOX, NBC, UPN, WB (see fig. 1).

Network	Total Number of Prime-Time Programs	Total Number of New Programs	Total Number of Returning Programs
ABC	25	6	19
CBS	23	6	17
FOX	21	6	15
NBC	23	17	6
UPN	12	7	5
WB	16	11	5
<b>Total</b>	<b>120</b>	<b>53</b>	<b>67</b>

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

	Number	Percentage
<b>Total Prime-Time Regular Characters</b>	690	100%
Minority Regular Characters (MRC)	172	24.8%
Latino Regular Characters (LRC)	<b>28</b>	<b>4.1%</b>
<b>Total Prime-Time Programs with Regular Characters/Hosts</b>	116	100%
Programs with MRCs	71	60%
Programs without MRCs	45	39%
Programs with LRCs	<b>18</b>	<b>15.5%</b>
Programs without LRCs	98	84.5%
<b>Total Themed/Hosted Shows</b>	116	100%
White-Themed/Hosted Shows	93	79%
Black-Themed/Hosted Shows	12	10%
Latino-Themed Shows	<b>2</b>	<b>1.7%</b>
Multicultural-Themed Shows	9	7.7%

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

Genre	Number of Series in Genre	Number of Prime-Time Hours	Percent of Prime-Time Hours	Percent of RCs Who are MRCs	Number of RCs Who are LRCs	Number of Series with LRCs
Police/Crime/Detective	23	23	22.7%	29%	7%	8
Situation Comedies	44	22	21.7%	31%	5.5%	7
Drama	15	15	14.8%	15%	1.7%	2
News	8	8	7.9%	12%	0%	0
Reality	8	8	7.9%	0%	0%	0
Movies/Specials/Spectaculars	4	8	7.9%	—	—	—
Sci-Fi/Fantasy/Supernatural	5	5	4.9%	24%	3%	1
Sports	2	4	3.9%	40%	20%	1
Teen	4	3.5	3.4%	6%	0%	0
Sketch Comedy/Variety	3	1.5	1.5%	77%	0%	0
Animation	2	1	1%	6%	0%	0
Musical	1	1	1%	33%	0%	0
Medical	1	1	1%	30%	0%	0
<b>Total</b>	<b>120</b>	<b>101</b>	<b>100%</b>	<b>25%</b>	<b>4.1%</b>	<b>18</b>

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

Overall, network prime-time programs include more minority characters than last year (172 or 24.8% of all characters in 2003, versus 151 or 23.3% in 2002). But for Latinos, opportunities have not improved. Latinos make up 13% of the U.S. population and now represent the largest minority group. But the number of Latino regular characters remains nearly constant, at around 4%. White characters account for over 75% of all roles on prime-time television and can be found on 95% of all prime-time series, while Latinos remain highly segregated on the programming schedule, appearing on only 15% of series and on just 5 out of 12 genres (see figs. 2 and 3).

#### 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.<sup>1</sup> 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, 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, and so on), our study relies upon the networks' own promotional information. In particular, we use the local web pages for each series. These pages are 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 in July and August 2003. For series in which the web pages provided

Show Title	Network	Evening and Time	Number of Latinas (female)	Number of Latinos (male)
Eve	UPN	Mon 8:30-9	1	0
Third Watch	NBC	Mon 9-10	0	1
Monday Night Football	ABC	Mon 9-11	1	0
Skin*	FOX	Mon 9-10	1	1 bi-racial Latino
CSI: Miami	CBS	Mon 10-11	0	1
NYPD Blue	ABC	Tues 10-11	1	1
24	FOX	Tues 9-10	0	1
Jake 2.0*	UPN	Wed 9-10	0	1
Becker*	CBS	Wed 9:30-10	0	1
Threat Matrix	ABC	Thurs 8-9	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
George Lopez	ABC	Fri 8:30-9	3	3
Luis*	FOX	Fri 8:30-9	2	1
All About the Andersons	WB	Fri 9:30-10	1	0
10-8*	ABC	Sun 8-9	1	1
Boomtown*	NBC	Sun 10-11	0	1
<b>Totals 18</b>			<b>13</b>	<b>15</b>

\* Denotes that program has been cancelled (as of 2/25/04)

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

inconclusive information, we then viewed the series' title sequence during the first month of the Fall season.

This 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, then, 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 of minority representation than sampling. 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. To date, such categories have been used in the press to describe Black-cast series, and the recently created 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, *Skin* and *Like Family*.

#### FINDINGS

While sitcoms like *The George Lopez Show* and *Luis* have garnered media attention, and represent important advances in Latino-themed programming, the overall

picture for Latinos has not improved since last year. In fact, looking back at last year's programs, we find that Latino representation on television decreased.

Many of last year's shows that featured LRCs (Latino Regular Characters) have been cancelled (e.g., *Greetings from Tucson*, *Kingpin*, *Firefly*, *Sabrina*, *The Grubbs*) or, unfortunately, have written off their LRCs (e.g., *Good Morning, Miami*). Many of this year's shows with LRCs have already disappeared from the screen (see fig. 4). Although FOX can be commended for including more LRCs in their fall programming, the network also shelved a Latino-themed sitcom, *The Ortegas*, initially planned to air in the fall, in order to provide more airtime for their White-themed teen drama, *The O.C.* Had FOX aired *The Ortegas* in Fall 2003, an improvement would have easily been seen: there would have been one more Latino-themed show than last year and the LRCP (Latino regular character percentage) would have been 4.6% instead of 4.1%. Without the inclusion of *The*

*Ortega* in the fall line-up, *Luis* and *The George Lopez Show* were the only Latino-themed programs. They accounted for 9 out of 28 LRCs, over 30% of the overall LRCP on prime-time. The recent cancellation of *Luis* reveals the fragility of Latino representation on prime-time and points toward the need for a greater number of LRCs within each and every genre. Moreover, *Luis*'s cancellation calls attention to the tenuous presence of LRCs. Series cancellations resulted in a loss of 10 out of 28 Latino regular characters (or 36%) from the Fall schedule.

Similar to our 2002 findings, this year there remains a glaring absence of LRCs and/or hosts on prime-time in general. Out of 690 regular characters/hosts on prime-time, only 28 are Latinos (13 women and 15 men). This underrepresentation becomes even more dramatic when individual programs are grouped into genres, or "types." This year we have identified 12 distinct genres composed of programs that feature regular characters or hosts. LRCs appear in only 5 of these genres: crime, situation comedy, drama, sci-fi, and sports. Moreover, LRCs are missing from 7 genres: news, reality, teen, variety, animation, musical, and medical. The largest percentage of LRCs can be found in the sports genre (20%), due to the addition of a Latina commentator on ABC's *Monday Night Football*. A significant percentage of LRCs appear on crime shows (7%) and sitcoms (5.5%)—an encouraging sign insofar as crime shows and sitcoms constitute the two most popular genres, but also a problematic phenomenon in that Latino characterizations are often limited to spaces such as the home and the police station (either as criminals or as cops). The genres of sci-fi (3%) and drama (1.7%) register very small LRCPs. With the exception of sports, Latinos are not represented anywhere near their national demographic of 13%, let alone their much larger presence in the urban settings typical of the other four genres in which Latino regulars appear.

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%)	0 (0%); (0%)	0 (0%); (0%)
Asian American	9 (1.3%); (5.3%)	3 (.4%); (1.8%)	12 (1.7%); (7%)
Black	52 (7.5%); (30.4%)	77 (11%); (45%)	129 (19%); (75%)
Latino	13 (.2%); (7.6%)	15 (.22%); (8.8%)	28 (4.1%); (16%)
Middle Eastern	0 (0%); (0%)	2 (.2%); (1.2%)	2 (.2%); (1.2%)
<b>Total</b>	<b>74</b> (11%); (43%)	<b>97</b> (14%); (57%)	<b>171</b> (25%); (100%)

**Fig. 5. Breakdown of Minority Regular Characters by Race/Ethnicity and Gender**

In terms of overall Minority Regular Characters (MRCs) on prime-time, the numbers have slightly increased. MRCs now account for 25% of the total number of prime-time regular characters (171 out of 690), instead of last year's 23.3% (151 out of 649). However, there are slightly fewer programs with MRCs this year, 60% as opposed to last year's 63%. This decrease in programs with MRCs can be accounted for largely by the increase in the number of sitcoms, one of television's most segregated genres. However, the networks can be applauded for their inclusion of their self-consciously labeled "multiethnic" ensemble cast shows (e.g., *10-8*, *Like Family*, *Skin*). This year, multiethnic programs compose 7% of prime-time's total series.

Figure 5 presents a breakdown of prime-time MRCs based on race/ethnicity and gender. This figure is particularly revealing when considering how series creators/directors imagine the U.S. ethnic landscape and, more specifically, what types of people occupy this landscape. Overwhelmingly, black male characters account for the greatest number of MRCs (45%) and black females make up 30.4%. Among Asian American regular characters, there are three times as many women as men. The highest concentration of Asian American women can be found in the sci-fi genre, a racialized pattern on television that can be witnessed since the 1960s. Middle Eastern men appear on two

new series this year—ABC's post-9-11 program about a "Homeland Security Agency" battling terrorism, titled *Threat Matrix*, and NBC's sitcom starring Whoopi Goldberg as a New York City hotel owner, *Whoopi*. There were no Middle Eastern female characters and, again this year, there were no American Indian characters.

Finally, the overall MRCP of 25% is shockingly low when one considers that most prime-time programs are set in urban areas with large concentrations of people of color, or areas that are well-known for their ethnic communities. Yet many urban shows are White-themed and often feature few, if any, characters of color. For example, NBC's *Karen Sisco* is set in Miami and the title character is based on Jennifer Lopez's character in the film *Out of Sight*, yet there is not one LRC on the show. ABC's nostalgic crime show *Dragnet*, set in Los Angeles where 45% of the population is Latino, features an all-white cast with no MRCs. Other examples of urban shows with either a non-existent or low MRCP/LRCP include *Alias*, *The Handler*, *The District*, *Law & Order*, *Law & Order SVU*, *Tarzan*, *Married to the Kellys*, *Still Standing*, *Everybody Loves Raymond*, *King of Queens*, *A Minute with Stan Hopper*, *Arrested Development*, *Frasier*, *Good Morning Miami*, *Friends*, *Will & Grace*, *Coupling*, *Tru Calling*, *Miss Match*, *The O.C.* and *E.R.*

A shift in the popularity of genres can also be witnessed this year (see fig. 3).

Crime shows encompass the greatest number of prime-time hours (22.7%) with situation comedies a close second (21.7%); last year these figures were reversed. The presence of the sci-fi genre has significantly decreased (from 7% to 4.9% of prime-time hours), as has the teen show genre (from 5.9% to 3.4%). Reality shows have gained prominence on prime-time this year, while medical dramas have virtually disappeared with only *E.R.* remaining from last year's four medical-themed programs.

#### LATINOS ON PRIME-TIME TELEVISION BY GENRE

##### POLICE/CRIME/DETECTIVE

As the most visible genre in Fall 2003, crime series increased this year from 2002 with five more shows (for a total of 23 shows—17 returning and 6 new series). The MRCP and LRCP rates have both increased by 1%, with MRCs accounting for 29% of the genre's regular characters and LRCs making up 7%. Highly gender stratified, this genre features far more men than women, a disparity played out among the genre's LRCs. Of the 10 LRCs, 7 are men and 3 are women. Largely imagined as masculine and white (96% of crime shows are White-themed), network prime-time's crime series often fail to represent the racial and gender plurality of their urban settings. The majority of crime series are set in New York City and Los Angeles, cities that boast Latino populations of 27% and 45%, respectively. Indeed, in 2001 33.4% of Los Angeles Police Department officers were Latino. Why then, do LRCs make up only 7% of the genre's characters? Certain shows within this genre are exceptional for having a larger number of LRCs (10-8 and *NYPD Blue*). However, ABC's *Dragnet* and CBS' *Navy NCIS* feature all-white regular characters.

##### SITUATION COMEDIES

Whether family-oriented or occupational, the sitcom occupies a large presence on prime-time (21.7%). Like crime shows, the number of sitcoms has risen this year (44 as opposed to last year's 37).

Unfortunately, there are less LRCs on sitcoms this year (only 5.5%) and as mentioned earlier, one of the two Latino-themed shows on prime-time, *Luis*, has already been cancelled. Oddly enough, FOX's *Luis* and ABC's *The George Lopez* show were also scheduled on the same night of the week (Friday), and *at the same time* (8:30-9:00 p.m.)! In other words, the networks placed the only Latino-themed shows on prime-time in competition with one another, a recipe that surely would lead to at least one of their cancellations, and subsequently, a drastic decrease in the LRCP. This scheduling decision also decreases audiences' ability to tune into more than one Latino-themed show.

Furthermore, LRCs appear on only 6 out of the 44 sitcoms on prime-time (13.6%). 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 sitcoms, 50% feature an all-white cast of regular characters, erasing MRCs from the screen. Conversely, Black- and Latino-themed sitcoms seem to carry the responsibility of addressing race, often making race and interracial relations their primary narrative themes (e.g., *Whoopi*, *Luis*, *Like Family*).

##### DRAMA

Dramas maintain the lowest LRCP of shows that feature LRCs (1.7%) and suffer from an overall low MRCP (15%). The Fall 2003 season's MRC and LRC figures for this genre have both decreased since last year. In fact, the recently cancelled FOX series *Skin*, which presented two LRCs, accounted for all of the LRCs within the dramatic genre. With this cancellation, LRCs disappear from the genre. Over 86% of dramas on prime-time are White-themed, and similarly, nearly 27% present only white regular characters (e.g., David E. Kelley's *The Brotherhood of Poland, N.H.*; *Joan of Arcadia*; *Tru Calling*; and *7th Heaven*). The only dramatic series that privileges characters of

color is FOX's *Boston Public* as it focuses on a public school's minority students and its multiethnic faculty.

##### NEWS AND REALITY

Just like last year's Fall season, all hosts in the reality genre are white and male (with the exception of *Extreme Makeover*, a show hosted by a white woman).<sup>2</sup> On prime-time news programs, only 12% of hosts are minorities and all are African American (3 men and 1 woman). Since all of the news and reality programs on prime-time this Fall were returning shows, it is particularly surprising that series producers did not add a Latino host or reporter to their shows. The absence of Latinos on both of these genres is especially troubling given that each genre—in its own way—makes a claim to presenting "reality."

##### SCIENCE FICTION / FANTASY / SUPERNATURAL

Stagnant at 3%, the LRC rate on sci-fi series remains the same as last year. Because the sci-fi genre is a relatively small genre that occupies little screen time (4.9%), the 3% LRCP can be accounted for by one LRC, a male supporting character on UPN's White-themed series *Jake 2.0*. All White-themed, the five sci-fi shows screen on the lesser-watched networks (the WB and UPN); however, two of these shows have significant and powerful fan cultures (*Charmed* and *Enterprise*). As mentioned above, the sci-fi genre features the highest concentration of Asian American female characters; while one of these characters is young Clark Kent's love-interest on *Smallville*, the other is "Hoshi Sato," an "academic intellectual and expert in exo-linguistics" who is framed against a predominantly white community on *Enterprise's* StarFleet. The overall MRCP for this genre registers at 24% (8 out of 34 characters).

##### SPORTS

With only two sports programs in the season's scheduled line-up and 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, sending the LRCP up to an all-time high (20%)—an encouraging figure. UPN's World Wrestling Entertainment (WWE) Smackdown regularly stars two commentators, one black ("Tazz") and the other white. Both sports shows offer "multiethnic" racial themes.

#### TEEN

Disturbingly, just as was the case last year, all of the four teen series are White-themed. Furthermore, the already low MRCP in 2002 (6.5%) has decreased in 2003 (to 6%). LRCs remain almost entirely absent in this genre; only one Latino actor appears on FOX's *That 70s Show*, but his ethnicity is intentionally constructed as a joke. The low MRCP rate in this genre reads as particularly grim and discriminatory when considering that the age group being represented on these shows is the most ethnically diverse in the U.S. population. The whiteness of FOX's popular new teen series *The O.C.* exemplifies the racial hierarchy within the genre.

#### SKETCH / VARIETY

As prime-time television has it, Latinos are not funny outside of the situation comedy genre. Although the MRCP of the sketch/variety genre is at its highest (77%), just as was true last year, LRCs are absent. The vast majority (70%) of regular characters within this genre are African American and all can be found on FOX's *Cedric the Entertainer*.

#### ANIMATION

Animated series are tied with teen-oriented shows for having the lowest percentage of MRCs (6%). They have maintained their exclusion of LRCs in 2003. Though guest characters who are Latino might be featured on FOX's two animated shows *The Simpsons* and *King of the Hill*—the only two animated series on

prime time—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 have to do is draw them!

#### MUSICAL

In the Fall schedule of 2003, only one series falls into the musical genre: *American Juniors*. With a multiethnic theme, though hosted by a white man, its MRCP registers at 33%. LRCs do not appear on this show, and thus, are lacking in the genre's fall line-up. It is interesting to note that a majority of the show's contestants are children of color, yet they cannot be counted as "regular characters" due to the structure of the show and its implicit hierarchies. Contestants, unlike hosts and judges, are coded as "unstable" guests who come and go.

#### MEDICAL

The number of medical-themed series has been dramatically reduced this year. Whereas last year there were four medical series, this year only *E.R.* remains, leaving the genre with a low prime-time presence of 1%, but a high MRCP (30%). However, like the genres of news and reality, teen, variety, animation, and musical, the medical-themed genre does not feature any LRCs. *E.R.* does represent African American and Asian American regular characters, so why are there no Latino regulars in a series set in a county with a 20% Latino population?

#### CONCLUSION

While there have been clear improvements in some areas—especially in the rise of Latino- and Multiethnic-themed series—overall, network television offers its viewers

a misleading conception of the nation's ethnic and racial diversity.<sup>3</sup> Though Latinos make up 13% of the U.S. population, as regular characters on network prime-time television, their presence amounts to only 4%, making them the most dramatically under-represented racial /ethnic group on prime-time. Through simultaneously examining race and genre on prime-time, we have seen the lack of Latino regular characters across the televisual landscape become even more pronounced. Latinos have yet to exercise a presence across all genres and series: for the past two years, Latino regular characters have been concentrated on less than half of prime-time's genres and on just 15% of series.

#### NOTES

1. Network hiring practices and recruitment strategies are examined in NAACP 2003.
2. Because the contestants on reality shows vary from week to week, we have not counted them in our study as "regular characters."
3. For an excellent discussion of television's constructed, "racial order," see Hunt 2003.

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#### ABOUT THE AUTHORS

Alison Hoffman is a Ph.D. student in the UCLA Department of Film, Television, and Digital Media and a research assistant in the UCLA Chicano Studies Research Center. She has published in *Film Quarterly* and *Popmatters.com*. Chon A. Noriega is director of the UCLA Chicano Studies Research Center and Professor in the UCLA Department of Film, Television, and Digital Media. He is the author of *Shot in America: Television, the State, and the Rise of Chicano Cinema* and several studies of Latino employment and representation in the film and television industries.

## GENRE 1: POLICE/CRIME/DETECTIVE (CONTINUED ON NEXT PAGE)

Police/Crime/Detective	Number of Shows	Percentage
ABC	7 (5 returning, 2 new)	
CBS	9 (6 returning, 3 new)	
FOX	1 (returning)	
NBC	5 (returning)	
UPN	0	
WB	1 (new)	
Total Series	<b>23</b> (17 returning, 6 new)	
Total Regular Characters	147	
Minority Regular Characters (MRC)	43	29%
Latino Regular Characters (LRC)	<b>10</b>	<b>7%</b>
Average MRCs per Series	1.9	
Average LRCs per Series	.43	
Series without MRCs	2	9%

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	1 Latina, 1 Black	4	No	9
Karen Sisco	Multiethnic themed – action and character drama set in Miami, based on J. Lo's character from the film <i>Out of Sight</i> , but the star is Italian American, not Latina	ABC	10-11	Wed	Yes	1 Black	0	1	Yes	5
Threat Matrix	White-themed – "Homeland Security Agency's highly specialized task force battles threats to our nation"	ABC	8-9	Thurs	Yes	1 Latino, 1 Black, 1 Middle Eastern	0	3	Yes	8
Dragnet	White-themed – modern day take on the classic police drama, set in L.A."	ABC	10-11	Sun	No	0	0	0	No	2
10-8	Multiethnic themed – "bad boy Rico Amonte moves from Brooklyn to L.A. to train at the Sheriff's academy"	ABC	8-9	Sun	Yes	1 Latino, 1 Black	1 Latina, 1 Black	4	Yes	6
Alias	White-themed – Set in L.A., special agent Sydney Bristow fights high crimes using surveillance techniques and martial arts	ABC	9-10	Sun	Yes	1 Black	1 Black	2	No	11
The Practice	White-themed – lawyer drama	ABC	10-11	Sun	Yes	1 Black	1 Black	2	No	9
CSI: Miami	White-themed – Set in South Florida, forensic cops solve crimes	CBS	10-11	Mon	Yes	1 Latino	1 Black	2	No	5

## GENRE 1: POLICE/CRIME/DETECTIVE (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
Navy 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	4
CSI	White-themed – Crime Scene Investigation in Las Vegas	CBS	9-10	Thurs	Yes	1 Black	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	2	No	5
Jag	White-themed – military lawyers/detectives	CBS	8-9	Tues	Yes	1 Black	0	1	No	7
The Handler	White-themed – Set in L.A., undercover FBI agents solve gritty crimes	CBS	10-11	Fri	Yes	1 Black	1 Black	2	Yes	5
Hack	White-themed – ex-cop turned taxi driver fights crime vigilante-style	CBS	9-10	Sat	Yes	1 Black	0	1	No	5
The District	White-theme – Craig T. Nelson stars as NYPD Commissioner	CBS	10-11	Sat	Yes	2 Black	1 Black	3	No	6
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	0	1	Yes	5
24	White-themed – CIA action unfolds in real time	FOX	9-10	Tues	Yes	1 Latino, 1 Black	1 Black	3	No	10
Third Watch	White-themed – police, paramedics, and fire fighters work the graveyard shift in NYC	NBC	9-10	Mon	Yes	1 Latino, 2 Black	0	3	No	10
Law & Order: Special Victims Unit	White-themed – chronicles "the elite Special Victims Unit" of the NYPD	NBC	10-11	Fri	Yes	1 As/Am, 1 Black		2	No	8
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	1 Black	2	No	6
Boomtown (cancelled)	White-themed – LA cops, paramedics, reporters, and officials represented through a highly stylized "multiple perspective narrative technique"	NBC	10-11	Sun	Yes	1 Black	1 Latina	2	No	7
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	0	1	No	4
Tarzan	White-themed – set in NYC, "an unconventional crime drama that puts a twist on the popular tale of Tarzan"	WB	9-10	Sun	Yes	1 Black	0	1	Yes	4
<b>Totals</b>	<b>23</b>				<b>21</b>	<b>29</b>	<b>13</b>	<b>43</b>	<b>7</b>	<b>147</b>



## GENRE 2: SITUATION COMEDIES (CONTINUED ON NEXT PAGE)

Situation Comedies	Number of Shows	Percentage
ABC	10 (6 returning, 4 new)	
CBS	6 (5 returning, 1 new)	
FOX	7 (4 returning, 3 new)	
NBC	8 (5 returning, 3 new)	
UPN	8 (4 returning, 4 new)	
WB	5 (3 returning, 2 new)	
Total Series	<b>44</b> (27 returning, 17 new)	
Total Regular Characters	253	
Minority Regular Characters (MRC)	79	31%
Latino Regular Characters (LRC)	<b>14</b>	<b>5.5%</b>
Average MRCs per Series	1.8	
Average LRCs per Series	0.3	
Series without MRCs	21	50%

Show Title	Racial Theme – Description	Network	Time	Day	Any MRCs?	Male MRCs	Female MRCs	Number of MRCs	New Show?	Number of RCs
8 Simple Rules for Dating my Teenage Daughter	White-themed – John Ritter portrayed a "rational dad struggling with his hormonally charged, incomprehensible daughters"	ABC	8:00-8:30	Tues	No	0	0	0	No	5
I'm With Her	White-themed – a "young everyman" school teacher dates a famous actress	ABC	8:30-9:00	Tues	No	0	0	0	Yes	4
According to Jim	White-themed – Jim Belushi stars as a "loving family man – a man's man – who wrestles with his teenager within"	ABC	9:00-9:30	Tues	No	0	0	0	No	7
Less than Perfect	White-themed – working in a newsroom, a "young woman battles her own insecurities without compromising her values"	ABC	9:30-10:00	Tues	Yes	0	1 Black	1	No	6
My Wife and Kids	Black-themed – Damon Wayans stars as a father of an upper-middle class family	ABC	8:00-8:30	Wed	Yes	2 Black	3 Black	5	No	5
It's All Relative	White-themed – a woman with a gay male dad couples up with a man with strict Irish Catholic parents	ABC	8:30-9:00	Wed	No	0	0	0	Yes	7
George Lopez	Latino-themed – Set in L.A., Lopez stars as a family man and manager at an airplane parts factory	ABC	8:30-9:00	Fri	Yes	3 Latinos	3 Latinas	6	No	6

## 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
Married to the Kellys	White-themed – an urban NYC writer pairs with a Kansas City girl	ABC	8:30-9:00	Fri	No	0	0	0	Yes	7
Hope & Faith	White-themed – two sisters – one a soccer mom, the other a soap star – share a roof	ABC	9:00-9:30	Fri	No	0	0	0	Yes	6
Life with Bonnie	White-themed – mom/wife is a talk-show host	ABC	9:30-10:00	Fri	Yes	1 Black	0	1	No	9
Yes, Dear	White-themed – "about two young couples and their outrageous views on parenting"	CBS	8:00-8:30	Mon	No	0	0	0	No	4
Still Standing	White-themed – portrays a working-class family in Chicago	CBS	8:30-9:00	Mon	No	0	0	0	No	6
Everybody Loves Raymond	White-themed – Set in Long Island, Ray Romano stars as a father and successful sports writer	CBS	9:00-9:30	Mon	No	0	0	0	No	5
Two and a Half Men	White-themed – stars Jon Cryer and Charlie Sheen as odd-couple brothers raising a young boy in Malibu	CBS	9:30-10:00	Mon	No	0	0	0	Yes	4
King of Queens	White-themed – set in Queens, NY, a multi-generational comedy starring Kevin James	CBS	9:00-9:30	Wed	Yes	1	0	1	No	7
Becker	White-themed – Ted Danson stars as a physician with "ethnically diverse patients"	CBS	9:30-10:00	Wed	Yes	1 Latino, 1 Black	1 Black	3	No	6
A Minute with Stan Hopper	White-themed – a NYC news reporter (Norm MacDonald) moves to a small town in Wisconsin with his wife	FOX	8:30-9:00	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	9:00-9:30	Wed	Yes	2 Black	3 Black	5	No	8
Wanda at Large	Black-themed – "a single woman and struggling standup comic finds herself in the spotlight when she is hired as an on-air correspondent on a local Washington DC political talk show"	FOX	8:00-8:30	Fri	Yes	3 Black	2 Black	5	No	8
Luis (cancelled)	Latino-themed – Luis Guzmán stars as a doughnut shop owner and father in Spanish Harlem	FOX	8:30-9:00	Fri	Yes	1 Latino, 1 Black	2 Latinas	4	Yes	6

## 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
Oliver Beene	White-themed – Set in the 1960s and told through a white boy's perspective	FOX	7:00-7:30	Sun	No	0	0	0	No	4
Malcolm in the Middle	White-themed – a white middle-class family with four sons as told through the eyes of the middle son	FOX	9:00-9:30	Sun	Yes	1 Black	0	1	No	7
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	9:30-10:00	Sun	No	0	0	0	Yes	6
Whoopi	Black-themed – Whoopi Goldberg stars as "Mavis Rae, a woman who owns and runs a small NYC hotel"	NBC	8:00-8:30	Tues	Yes	1 Black, 1 Middle-Eastern	1 Black	3	Yes	4
Happy Family	White-themed – a middle-aged couple's "empty nest" is refilled with their adult children	NBC	8:30-9:00	Tues	No	0	0	0	Yes	6
Frasier	White-themed – a psychologist and his family/friends in Seattle	NBC	9:00-9:30	Tues	No	0	0	0	No	5
Good Morning, Miami	White-themed – Set in Miami, "a talented young TV producer revamps the lowest-rated morning show in the country"	NBC	9:30-10:00	Tues	No	0	0	0	No	5
Friends	White-themed – thirty-somethings in NYC	NBC	8:00-8:30	Thurs	No	0	0	0	No	6
Scrubs	White-themed – medical comedy	NBC	8:30-9:00	Thurs	Yes	1 Black	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	9:00-9:30	Thurs	Yes	0	1 Latina	1	No	5
Coupling	White-themed – "concerns love and lust among six thirty-somethings"	NBC	9:30-10	Thurs	Yes	0	1 As/Am	1	Yes	6
The Parkers	Black-themed – focuses on a working-class family	UPN	8-8:30	Mon	Yes	2 Black	2 Black	4	No	5
Eve	Black-themed – Hip-hop star Eve plays Shelly, a "woman of the new generation trying to navigate love, sex, romance and career"	UPN	8:30-9:00	Mon	Yes	2 Black	1 Latina, 2 Black	5	Yes	5

## 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
Girlfriends	Black-themed – centralizes around a group of upper-class Black women	UPN	9:00-9:30	Mon	Yes	1 Black	4 Black	5	No	5
Half and Half	Black-themed – a "Black woman's comedy"	UPN	9:30-10:00	Mon	Yes	1 Black	4 Black	5	No	5
One on One	Black-themed – a teen-oriented family comedy	UPN	8:00-8:30	Tues	Yes	3 Black	2 Black	5	No	5
All of Us	Black-themed – inspired by the lives of Will Smith and Jada Pinkett Smith	UPN	8:30-9:00	Tues	Yes	3 Black	2 Black	5	Yes	5
Rock Me Baby	White-themed – relationships and parenthood as seen through the eyes of Jimmy, a provocative DJ"	UPN	9:00-9:30	Tues	Yes	1 Black	0	1	Yes	3
The Mulletts	White-themed – Loni Anderson stars as the mother of three "blue-collar, wrestling-loving brothers with mullets"	UPN	9:30-10:00	Tues	No	0	0	0	Yes	4
Run of the House	White-themed – older siblings return home, serving as surrogate parents to their youngest, teenage sister	WB	9:30-10:00	Thurs	No	0	0	0	Yes	4
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	8:00-8:30	Fri	No	0	0	0	No	7
Like Family	Multiethnic themed – two families (one black, one white) share the same house	WB	8:30-9:00	Fri	Yes	3 Black	2 Black	5	No	7
Grounded for Life	White-themed – "slacker" family comedy	WB	9:00-9:30	Fri	No	0	0	0	No	9
All About the Andersons	Multiethnic – a struggling actor who's also a father moves back into his parents' home	WB	9:30-10:00	Fri	Yes	3 Black	1 Latina, 1 Black	5	Yes	6
<b>Totals</b>	<b>45</b>				<b>23</b>	<b>38</b>	<b>40</b>	<b>82</b>	<b>16</b>	<b>257</b>

## GENRE 3: DRAMA (CONTINUED ON NEXT PAGE)

Drama	Number of Shows	Percentage
ABC	0	
CBS	3 (1 returning, 2 new)	
FOX	3 (1 returning, 2 new)	
NBC	6 (3 returning, 3 new)	
UPN	0	
WB	3 (returning)	
Total Series	15 (8 returning, 7 new)	
Total Regular Characters	<b>117</b>	
Minority Regular Characters (MRC)	18	15%
Latino Regular Characters (LRC)	<b>2</b>	<b>1.7%</b>
Average MRCs per Series	1.2	
Average LRCs per Series	.13	
Series without MRCs	4	27%

Show Title	Racial Theme – Description	Network	Time	Day	Any MRCs?	Male MRCs	Female MRCs	Number of MRCs	New Show?	Number of RCs
The Guardian	White-themed – ex-drug-using lawyer works with Child Protective Services as his penance	CBS	9-10	Tues	Yes	1 Black male	0	1	No	6
The Brotherhood of Poland, N.H.	White-themed – from David E. Kelley, “celebrates small town life and follows three brothers through family and career challenges”	CBS	10-11	Wed	No	0	0	0	Yes	5
Joan of Arcadia	White-themed – a contemporary “Joan of Arc” narrative set in Arcadia	CBS	8-9	Fri	No	0	0	0	Yes	5
Skin (cancelled)	Multiethnic themed – a Romeo & Juliette narrative with one interracial family (Latino & white) and one white family; “about skin: complexion, beauty, desire, attraction, obsession, and prejudice in contemporary L.A.”	FOX	9-10	Mon	Yes	1 bi-racial (Latino & white), 1 Black	1 Latina	2	Yes	5
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	6
Boston Public	Multiethnic – focuses on minority students and an ethnically diverse faculty in a Boston public high school	FOX	9-10	Fri	Yes	1 Black	3 Black	4	No	11

## 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
Las Vegas	White-themed – “an adrenaline-fueled drama centering around an ex-CIA agent’s surveillance company in Las Vegas”	NBC	9-10	Mon	Yes	1 Black	1 Black	2	Yes	7
Ed	White-themed – “a romantic comedy that centers on Ed Stevens and his group of friends in the quaint yet quirky Midwestern town of Stuckeyville.”	NBC	8-9	Wed	Yes	1 Black	0	1	No	9
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	0	1	No	9
Miss Match	White-themed – a “charming drama about a sharp divorce attorney (Alicia Silverstone) who also has a knack for match-making”	NBC	8-9	Fri	Yes	0	1 As/Am female	1	Yes	6
American Dreams	White-themed – set during the 1960s and told through a white teen girls’ perspective	NBC	8-9	Sun	Yes	2 Black	0	2	No	11
The Lyon’s Den	White-themed – Rob Lowe stars as a kind-hearted attorney surrounded by “treachery throughout his entire law firm”	NBC	10-11	Sun	Yes	1 Black	0	1	Yes	7
7th Heaven	White-themed – a pastor and his family confront various “moral challenges”	WB	8-9	Mon	No	0	0	0	No	9
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	0	1	No	8
Gilmore Girls	White-themed – “a mother-daughter team grows up together in this dramedy”	WB	8-9	Tues	Yes	1 Black	1 As/Am	2	No	13
<b>Totals</b>	<b>45</b>				<b>23</b>	<b>38</b>	<b>40</b>	<b>82</b>	<b>16</b>	<b>257</b>

GENRE 4: NEWS

News	No. of Programs	Percentage
ABC	3 (returning)	
CBS	3 (returning)	
FOX	0	
NBC	2 (returning)	
UPN	0	
WB	0	
Total Series	8 (returning)	
Total Anchors/Regular Reporters	34	
Minority Anchors/Regular Reporters	4	12%
Latino Regular Anchors/Regular Reporters	0	0%
Average Minority Anchors/Regular Reporters per Series	.5	
Average Latino Anchors/Regular Reporters per Series	0	
Series without Minority Anchors/Regular Reporters	5	62.5%

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 of Anchors/ Reporters
Primetime Monday	White-themed	ABC	8-9	Mon	No	0	0	0	No	2
Primetime Thursdays	White-themed	ABC	10-11	Thurs	No	0	0	0	No	2
20/20	White-themed	ABC	10-11	Fri	No	0	0	0	No	4
60 Minutes II	White-themed	CBS	8-9	Wed	Yes	0	1 Black	1	No	7
48 Hours Investigates	White-themed	CBS	8-9	Sat	Yes	2 Black	0	2	No	9
60 Minutes	White-themed	CBS	8-9	Sun	Yes	1 Black	0	1	No	6
Dateline NBC	White-themed	NBC	9-10	Fri	No	0	0	0	No	2
Dateline NBC	White-themed	NBC	7-8	Sun	No	0	0	0	No	2
<b>Totals</b>	<b>8</b>				<b>3</b>	<b>3</b>	<b>1</b>	<b>4</b>	<b>0</b>	<b>34</b>

## GENRE 5: REALITY

Reality	Number of Shows	Percentage
ABC	3 (returning)	
CBS	1 (returning)	
FOX	3 (returning)	
NBC	1 (returning)	
UPN	0	
WB	0	
Total Series	8 (returning)	
Total Hosts	7	
Minority Hosts	0	0%
Latino Hosts	0	0%
Average Minority Hosts per Series	0	
Average Latino Hosts per Series	0	
Series without Minority Hosts	8	100%

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 Bachelor	White-themed – single man dates several eligible women and chooses one	ABC	9-10	Wed	No	0	0	0	No	1
Extreme Makeover	White-themed – "ugly ducklings" are transformed through cosmetic surgery	ABC	9-10	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
Survivor	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
Joe Millionaire	White-themed – an "everyday Joe" poses as a millionaire and courts several women, eventually choosing one and then revealing his working-class status	FOX	8-9	Mon	No	0	0	0	No	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 for a cash prize	NBC	8-9	Mon	No	0	0	0	No	1
<b>Totals</b>	<b>8</b>				<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>7</b>



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	1	
WB	0	
Total Scheduled Programs	4 (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	8-10	Sat	—	—	—	—	—	—
NBC Saturday Night Movie	Movies/ Specials	NBC	8-10	Sat	—	—	—	—	—	—
CBS Sunday Night Movie	Movies	CBS	9-11	Sun	—	—	—	—	—	—
UPN Movie Friday	Generally non-White themed – original movies	UPN	8-10	Fri	—	—	—	—	—	—
<b>Totals</b>										

## GENRE 7: SCI-FI / FANTASY / SUPERNATURAL

Sci-Fi / Fantasy / Supernatural	Number of Shows	Percentage
ABC	0	
CBS	0	
FOX	0	
NBC	0	
UPN	2 (1 returning, 1 new)	
WB	3 (returning)	
Total Series	5 (4 returning, 1 new)	
Total Regular Characters	34	
Minority Regular Characters (MRC)	8	24%
Latino Regular Characters (LRC)	1	3%
Average MRCs per Series	1.6	
Average LRCs per Series	.2	
Series without MRCs	1	20%

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	0	0	0	No	5
Smallville	White-themed – charts Clark Kent's adolescence, particularly his romance with "Lana Lang" and his coming to terms with his superpowers	WB	8-9	Wed	Yes	1 Black	1 As/Am (bi-racial)	2	No	8
Smallville: Beginnings	White-themed – early episodes of the show	WB	7-8	Sun	Yes	1 Black	1 As/Am (bi-racial)	2	No	8
Enterprise	White-themed – "the latest entry in the Star Trek saga, set in the 22nd century"	UPN	8-9	Wed	Yes	1 Black	1 As/Am	2	No	7
Jake 2.0	White-themed – after being infected with "nanites," a computer technician "discovers his new mind-boggling powers"	UPN	9-10	Wed	Yes	1 Latino	1 Black	2	Yes	6
<b>Totals</b>	<b>5</b>				<b>4</b>	<b>4</b>	<b>4</b>	<b>8</b>	<b>1</b>	<b>34</b>

GENRE 8: SPORTS

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

<b>Program Title</b>	<b>Racial Theme</b>	<b>Network</b>	<b>Time</b>	<b>Day</b>	<b>Any MRCs?</b>	<b>Male MRCs</b>	<b>Female MRCs</b>	<b>Number of MRCs</b>	<b>New Program?</b>	<b>Number of RCs</b>
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	0	1	No	2
<b>Totals</b>	<b>2</b>				<b>2</b>	<b>1</b>	<b>1</b>	<b>2</b>	<b>0</b>	<b>5</b>

## GENRE 9: TEEN

Teen	Number of Shows	Percentage
ABC	0	
CBS	0	
FOX	2 (1 returning, 1 new)	
NBC	0	
UPN	0	
WB	2 (1 returning, 1 new)	
Total Series	4 (2 returning, 2 new)	
Total Regular Characters	33	
Minority Regular Characters (MRC)	2	6%
Latino Regular Characters (LRC)	0	0%
Average MRCs per Series	0.5	
Average LRCs per Series	0	
Series without MRCs	2	50%

Show Title	Racial Theme – Description	Network	Time	Day	Any MRCs?	Male MRCs	Female MRCs	Number of MRCs	New Show?	Number of RCs
That 70s Show	White-themed – comedy set in the 1970s	FOX	8:00-8:30	Wed	Yes	1 (Ethnicity intentionally ambiguous)	0	1	No	11
The O.C.	White-themed – Set in Newport Beach, teen drama unfolds	FOX	9-10	Thurs	No	0	0	0	Yes	9
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	Yes	7
Angel	White-themed – dramatic horror spin-off of <i>Buffy the Vampire Slayer</i>	WB	9-10	Wed	Yes	1 Black	0	1	No	6
<b>Totals</b>	<b>4</b>				<b>2</b>	<b>2</b>	<b>0</b>	<b>2</b>	<b>2</b>	<b>33</b>

## GENRE 10: SKETCH COMEDY / VARIETY

Sketch Comedy / Variety	Number of Shows	Percentage
ABC	0	
CBS	0	
FOX	1 (returning)	
NBC	0	
UPN	0	
WB	2 (1 returning, 1 new)	
Total Series	<b>3</b>	
Total Regular Characters	13	
Minority Regular Characters (MRC)	10	77%
Latino Regular Characters (LRC)	<b>0</b>	<b>0%</b>
Average MRCs per Series	3.3	
Average LRCs per Series	0	
Series without MRCs	1	33%

Show Title	Racial Theme – Description	Network	Time	Day	Any MRCs?	Male MRCs	Female MRCs	Number of MRCs	New Show?	Number of RCs
Cedric the Entertainer Presents	Black-themed – variety show with comedy and dance	FOX	9:30-10:00	Wed	Yes	2 Black, 1 South Asian Canadian	5 Black, 1 As/Am	9	No	11
Steve Harvey's Big Time	Black-themed – comedic talk show hosted by Steve Harvey	WB	8:00-8:30	Thurs	Yes	1 Black	0	1	Yes	1
The Jamie Kennedy Experiment	White-themed – Jamie Kennedy masquerades for different hidden camera stunts; one of his regular "personas" is a Black female	WB	8:30-9:00	Thurs	No	0	0	0	No	1
<b>Totals</b>	<b>3</b>				<b>2</b>	<b>4</b>	<b>6</b>	<b>10</b>	<b>1</b>	<b>13</b>

## GENRE 11: ANIMATION

<b>Animated</b>	<b>Number of Shows</b>	<b>Percentage</b>
ABC	0	
CBS	0	
FOX	2 (returning)	
NBC	0	
UPN	0	
WB	0	
Total Series	<b>2</b> (returning)	
Total Regular Characters	34	
Minority Regular Characters (MRC)	2	6%
Latino Regular Characters (LRC)	<b>0</b>	<b>0%</b>
Average MRCs per Series	1	
Average LRCs per Series	0	
Series without MRCs	1	50%

<b>Show Title</b>	<b>Racial Theme – Description</b>	<b>Network</b>	<b>Time</b>	<b>Day</b>	<b>Any MRCs?</b>	<b>Male MRCs</b>	<b>Female MRCs</b>	<b>Number of MRCs</b>	<b>New Show?</b>	<b>Number of RCs</b>
King of the Hill	White-themed – a loving, "white trash family" dealing with various crises	FOX	7:30-8:00	Sun	No	0	0	0	No	8
The Simpsons	White-themed – Matt Groening's "immortal nuclear family in Springfield, IL"	FOX	8:00-8:30	Sun	Yes	1 Black, 1 As/Am	0	2	No	26
<b>Totals</b>	<b>2</b>				<b>1</b>	<b>2</b>	<b>0</b>	<b>2</b>	<b>0</b>	<b>34</b>

## GENRE 12: MUSICAL

<b>Musical</b>	<b>Number of Shows</b>	<b>Percentage</b>
ABC	0	
CBS	0	
FOX	1 (returning)	
NBC	0	
UPN	0	
WB	0	
Total Series	1 (returning)	
Total Hosts/Judges	3	
Minority Hosts/Judges	1	33%
Latino Hosts/Judges	0	0%
Average Minority Host/Judge per Series	1	
Average Latino Host/Judge per Series	0	
Series without Minority Host /Judge	0	0%

<b>Show Title</b>	<b>Racial Theme – Description</b>	<b>Network</b>	<b>Time</b>	<b>Day</b>	<b>Any MRCs?</b>	<b>Male MRCs</b>	<b>Female MRCs</b>	<b>Number of MRCs</b>	<b>New Show?</b>	<b>Number of RCs</b>
American Juniors	Multiethnic (but host is a white male) – singers and dancers, ages 6-13, compete to become the "new performing sensation"	FOX	Tues	8-9	Yes	0	1 Black judge	1	No	3
<b>Totals 1</b>					<b>1</b>	<b>0</b>	<b>1</b>	<b>1</b>	<b>0</b>	<b>3</b>

## GENRE 13: MEDICAL

Medical	Number of Shows	Percentage
ABC	0	
CBS	0	
FOX	1 (returning)	
NBC	0	
UPN	0	
WB	0	
Total Series	1 (returning)	
Total Regular Characters	10	
Minority Regular Characters (MRC)	3	30%
Latino Regular Characters (LRC)	0	0%
Average MRCs per Series	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
ER	White-themed – "centers on the emergency room personnel in a Chicago general hospital"	NBC	10-11	Thurs	Yes	2 Black	1 As/Am	3	No	10
<b>Totals 1</b>					<b>1</b>	<b>2</b>	<b>1</b>	<b>3</b>	<b>0</b>	<b>10</b>