

Senate Commerce Committee Nominee Questionnaire, 118th Congress

Instructions for the nominees: The Senate Committee on Commerce, Science, and Transportation (the “Committee”) asks you to provide typed answers to each of the following questions. It is requested that the nominee type the question in full before each response. Do not leave any questions blank. Type “None” or “Not Applicable” if a question does not apply to the nominee. Begin each section (i.e., “A”, “B”, etc.) on a new sheet of paper. Electronically submit your completed questionnaire to the Committee in PDF format and ensure that sections A through E of the completed questionnaire are in a text searchable and that any hyperlinks can be clicked. Section F may be scanned for electronic submission and need not be searchable.

A. BIOGRAPHICAL INFORMATION AND QUALIFICATIONS

1. Name (Include any former names or nicknames used):

Felix Rodriguez Sanchez

2. Position to which nominated:

Director, Corporation for Public Broadcasting

3. Date of Nomination:

March 21, 2024

4. Address (List current place of residence and office addresses):

Residence and Office: [REDACTED]

5. Date and Place of Birth:

August 12, 1952; San Antonio, Texas

6. Provide the name, position, and place of employment for your spouse (if married) and the names and ages of your children (including stepchildren and children by a previous marriage).

Children:

Isabella Astrid Sanchez, 29 years old

Lt. Philippe Tristan Sanchez, 26 years old

7. List all college and graduate schools attended, whether or not you were granted a degree by the institution. Provide the name of the institution, the dates attended, the degree received, and the date of the degree.

**St. Mary’s University
No degree granted**

1970-1971

The University of Texas at Austin B.A. Child Psychology	1971-1974
The University of Texas at Austin M.A. Education	1974-1976
University of Houston, College of Law J.D. International Law	1977-1980
Universidad Panamericana El Sistema Legal Mexicano, Mexico City	Summer 1979

8. List all post-undergraduate employment, including the job title, name of employer, and inclusive dates of employment, and highlight all management- level jobs held and any non-managerial jobs that relate to the position for which you are nominated.

Principal TerraStrategies LLC	2010-Present
President & CEO TerraCom	1995-2010
Vice President, Government Relations American Methanol Institute	1992-1995
Director, Congressional Relations American Gas Association	1987-1992
Legislative Assistant Office of U.S. Sen. Lloyd Bentsen, D-TX	1983-1987
Assistant Travis County Attorney Civil Division	1982-1983
Assistant General Counsel for Elections Texas Secretary of State	1980-1982
Elementary School Teacher Austin Independent School District	1976-1977

9. Attach a copy of your resume.

Attached.

10. List any advisory, consultative, honorary, or other part-time service or positions with Federal, State, or local governments, other than those listed above, after 18 years of age.

**Law Clerk (part-time)
U.S. Attorney's Office
Office of Civil Rights
Houston, Texas
1979-1980**

11. List all positions held as an officer, director, trustee, partner, proprietor, agent, representative, or consultant of any corporation, company, firm, partnership, or other business, enterprise, educational, or other institution.

**Americans for the Arts Action Fund PAC
Board Member** **2022-Present**

**Nantucket Film Festival
Board Member** **2022-Present**

**National Hispanic Foundation for the Arts
Chair** **2012-Present**

**National Hispanic Leadership Agenda
Media Co-Chair** **2012-Present**

**TerraStrategies LLC
Principal** **2010-Present**

**TerraCom, Inc
Owner** **1995-2010**

**Dallas-Fort Worth International Airport
Consultant** **1997-2012**

**Bell South
Consultant** **2004-2006**

**Nielsen Media Research
Consultant** **1997-2010**

**American Speech-Language Hearing Association
Consultant** **2011-2013**

**Dea Shandera, *Bass Clef Blis*, Autism documentary
Consultant** **2016**

**Quinnipiac University, Department of Communications 2017-2018
Consultant**

**Connecticut Public Television 2018-2019
Consultant**

**Ward Circle LLC 2019-2024
Consultant**

**Mi Familia Vota 2020
Consultant**

**Listos California,
Office of California Gov. Gavin Newsom 2020-2021**

**Josh Lopez and Associates 2022-2023
Consultant**

12. Please list each membership you have had after 18 years of age or currently hold with any civic, social, charitable, educational, political, professional, fraternal, benevolent or religiously affiliated organization, private club, or other membership organization. (For this question, you do not have to list your religious affiliation or membership in a religious house of worship or institution.). Include dates of membership and any positions you have held with any organization. Please note whether any such club or organization restricts membership on the basis of sex, race, color, religion, national origin, age, or disability.

Member, State Bar of Texas 1982-Present

Member, Federal Communications Bar Association 2020-Present

Member, D.C. Hispanic Bar Association 2020-Present

Member, Creative Thread Foundation 2017-2021

Member, Storytelling Unbound 2017-2021

**Member, American Jewish Committee's National
Latino-Jewish Leadership Council 2017-2021**

Member, West Side Story Community Advisory Council 2020-2021

Member, Kennedy Center Latino Advisory Council 2018-2020

Member, Quinnipiac University, School of 2018-2020

Communications Advisory Council

**Co-founder & Co-clerk, Sidwell Friends School
Parents of Latino Students 2006-2020**

Member, NAACP Image Awards Nominating Committee 2009-2016

Member, Corcoran Gallery of Arts Board of Trustees 2009-2012

Member, Equinox Sports Club, Washington, D.C. 2011-Present

None of these organizations and clubs restricts membership on the basis of sex, race, color, religion, national origin, age, or handicap.

13. Have you ever been a candidate for and/or held a public office (elected, non-elected, or appointed)? If so, indicate whether any campaign has any outstanding debt, the amount, and whether you are personally liable for that debt.

No.

14. List all memberships and offices held with and services rendered to, whether compensated or not, any political party or election committee within the past ten years. If you have held a paid position or served in a formal or official advisory position (whether compensated or not) in a political campaign within the past ten years, identify the particulars of the campaign, including the candidate, year of the campaign, and your title and responsibilities.

None.

15. Itemize all political contributions to any individual, campaign organization, political party, political action committee, or similar entity of \$200 or more for the past ten years.

Becerra for Congress, 03/07/2014 \$250.00

Becerra for Congress, 9/19/2014 \$250.00

Ready for Hillary PAC, 11/18/2014 \$250.00

16. List all scholarships, fellowships, honorary degrees, honorary society memberships, military medals, and any other special recognition for outstanding service or achievements.

STARZ Television Network Award for Media Advocacy 2022

HERmano Award, presented by MANA—A Latina Organization 2022

Recipient of the Ohtlí Award, Mexico’s highest award presented to Mexican-American philanthropists 2016

Advocate of the Year, honored by the National Association of Latino Independent Producers 2013

Recipient of the Mickey Leland Award for Excellence by the National Association for Multi-Ethnicity in Communications 2002

17. Please list each book, article, column, letter to the editor, Internet blog posting, or other publication you have authored, individually or with others. Include a link to each publication when possible. If a link is not available, provide a digital copy of the publication when available.

See attachment.

18. List all speeches, panel discussions, and presentations (e.g., PowerPoint) that you have given on topics relevant to the position for which you have been nominated. Include a link to each publication when possible. If a link is not available, provide a digital copy of the speech or presentation when available.

See attachments.

19. List all public statements you have made during the past ten years, including statements in news articles and radio and television appearances, which are on topics relevant to the position for which you have been nominated, including dates. Include a link to each statement when possible. If a link is not available, provide a digital copy of the statement when available.

[The State of Latinos in Media 2020.](https://www.pbs.org/video/the-state-of-latinos-in-media-2020-4zlni1/) June 24, 2020. **<https://www.pbs.org/video/the-state-of-latinos-in-media-2020-4zlni1/>**

[Media Portrayals of Latinos.](https://www.c-span.org/video/?166284-1/media-portrayals-latinos) September 25, 2001. **<https://www.c-span.org/video/?166284-1/media-portrayals-latinos>**

[Diversity in Network Television Programming.](https://www.c-span.org/video/?154071-1/diversity-network-television-programming) December 8, 1999. **<https://www.c-span.org/video/?154071-1/diversity-network-television-programming>**

20. List all digital platforms (including social media and other digital content sites) on which you currently or have formerly operated an account, regardless of whether or not the account was held in your name or an alias. Include the full name of an “alias” or “handle”, including the complete URL and username with hyperlinks, you have used on each of the named platforms. Indicate whether the account is active, deleted, or dormant. Include a link to each account if possible.

Facebook.com/felixsanchez.esq (active)

X@Felix_Sanchez (active)

[Instagram@felixsanchez.esq](https://www.instagram.com/felixsanchez.esq) (active)

LinkedIn, <https://www.linkedin.com/in/felix-sanchez-a681852/> (active)

21. Please identify each instance in which you have testified orally or in writing before Congress in a governmental or non-governmental capacity and specify the date and subject matter of each testimony.

None.

22. Given the current mission, major programs, and major operational objectives of the department/agency to which you have been nominated, what in your background or employment experience do you believe affirmatively qualifies you for appointment to the position for which you have been nominated, and why do you wish to serve in that position?

I have spent more than 25 years working on media diversity issues that include fictional narratives as well as news content. I have met with content creators and content developers who value public media's role in fostering a dynamic and robust pipeline for emerging film makers and aspiring journalists.

Over the years, I have worked with the leadership at both NPR and PBS, as well as with CPB. Understanding the contribution these organizations have made has led to greater collaboration and resolution of expanding Latino diversity on these platforms.

23. What do you believe are your responsibilities, if confirmed, to ensure that the department/agency has proper management and accounting controls, and what experience do you have in managing a large organization?

I am a firm believer in budget accountability and have overseen organizational budgets that help understand balance sheet and profit and loss statements. I do think it is important to assess and review spending regularly, but also to work at maximizing funding and to seek out new donors who can help promote the interests of public television.

24. What do you believe to be the top three challenges facing the department/agency, and why?

- 1. Present balanced opinion and neutral reporting.**
- 2. Consolidate mission overlap between NPR and PBS.**
- 3. Create content that appeals more to a younger audience.**

B. POTENTIAL CONFLICTS OF INTEREST

1. Describe all financial arrangements, deferred compensation agreements, and other continuing dealings with business associates, clients, or customers. Please include information related to retirement accounts, such as a 401(k) or pension plan

I have a SEP IRA at Morgan Stanley.

2. Do you have any commitments or agreements, formal or informal, to maintain employment, affiliation, or practice with any business, association or other organization during your appointment? If so, please explain.

Yes. I plan to continue employment at TerraStrategies LLC and provide paid services to non-public media clients.

3. Indicate any investments, obligations, liabilities, or other relationships which could involve potential conflicts of interest in the position to which you have been nominated. Explain how you will resolve each potential conflict of interest.

In connection with the nomination process, I have consulted with the Office of Government Ethics and the Corporation of Public Broadcasting's designated agency ethics official to identify potential conflicts of interest. Any potential conflicts of interest will be resolved in accordance with the terms of an ethics agreement that I have entered into with CPB's designated agency ethics official and that has been provided to this Committee.

I am not aware of any other potential conflicts of interest.

4. Describe any business relationship, dealing, or financial transaction which you have had during the last ten years, whether for yourself, on behalf of a client, or acting as an agent, that could in any way constitute or result in a possible conflict of interest in the position to which you have been nominated. Explain how you will resolve each potential conflict of interest.

None. In connection with the nomination process, I have consulted with the Office of Government Ethics and the Corporation of Public Broadcasting's designated agency ethics official to identify potential conflicts of interest. Any potential conflicts of interest will be resolved in accordance with the terms of an ethics agreement that I have entered into with CPB's designated agency ethics official and that has been provided to this Committee. I am not aware of any other potential conflicts of interest.

5. Identify any other potential conflicts of interest, and explain how you will resolve each potential conflict of interest.

None. In connection with the nomination process, I have consulted with the Office of Government Ethics and the Corporation of Public Broadcasting's designated agency

ethics official to identify potential conflicts of interest. Any potential conflicts of interest will be resolved in accordance with the terms of an ethics agreement that I have entered into with CPB's designated agency ethics official and that has been provided to this Committee. I am not aware of any other potential conflicts of interest.

6. Describe any activity during the past ten years, including the names of clients represented, in which you have been engaged for the purpose of directly or indirectly influencing the passage, defeat, or modification of any legislation or affecting the administration and execution of law or public policy.

None.

C. LEGAL MATTERS

1. Have you ever been disciplined or cited for a breach of ethics, professional misconduct, or retaliation by, or been the subject of a complaint to, any court, administrative agency, the Office of Special Counsel, professional association, disciplinary committee, or other professional group?

No.

2. Have you ever been investigated, arrested, charged, or held by any Federal, State, or other law enforcement authority of any Federal, State, county, or municipal entity, other than for a minor traffic offense? If so, please explain.

No.

3. Have you or any business or nonprofit of which you are or were an officer ever been involved as a party in an administrative agency proceeding, criminal proceeding, or civil litigation? If so, please explain.

No.

4. Have you ever been convicted (including pleas of guilty or *nolo contendere*) of any criminal violation other than a minor traffic offense? If so, please explain.

No.

5. Have you ever been accused, formally or informally, of sexual harassment or discrimination on the basis of sex, race, religion, or any other basis? If so, please explain.

No.

6. Please advise the Committee of any additional information, favorable or unfavorable, which you feel should be disclosed in connection with your nomination.

For more than a decade, CPB has provided support the National Hispanic Foundation's annual gala. It is my understanding that the CPB Board does not get involved in these types of grant-making decisions. However, I want to provide assurances that, if confirmed, I would recuse myself from any discussion or participation in business relating to the National Hispanic Foundation for the Arts.

D. RELATIONSHIP WITH COMMITTEE

1. Will you ensure that your department/agency complies with deadlines for information set by congressional committees, and that your department/agency endeavors to timely comply with requests for information from individual Members of Congress, including requests from members in the minority?

Yes.

2. Will you ensure that your department/agency does whatever it can to protect congressional witnesses and whistle blowers from reprisal for their testimony and disclosures?

Yes.

3. Will you cooperate in providing the Committee with requested witnesses, including technical experts and career employees, with firsthand knowledge of matters of interest to the Committee?

Yes.

4. Are you willing to appear and testify before any duly constituted committee of the Congress on such occasions as you may be reasonably requested to do so?

Yes.

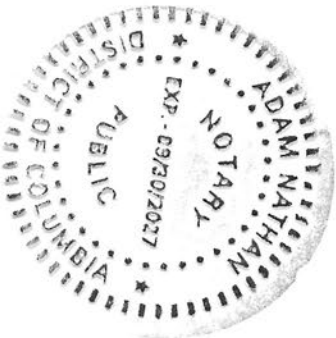
F. AFFIDAVIT

Felix R Sanchez being duly sworn, hereby states that he/she has read and signed the foregoing Statement on Biographical and Financial Information and that the information provided therein is, to the best of his/her knowledge, current, accurate, and complete.

Felix R Sanchez
Signature of Nominee

Subscribed and sworn before me this 6 ^{June} day of, 2024.

[Signature]
Notary Public



FELIX R. SANCHEZ



LinkedIn: www.linkedin.com/in/felix-sanchez-a681852

SUMMARY

I came to D.C., from Austin/San Antonio, Texas to serve as a Legislative Assistant to then-U.S. Senator Lloyd Bentsen, D-TX, where my principal assignment was jurisdictional issues stemming from the Senate Commerce, Science and Transportation Committee. My Senate work created a lifetime of experienced in broadcast, cable, streaming, social media platforms and internet distribution, access and content policy. For 25 years I have been seeing ahead of the curve, taking bold action and carved a path not based on trend lines but on vision. I am experienced at the local, national, and international level in collaborative decision-making, consultative governance and respectful disagreement. Armed with facts, I have challenged institutional decision-making and lead national advocacy campaigns that resulted in inclusive access and engagement for diverse, and in particular, Latino communities. From the start, I embarked on uncharted waters to seek greater Latino representation in mainstream media for emerging filmmakers, television creators, producers, directors and actors. As such, I have created innovative collateral infrastructure programs that have built new pathways to entry for nextgen Latinx media content creators.

CORE COMPETENCIES

<ul style="list-style-type: none">• Empowerment through communications technology	<ul style="list-style-type: none">• Promoter of diverse employment, entrepreneurship and media ownership
<ul style="list-style-type: none">• Collaborative Decision-Maker	<ul style="list-style-type: none">• Developing greater accessibility and affordability to communications services
<ul style="list-style-type: none">• Consensus Builder	<ul style="list-style-type: none">• NextGen Platform Development
<ul style="list-style-type: none">Supporter of modernizing infrastructure rules that can streamline 5G buildout as well as nextgen networks.	<ul style="list-style-type: none">• Proponent of net neutrality, expanding broadband and developing responsible Spectrum policies

CAREER HIGHLIGHTS

- Co-founded the National Hispanic Foundation for the Arts (NHFA) launched by then-First Lady Hillary Clinton.
- Created and administered student outreach and engagement programs with NYU, Columbia, Harvard, Yale, Northwestern, UCLA, USC, and UT Austin.
- Designed the Art of Politics campaign to address the lack of Latino voices on the Sunday morning public policy talk shows.
- Launched PitchDC, PitchNY, PitchLA and PitchTexas programs to jump start minority TV, film, and web content projects.
- Commissioned and collaborated with Columbia University on two major empirical studies on Latinos and media.
- Conceptualized, produced, and raised funds for Camino Americano, a national concert in support of Immigration Reform on the National Mall with Los Tigres Del Norte, 2014.
- Spearheaded successful fundraising campaigns, most recently resulting in \$250,000 grant from Fusion TV for NHFA programs.
- Created and led an American Jewish Committee (AJC) entertainment trips to Israel to meet with the Israeli

film community, 2015.

- Led successful advocacy efforts to bring Latino diversity to the Kennedy Center Honors.
- Named in 2022 to the boards of the Nantucket Film Festival and Americans for the Arts.
- Broadened NHFA's Hispanic Heritage events into Latino Media Summit, 2023
- Partnered with the White House Historical Association to hold the first ever panel with Latino White Correspondents, 2024
- Developing a Screen Writer Program with Nantucket Film Festival, 2024
- Partnered with the Palm Awards to showcase Latino high school musical talent from the Rio Grande Valley, 2024

PROFESSIONAL EXPERIENCE

National Hispanic Foundation for the Arts, Washington DC

1997 – present

Co-founder and Chairman

- Developed a number of infrastructure and pipeline programs to assist the entertainment and telecommunications industries in achieving their goals of promoting, retaining, and recruiting outstanding candidates of color.
- Established key relationships with entertainment actors, musicians, writers and directors, including: Eva Longoria, Robert Rodriguez, Tanya Saracho, Lin-Manuel Miranda, Tyler Perry, Gloria Calderon-Kellett, Diego Tinoco, Melissa Barrera, Ryan Guzman, Irendira Ibarra, Noemí Gonzalez, Adam Rodriguez, Patricia Riggen, Juanes, Demian Bichir, Cristela Alonzo, Kate del Castillo, Eugenio Derbez, Zoe Saldana, Michael Peña, Aimee Garcia, Nicholas Gonzalez, Cristina Saralegui, Gregory Nava, Kenny Ortega, and Roberto Orci.
- News Executives, including: Univision's Jorge Ramos, MSNBC/Telemundo's Jose Diaz Balart, CNN's Jim Acosta, CBS' Maria Elena Salinas, ABC's Cecilia Vega, NPR's Maria Hinojosa, Latino Rebels' Julio Varela and Define America's Jose Antonio Vargas.
- Media Executives, including: CPB's Patricia Harrison, PBS' Paula Kerger, former CBS' News President Susan Zirinski, former CNN's Jeff Zucker, Entertainment Lawyer Bruce Ramer, Entravision/Latination's Bruno Ulloa, Haim Saban, Motion Picture Association's Chairman Amb. Charles Rivkin, and Universal Film Entertainment Chairman Jeff Shell.
- Produced and created NHFA's Annual fundraising *Noche de Gala*, 1997–2019, named second best overall Washington, D.C. gala by *Washington Life* magazine and described as the most exclusive gathering of Latino entertainers, media executives, Members of Congress, Latin American ambassadors, and White House and Administration guests.
- Created educational/networking forums for NHFA's graduate scholars at eight major universities. NHFA has provided more than \$25 million in graduate scholarship grants and outreach programs in support of the next generation of Latinos aspiring to careers in multimedia and telecommunications.
- Led the successful effort to promote increased acknowledgment of Latino artists by the Kennedy Center Honors. Pressed *Saturday Night Life* to hire the first Latina cast member in 40 years.
- Partnered with the Academy of Motion Picture Arts and Sciences to induct more Latinos into the Academy.

TerraStrategies • Washington, DC

January 2006 – present

Principal

Founded and directed a communications and special events firm. Key clients, past and present include: Connecticut Public Television and Radio, Quinnipiac University, School of Communications; Dallas/Fort Worth International Airport; Defense Security Cooperation Agency; and American Speech, Learning and Hearing Association.

TerraCom • Washington, DC

January 1995 – December 2005

President and CEO

Founded and built a communications and event management company that worked with an accomplished network of talent drawn from politics, government, business, and the media. Developed Latino outreach programs; multi-city conference events; multimedia presentations; Congressional staff briefings; and PSA campaigns. Key clients included: Dallas/Fort Worth International Airport; Democratic National Committee; The Nielsen Company; U.S. Department of Energy; U.S. Department of the Treasury; and U.S. Department of Health and Human Resources.

PREVIOUS POSITIONS

- Vice President, Government Relations ▪ American Methanol Institute ▪ Washington, DC
- Director, Congressional Relations ▪ American Gas Association ▪ Arlington, Virginia
- Legislative Counsel ▪ Office of U.S. Senator Lloyd M. Bentsen, Jr. (D-TX) ▪ Washington, DC
- Assistant County Attorney ▪ Travis County Attorney's Office ▪ Austin, Texas
- Assistant General Counsel for Elections ▪ Texas Secretary of State ▪ Austin, Texas

MEDIA HIGHLIGHTS

- CNN Opinions Contributor
- Magazine/Online features: Variety, Hollywood Reporter, Deadline.com, The Wrap.com, BuzzFeed, Washington Life, Washingtonian, Hispanic Business (profiled as one of the country's most influential Hispanics), Latino Magazine, PEOPLE, PEOPLE en Español.
- Co-Chair, National Hispanic Leadership Agenda Media Committee (2013–present)
- Wrote Public Policy Filings for U.S. Federal Communications Commission (2000–present)
- Speaker, AJC's Belfer Institute for Latino and Latin American Affairs 10th Anniversary Conference, Mexico City, Mexico
- Texas State University Business Leadership Week Guest Speaker (2015)
- Newspaper articles/publications: CNN Opinion, Huffington Post, Washington Post, Los Angeles Times, New York Times, Boston Globe, Miami Herald, Dallas-Morning News, San Antonio Express News, Hispanic, Fox News Latino, NBC Latino
- Television/Radio appearances: World News Tonight (ABC), Nightly News (NBC), CNN, MSNBC, FNC, C-SPAN, Univision, Univision Radio, National Public Radio, PRI's The World.

RECOGNITION / COMMUNITY INVOLVEMENT

- 2016 Recipient of Ohtlí Award, Mexico's highest award presented to Mexican-American philanthropists (2016)
- National Association of Latino Independent Producers Advocate of the Year (2013)
- National Association for Multi-Ethnicity in Communications Mickey Leland Award for Excellence (2002)
- NAACP Image Awards Nominating Committee Member (2006–2016)
- Corcoran Gallery of Arts Board of Trustee, Washington, DC (2009-2012)
- American Jewish Committee's (AJC) National Latino-Jewish Leadership Council (2017-2019)
- Kennedy Center Latino Advisory Council (2016-2018)
- West Side Story Community Advisory Board (2019- 2020)
- Quinnipiac University, School of Communications Advisory Council (2018 -2020)
- Creative Thread Foundation (2017- 2019)
- Storytelling Unbound (2017-2019)
- Sidwell Friends School: Co-founded, Parents of Latino Students (PLaS); co-clerk of PLaS and Diversity Committee, 2006-2016; created Lower, Middle and Upper School reading list of U.S. Latino and Latin American authors and key U.S. Latino dates in U.S. history. Strengthened Spanish language programs on all three campuses.

EDUCATION

- Post-Doctoral Internship ▪ National Autonomous University of Mexico, Institute for Legal Research Mexico City, Mexico
- Doctor of Jurisprudence ▪ University of Houston, College of Law ▪ Houston, Texas
- Mexican Legal Studies Program ▪ Universidad Panamericana ▪ Mexico City, Mexico
- Masters of Arts in Curriculum and Instruction ▪ The University of Texas at Austin, College of Education
- Bachelor of Arts ▪ The University of Texas at Austin, College of Arts and Sciences

Felix Sanchez News Tracker

Opinion Pieces

Outlet	Date	Article
Roll Call	8/7/2011	Sanchez: Latinos Would Benefit From AT&T Merger
Huffpost	9/13/2011	Kennedy Center Honors Locks Out Latino Artists for Ninth Consecutive Year
Huffpost	9/23/2011	Dream Until Your Dreams Come True
Huffpost	12/3/2011	Kennedy Center Honors Out Of Touch With American Latinos
CNN Opinion	6/25/2015	NBC and GOP, dump Trump for his Mexico insults
CNN Opinion	7/8/2015	How Trump's comments unleashed 'Latino Spring'
CNN Opinion	10/15/2015	Don't put Donald Trump on 'SNL'
CNN Opinion	1/22/2016	Shame on Academy for snubbing Latinos, Asians and other minorities
Fox News	3/9/2016	Felix Sanchez: How the FCC is actually undermining media diversity
The Hill	6/7/2016	Trump gets it wrong on Latinos, but so does the media
Fox News	12/1/2016	Felix Sanchez: How the FCC is actually undermining media diversity
Fox News	1/10/2017	In 55 Years of Grammys, Only Three Latinos Performed Live
Fox News	1/10/2017	Opinion: Once Again, Kennedy Center Dishonors Latino Artists
Fox News	1/11/2017	Opinion: 'Sonygate' or how Hollywood's dirty secret was accidentally spilled
NBC News	1/13/2017	A Latino on Trump's Cabinet? It Would Be a Setback, Here's Why
CNN Opinion	4/3/2017	What's Hollywood got against Latinos?
CNN Opinion	6/11/2017	Latinos thrive in radio and TV despite Trump
Washington Post	4/3/2021	Opinion – Readers critique The Post: Breaking down diversity

Interviews/Quotes

Outlet	Date	Article
Austin Chronicle	2/17/2006	TV Eye - The breach
Chronicle of Philanthropy	4/21/2006	Many Celebrities Are Wary of Immigration Debate
Washingtonian	10/1/2006	Interview With National Hispanic Foundation of the Arts's Felix Sanchez
Politico	9/20/2012	Latino orgs lambast Kennedy Center
Politico	9/26/2012	Latino orgs demand Kaiser apology
Los Angeles Times	10/1/2012	Kennedy Center's Kaiser sorry for rude response to Latino demand
CNN	10/2/2012	Kennedy Center Honors snub Latinos
Washington Post	10/5/2012	Are the Kennedy Center Honors Biased?
NPR	12/1/2012	Hispanics Call For Kennedy Center Honors
Washington Post	1/7/2013	Kennedy Center forms committee to review Honors selection process
Los Angeles Times	1/8/2013	Kennedy Center Honors' selection process set for a review
ABC News	1/8/2013	Kennedy Center Reviews Honors Process After Latino Outcry
Politico	5/16/2013	Kennedy Honors process overhauled
Denver Post / Washington Post	9/13/2013	Kennedy Center Honors Nod Toward Diversity
Los Angeles Times	12/13/2013	Kennedy Center picks L.A.-trained Deborah Rutter as next president
Washington Post	1/3/2014	'Saturday Night Live' casting is more than a black and white issue
NBC News	8/5/2014	Latinos Are Biggest Moviegoers, Yet Few Roles In Top Movies
NBC News	9/4/2014	Kennedy Center Honors Exclude Latinos Again, Says Group
Latino Rebels	9/4/2014	National Hispanic Foundation for the Arts Blasts Kennedy Center for Excluding Latinos (Again)
USA Today	12/10/2014	Consumer change written on faces of multicultural dolls
NBC News	3/13/2015	Hollywood Latinos Visit Israel, Look To Future Collaborations
NBC News	6/29/2015	Latino Groups On NBC Ending Deal With Trump: 'Right Thing To Do'
NPR	6/29/2015	NBC Dumps Donald Trump Over Comments On Mexican Immigrants
The Hollywood Reporter	7/2/2015	Latino Advocacy Groups Blast Reelz for Picking Up Donald Trump's Miss USA: "Disgusting" Opportunism
Latino USA	10/20/2015	Sánchez: NBC Has 'Washed Its Hands' of #TrumpSNL
NBC News	11/4/2015	Ahead Of Latino SNL Protest, Trump Retweets Bush in Sombrero, Swastika Images
WNET Metrofocus	11/5/2015	Hispanic Groups Call for NBC, SNL to "Dump Trump"
Huffpost	11/9/2015	Hispanic Foundation Leader Blasts NBC For Trump 'SNL' Appearance
Business Wire	12/18/2015	Univision and Televisa Expand Partnership to Increase Opportunities for Latinos in Media and Technology
NBC News	2/22/2016	Latinos in Hollywood: Few Roles, Frequent Stereotypes, New Study Finds
Washington Post	9/13/2016	Melissa Villaseñor, of 'America's Got Talent' fame, becomes SNL's first Latina cast member
The Guardian	9/18/2016	When it comes to the Emmys, where are the Latino nominees?
Fox News	1/10/2017	Latino Organizations Demand Apology from Kennedy Center President Michael Kaiser
Fox News	1/11/2017	Saturday Night Live's Latino Problem

Washington Post	9/14/2017	The National Hispanic Foundation for the Arts gala turned into a meeting of three former (TV) presidents
NBC News	9/17/2017	This Hispanic Heritage Month, What's There to Celebrate? We Asked.
NBC News	3/2/2018	On eve of Oscars, acting coach's comments highlight 'obstacle course' Latino actors face
NBC News	3/30/2018	A new 'Maria?' Latino actors audition, hope for role in 'West Side Story' remake
The Slay Magazine	10/16/2018	Tyler Perry speaks to youth on MLK Day 2019
NBC News	4/17/2019	Many Latinos loved 'West Side Story' but not the stereotypes. Can new film version get it right?
NBC News	5/24/2019	TV shows struggle to reflect U.S. Latino presence. Will it get better?
Deadline	9/17/2019	National Hispanic Foundation For The Arts Launches Latinx Story ARC Writer's Room Program
NBC News	10/1/2019	Latino 'erasure' at a critical time? SNL's Julián Castro omission sparks criticism
Connecticut Public	6/24/2020	The State of Latinos in Media 2020
Los Angeles Times	3/21/2021	Kennedy Center Honors exclude Latinos, two advocacy groups say
CNN	9/15/2021	Why Hispanic Heritage Month starts in the middle of September
American Masters/PBS	10/5/2021	How Latine People are Excluded in the Media
Elle	10/14/2021	Watch: 'Latinos In The Media' Livestream In Honor Of Hispanic Heritage Month
Valley Morning Star	9/17/2022	Harlingen youth performers to take national stage in Washington
Deadline	9/20/2022	Xóchitl Gómez, Xolo Maridueña And George P. Pelecanos To Be Honored At National Hispanic Foundation For The Arts D.C. Gala
ABC 7 News	9/20/2022	National Hispanic Foundation for the Arts hosts 26th annual Noche de Gala
NBC News	10/18/2022	The stories of Latinos in Hollywood 'there from the beginning' are unearthed in a new book
Current	3/8/2023	White House nominates Felix Sanchez to CPB Board
Axios	3/28/2023	Exclusive: Hispanic advocacy groups float names for FCC
Caplin News	11/9/2023	Felix Sanchez: A Champion for Hispanic Arts

The State of Latinos in Media 2020

Felix Sanchez

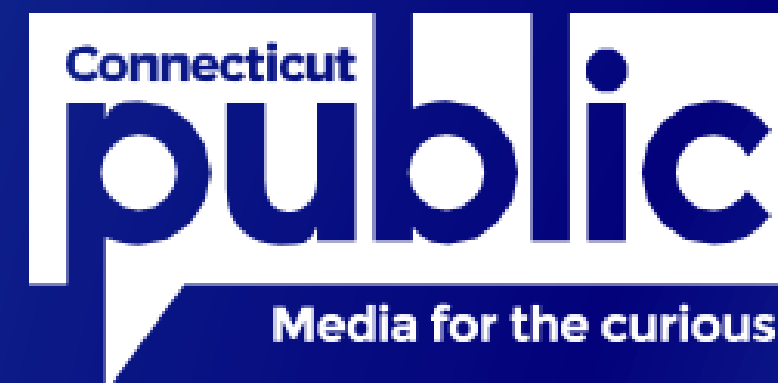
Speaker

*Chairman & Co-founder
National Hispanic Foundation
for the Arts*

Hosted by

*Connecticut Public
1049 Asylum Street
Hartford, CT*

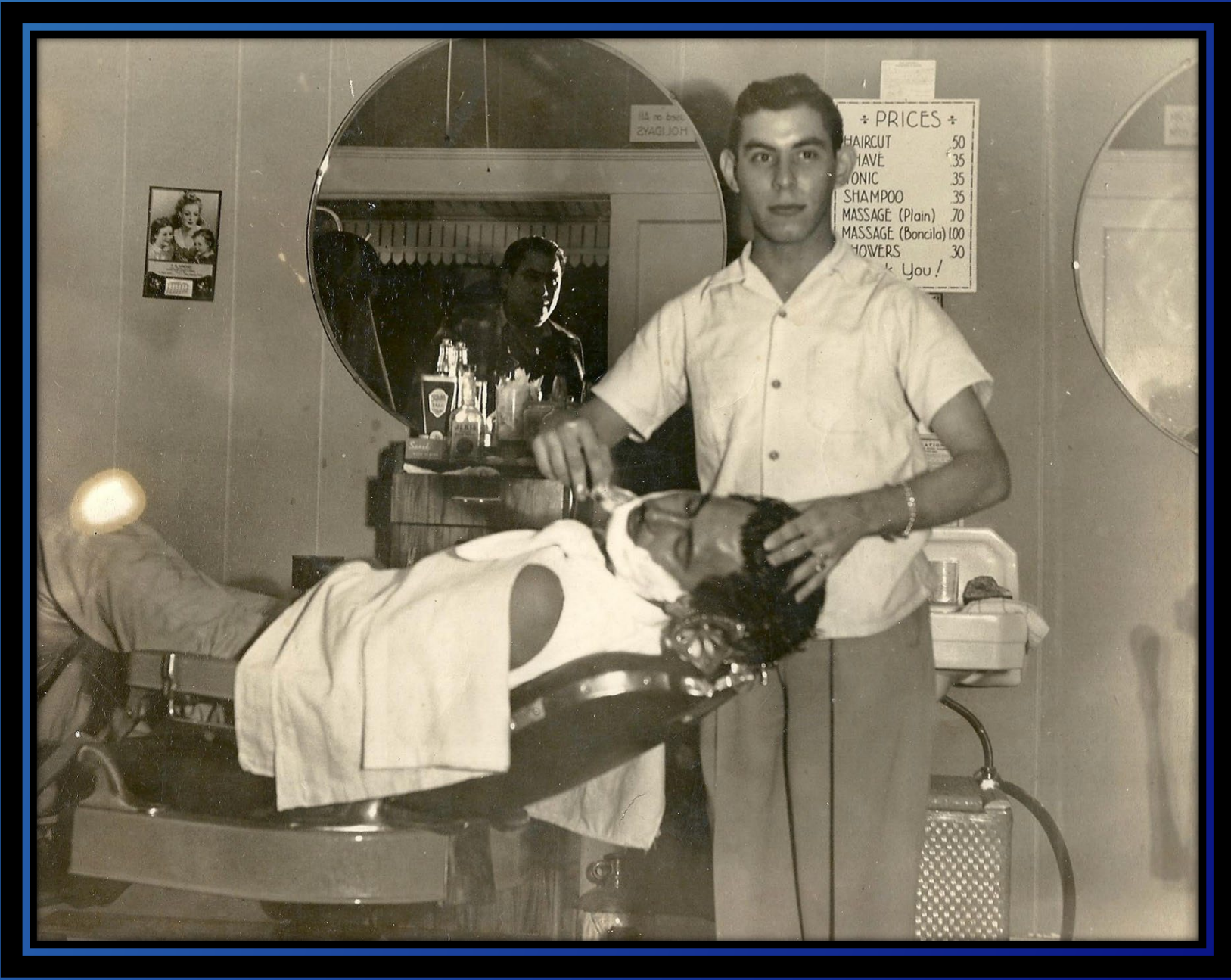
National Hispanic 
Foundation **Arts**
for the



n p r



*Felix's
Photo Bio*









LATINOS IN FILM

LATINO DIRECTORS ACROSS 1,200 TOP-GROSSING FILMS

OF THE
28
INDIVIDUAL
LATINO
DIRECTORS BETWEEN
2007 AND 2018...



*36% of the directors are of Mexican descent or nationality.
32% are of Spanish descent or nationality.*

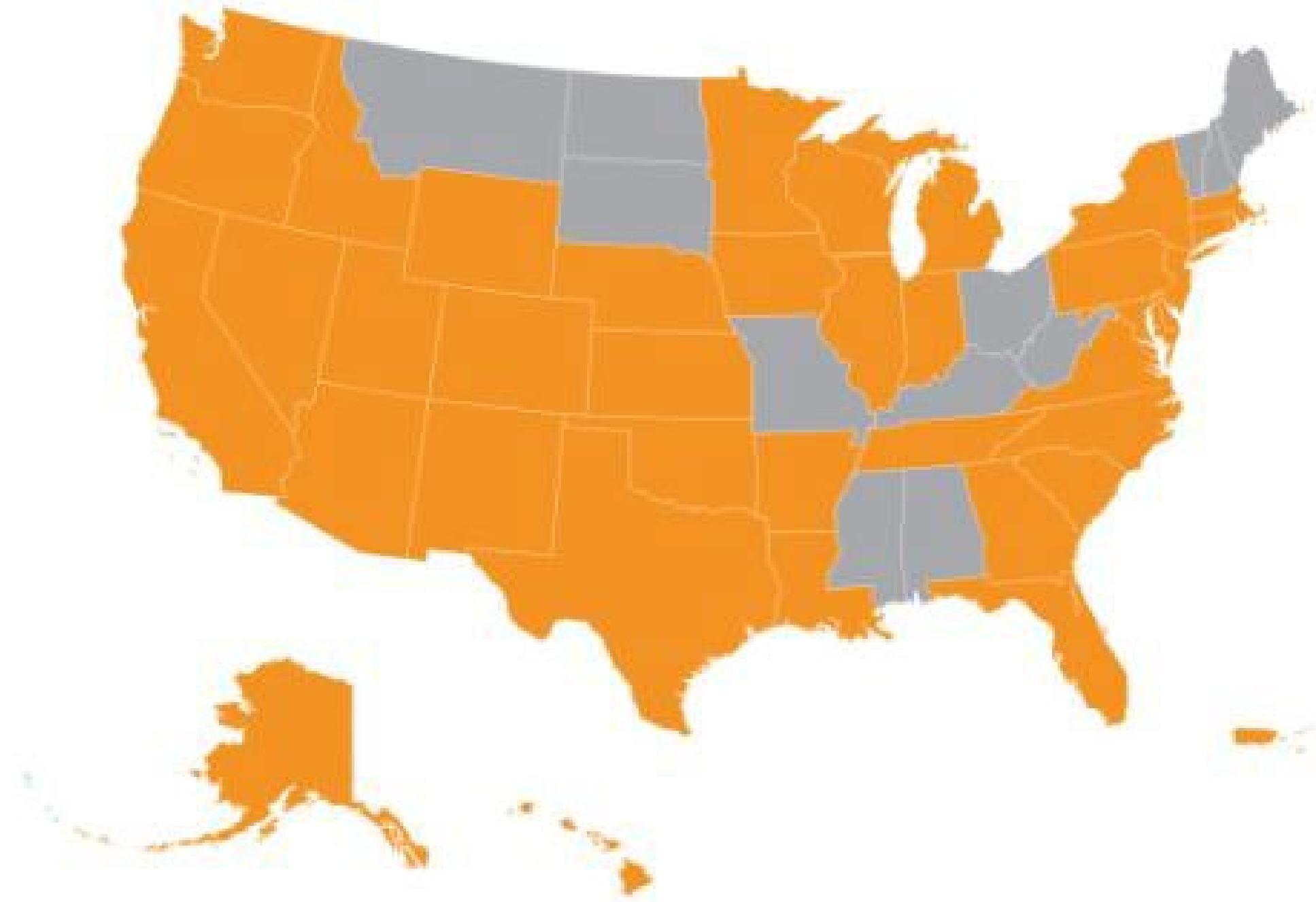
POOR, ISOLATED, CRIMINAL: LATINO STEREOTYPES IN FILM

Attributes of Latino Characters across 200 Popular Films

ATTRIBUTE	ALL SPEAKING CHARACTERS (%)	TOP BILLED CHARACTERS (%)
CRIMINAL	24%	28%
LOW INCOME	13%	17%
IMMIGRANT	3%	5%
RELIGIOUS	21%	26%
ISOLATED	36%	60%
TEMPERAMENTAL/ANGRY	12%	21%
TOTAL	262	72

THE U.S. POPULATION OUTPACES HOLLYWOOD

Prevalence of Latino characters across 1,200 films compared to U.S. population



77%

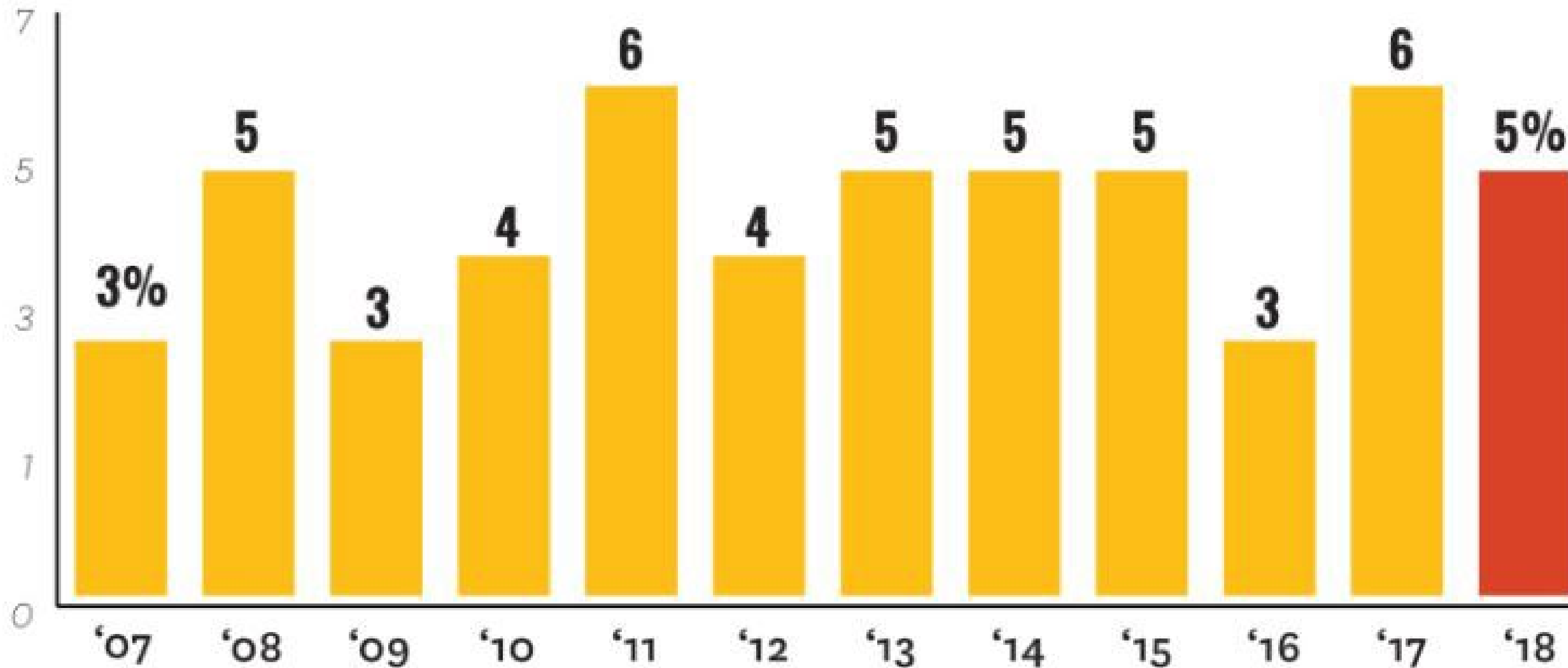
of 50 U.S. states & 2 territories
have a higher percentage of
Latinos than Hollywood films.

USC Annenberg

Inclusion Initiative

LATINO CHARACTERS ARE MISSING IN FILM

Prevalence of Latino speaking characters across 1,200 films in percentages



OVERALL
PERCENTAGE
OF LATINO
CHARACTERS



TOTAL NUMBER
OF CHARACTERS

47,268

USC Annenberg

Inclusion Initiative

LATINOS ON TV

The Netflix logo is displayed in a bold, red, sans-serif font. The letters are slightly shadowed, giving it a three-dimensional appearance. The logo is centered within a dark gray rectangular box that is set against a blue gradient background.

NETFLIX

In 2019, Netflix spent \$15 billion in original content

In 2020, Netflix is expected to spend \$17 billion in original content

Rising past \$26 billion by 2026

Source: Deadline - January 16, 2020



**Netflix, Drawn to Talent, Boosts Production in Mexico
with 50 Films and Series**

**Narcos: Mexico, Roma, La Casa de las Flores, Club de Cuervos, Money Heist, Elite,
Cable Girls, Ingobernable, Grand Hotel, Paquita Salas, Velvet, Morocco: Love in Time,
Unauthorized Living, Monarca, Distrito Salvaje, El Chapo, The Queen of Flow**

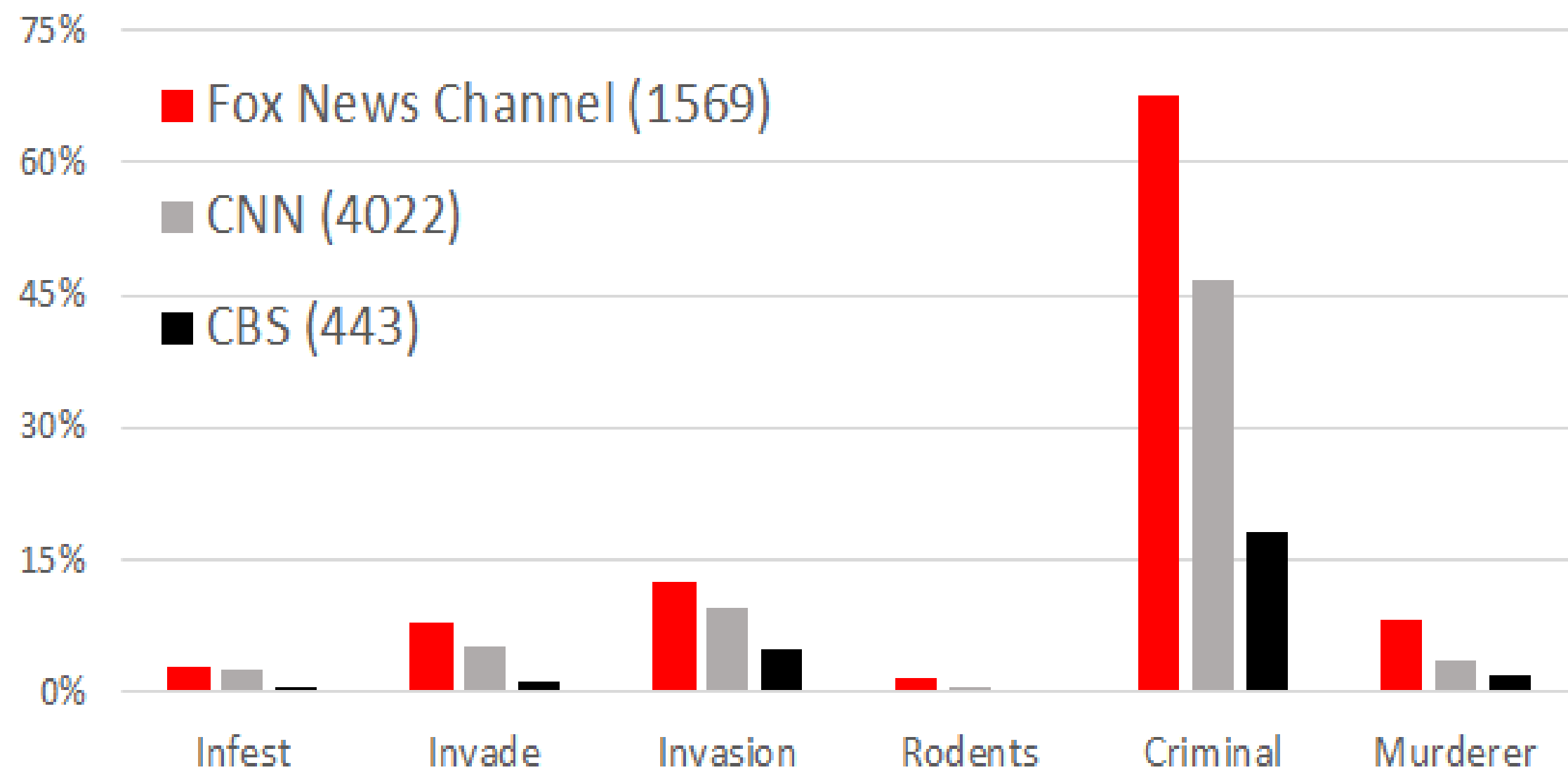
TOP 2019 TV SERIES WITHOUT LATINX CHARACTERS

- ❖ **Big Little Lies**
- ❖ **Fleabag**
- ❖ **The Kominsky Method**
- ❖ **Succession**
- ❖ **The Handmaid's Tale**
- ❖ **Grace and Frankie**
- ❖ **Stranger Things**
- ❖ **Killing Eve**
- ❖ **Schitt's Creek**
- ❖ **Westworld**
- ❖ **Grey's Anatomy**
- ❖ **True Detective**
- ❖ **The Deuce**
- ❖ **Mindhunter**

TOP 2019 TV SERIES WITH LATINX REPRESENTATION

- 1. Party of Five (Brandon Larracuente, Emily Tosta, Niko Guadardo, Elle Paris Legaspi, Bruno Bichir, Fernanda Urrejola)**
- 2. Gentefication (Joaquin Casio, JJ Soria, Carlos Santos, Annie Gonzalez, Karrie Martin, Julissa Calderon)**
- 3. One Day at a Time (Justina Machado, Rita Moreno, Isabella Gomez, Marcel Ruiz)**
- 4. On My Block (Diego Tinoco, Jason Genao, Jessica Marie Garcia, Julio Macias)**
- 5. Vida (Melissa Barrera, Mishel Prada, Ser Anzoategui, Carlos Miranda)**
- 6. Superstore (America Ferrera)**
- 7. NCIS (Wilmer Valdarrama, Cote de Pablo)**
- 8. Brooklyn Nine (Stephanie Beatriz, Melissa Fumero)**
- 9. 13 Reasons Why (Christian Navarro, Timothy Granaderos, Wilson Cruz, Benito Martinez, Brandon Larracuente)**

% of Immigration Stories Including Keywords Words by Network
Aug 1, 2018 - Aug 1, 2019
(total # of immigration stories in parentheses)



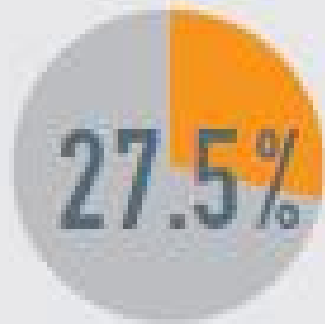
LATINOS BY THE NUMBERS



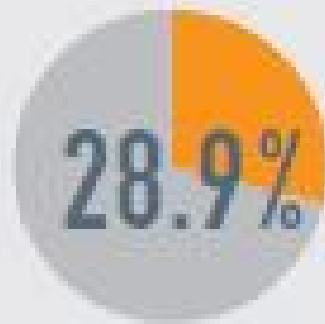
USA

17%
OF US POPULATION
(53 MILLION+)
AND GROWING FAST

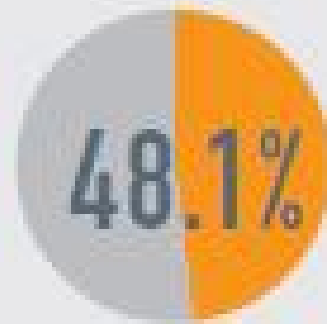
LARGE PRESENCE IN MAJOR US CITIES:



NYC



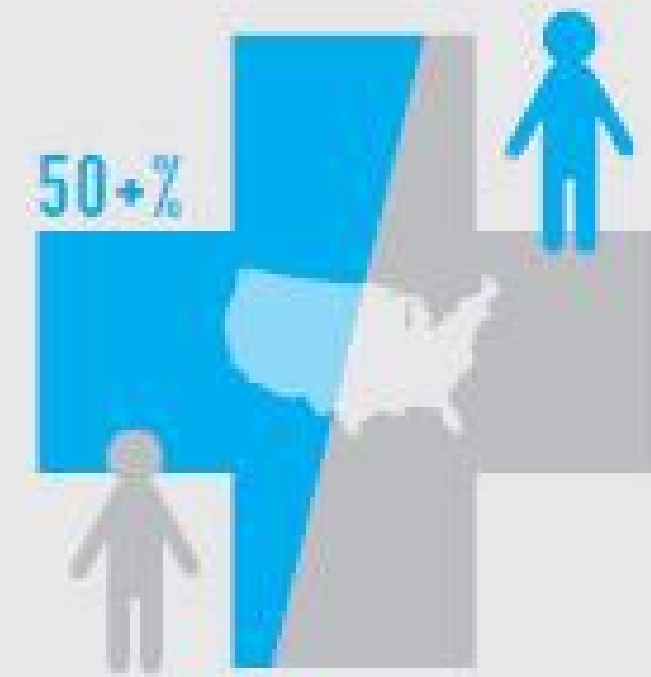
CHICAGO



LA



MIAMI



FROM 2000 - 2010
LATINOS ACCOUNTED FOR
MORE THAN **50%** OF
US POPULATION GROWTH

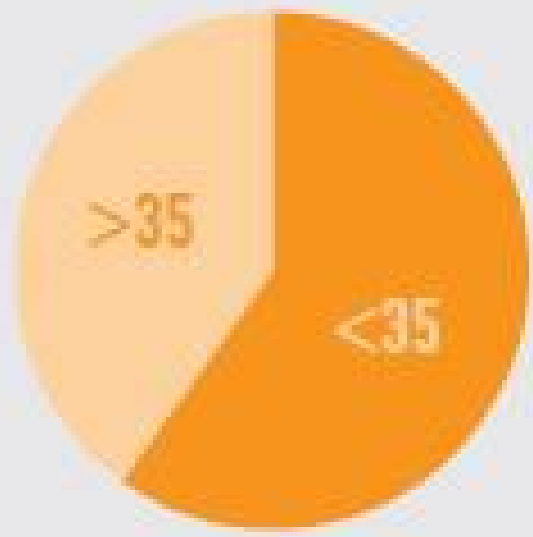
FASTEST PROJECTED GROWTH 2010-2050

167% PROJECTED LATINO
POPULATION GROWTH

(PROJECTED US AVG. GROWTH = 42%)



COLUMBIA
UNIVERSITY



LATINOS ARE YOUNG
OVER **60%**
UNDER THE AGE OF 35

IN THE AGE GROUP 18-34
(COVETED MARKETING DEMOGRAPHIC)

+++++ LATINOS GROWING
5X FASTER

LATINO MEDIAN AGE = 28
(US NATIONAL MEDIAN = 37)

LATINO BUYING POWER

CURRENTLY OVER **\$1 TRILLION**

AND BY 2015 **\$1.6 TRILLION**

(FASTEST GROWING IN THE NATION AT 48%)

IF US LATINOS CONSTITUTED A NATION

IT WOULD BE THE

14TH LARGEST ECONOMY
IN THE WORLD

94% LATINOS

LISTEN TO RADIO



LATINOS BUY

25%

OF ALL
MOVIE TICKETS



COLUMBIA
UNIVERSITY

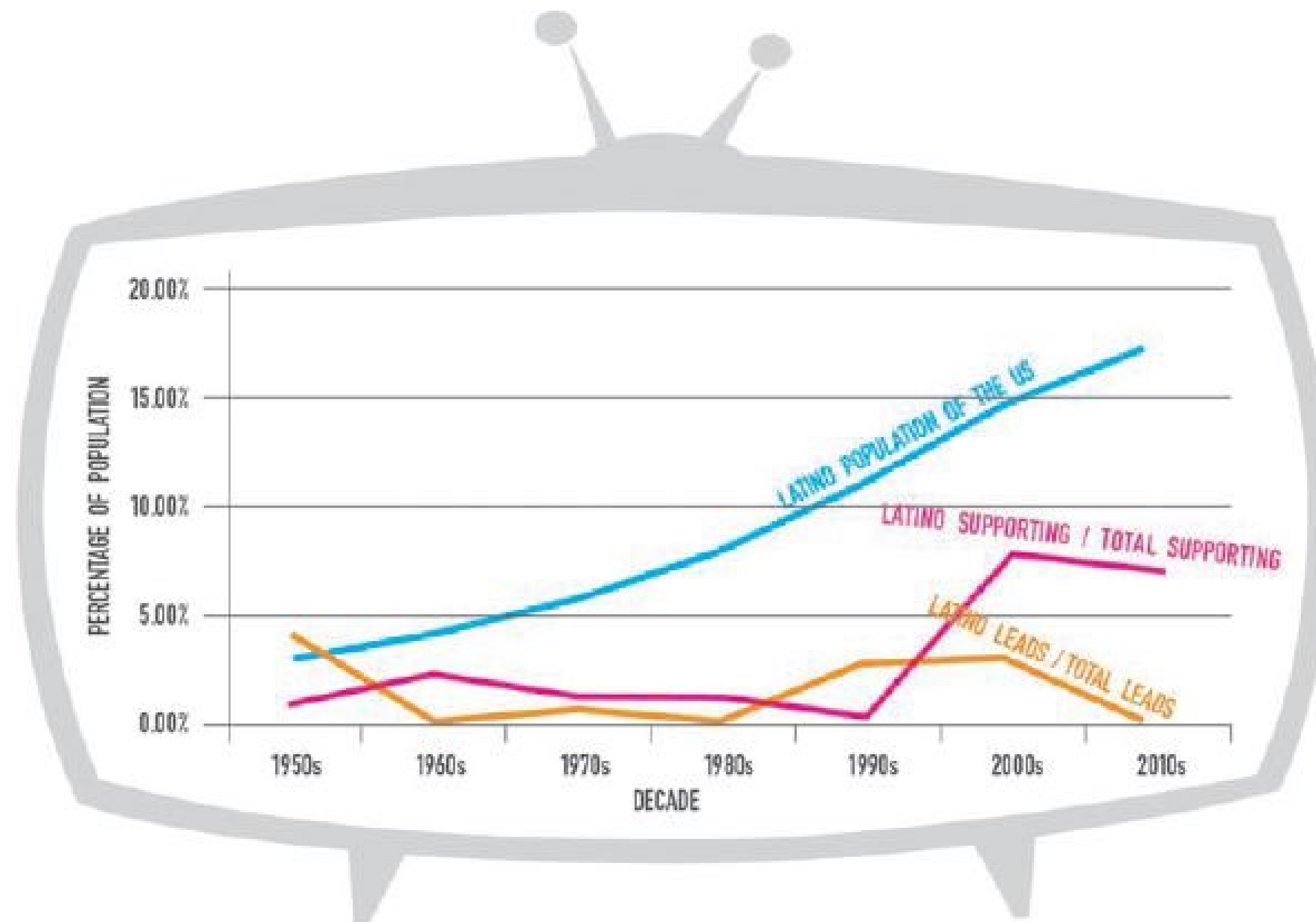


Figure 2: Percentage of Latino Actor Appearances in Top Ten Highest-Rated Scripted TV Shows (Sources: IMDb and U.S. Census, 1950–2013)



COLUMBIA
UNIVERSITY

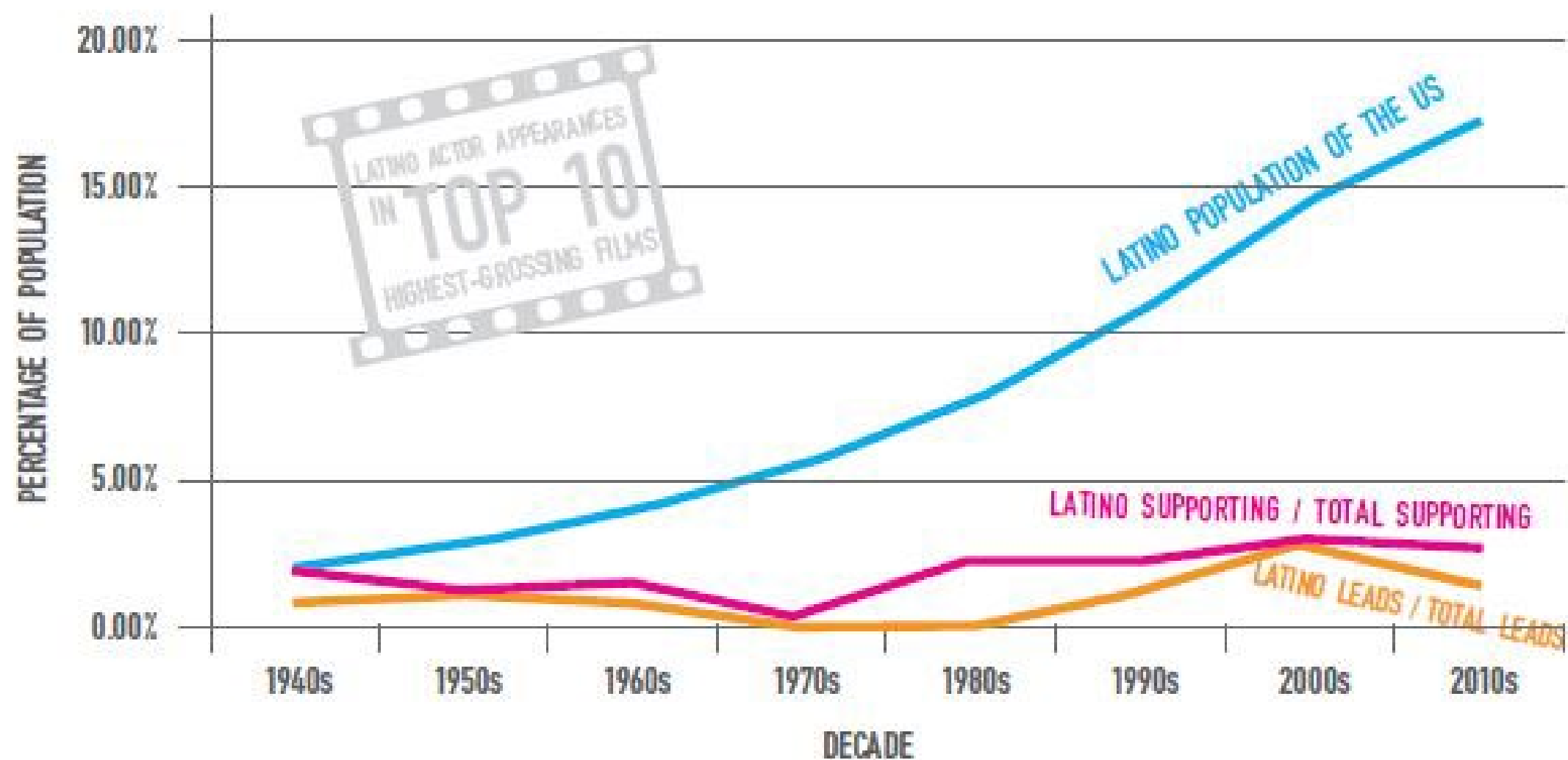


Figure 3: Percentage of Latino Actor Appearances in Highest-Grossing Films
 (Sources: IMDb and U.S. Census, 1950-2013)

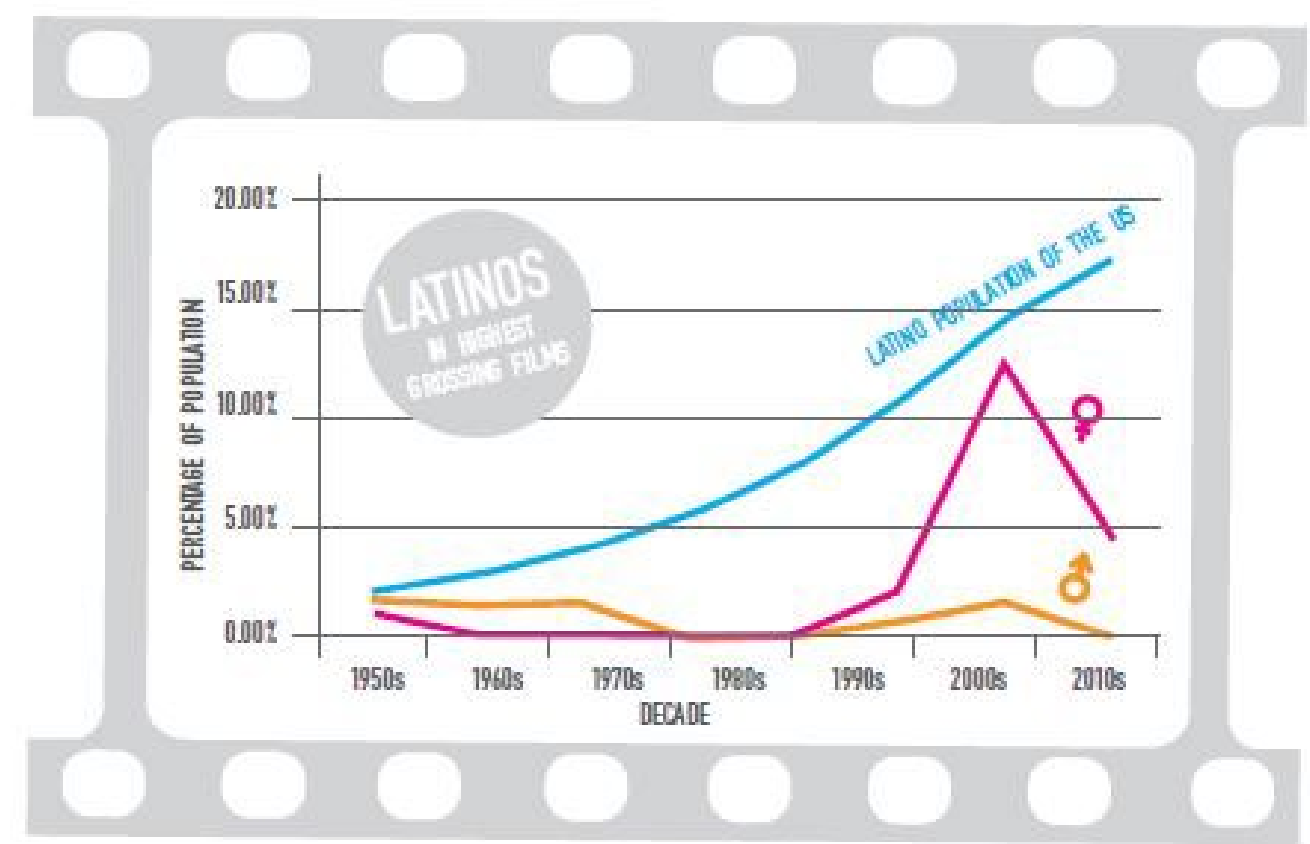


Figure 4: Percentage of Latino/a Lead Actor Appearances in Ten Highest-Grossing Films by Gender
 (Sources: IMDb and US Census 1950–2013)

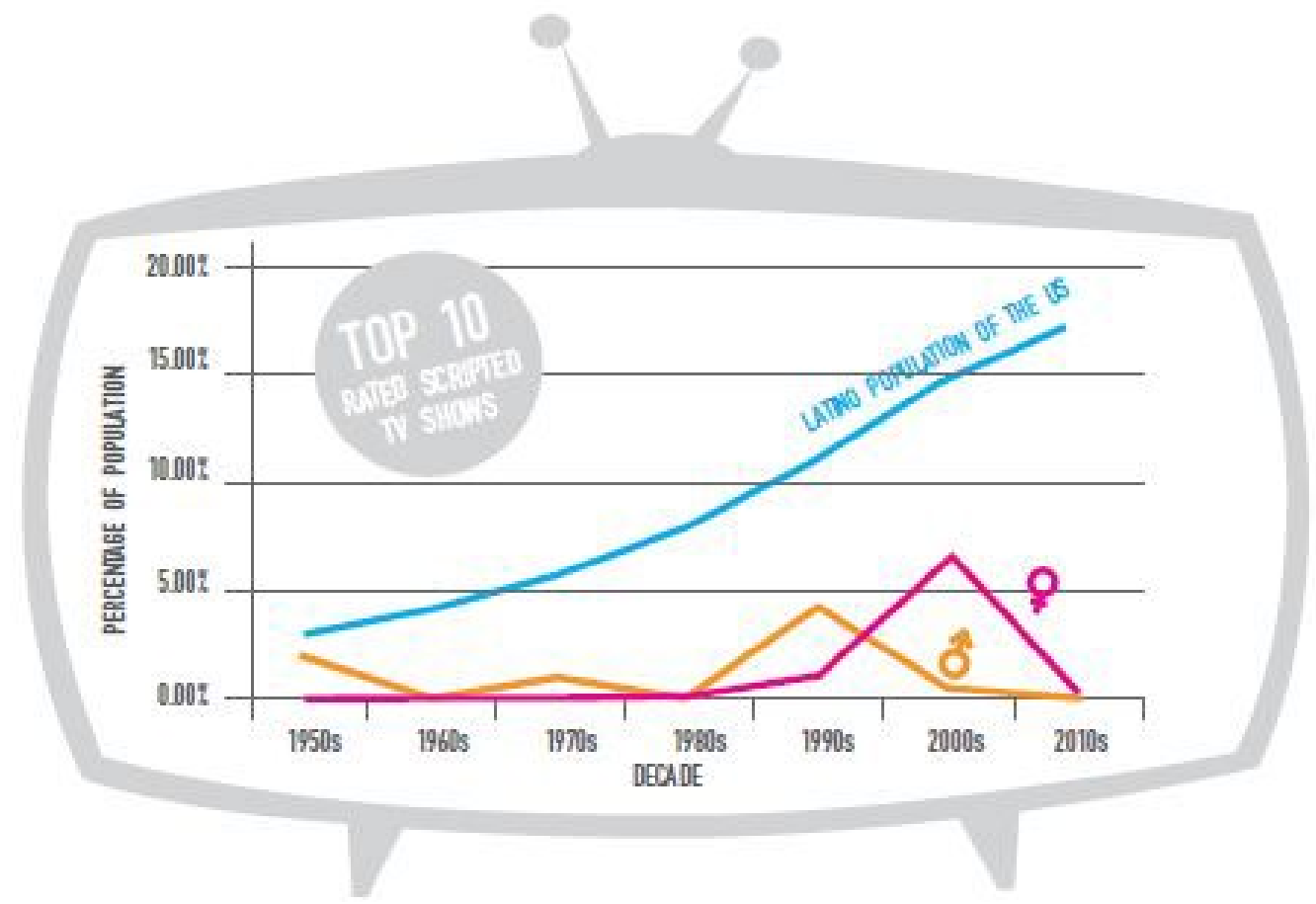


Figure 5: Percentage of Latino Actor Lead Appearances in Ten Highest-Rated Scripted TV Shows by Gender
 (Sources: IMDb and US Census, 1950–2013)

98.2%
NON-LATINO
TV NEWS PRODUCERS

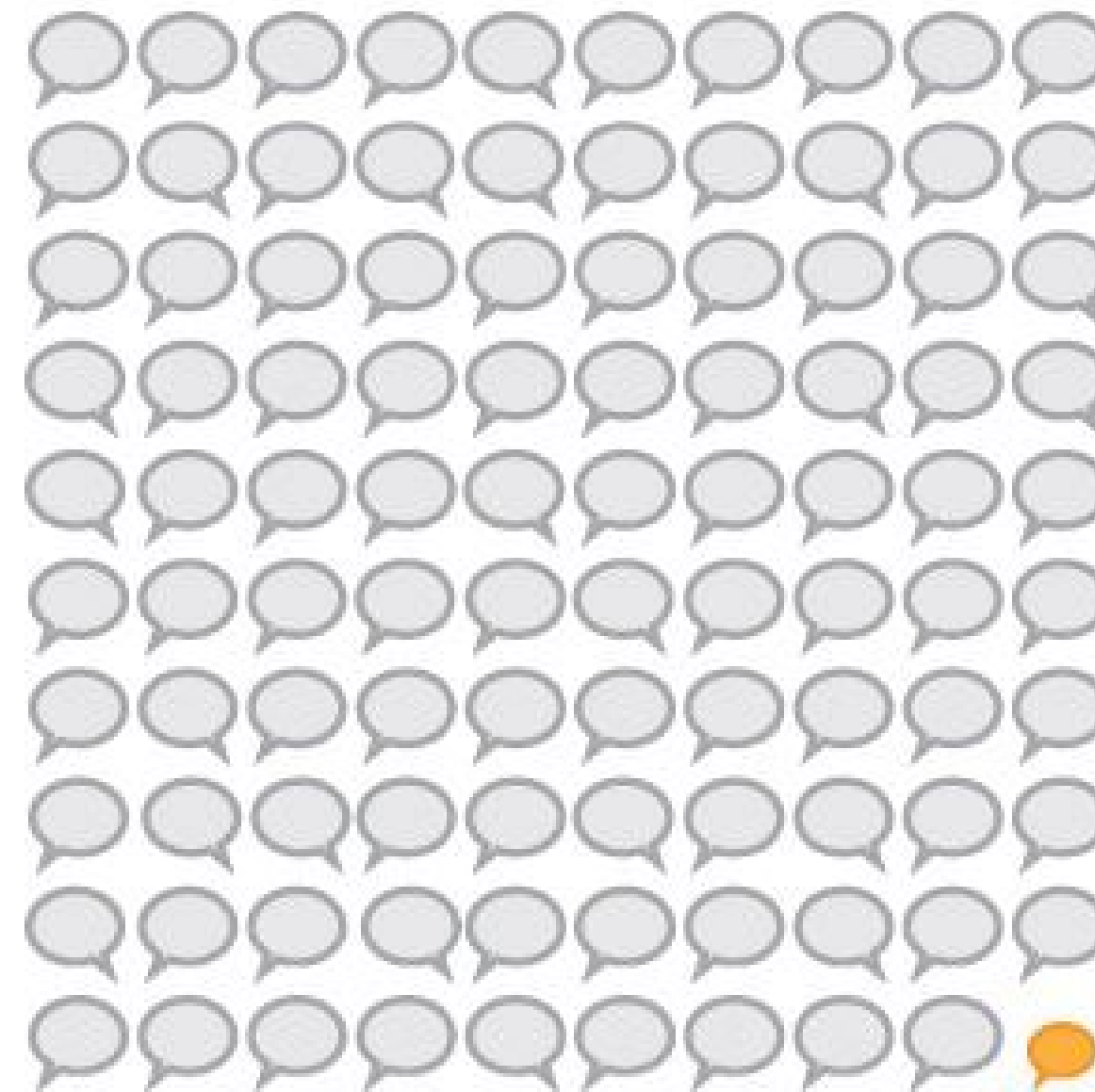


1.8%
LATINO
TV NEWS PRODUCERS

Figure 9: Latino TV News Producers
(Sources: IMDb and network websites)

"NEWS WORSE THAN FICTION"

STORIES ON NEWS AND TALK SHOWS



LESS THAN 1%
LATINO-RELATED



OF THAT <1% COVERAGE

66%

FOCUSED ON
CRIME, TERRORISM,
ILLEGAL IMMIGRATION

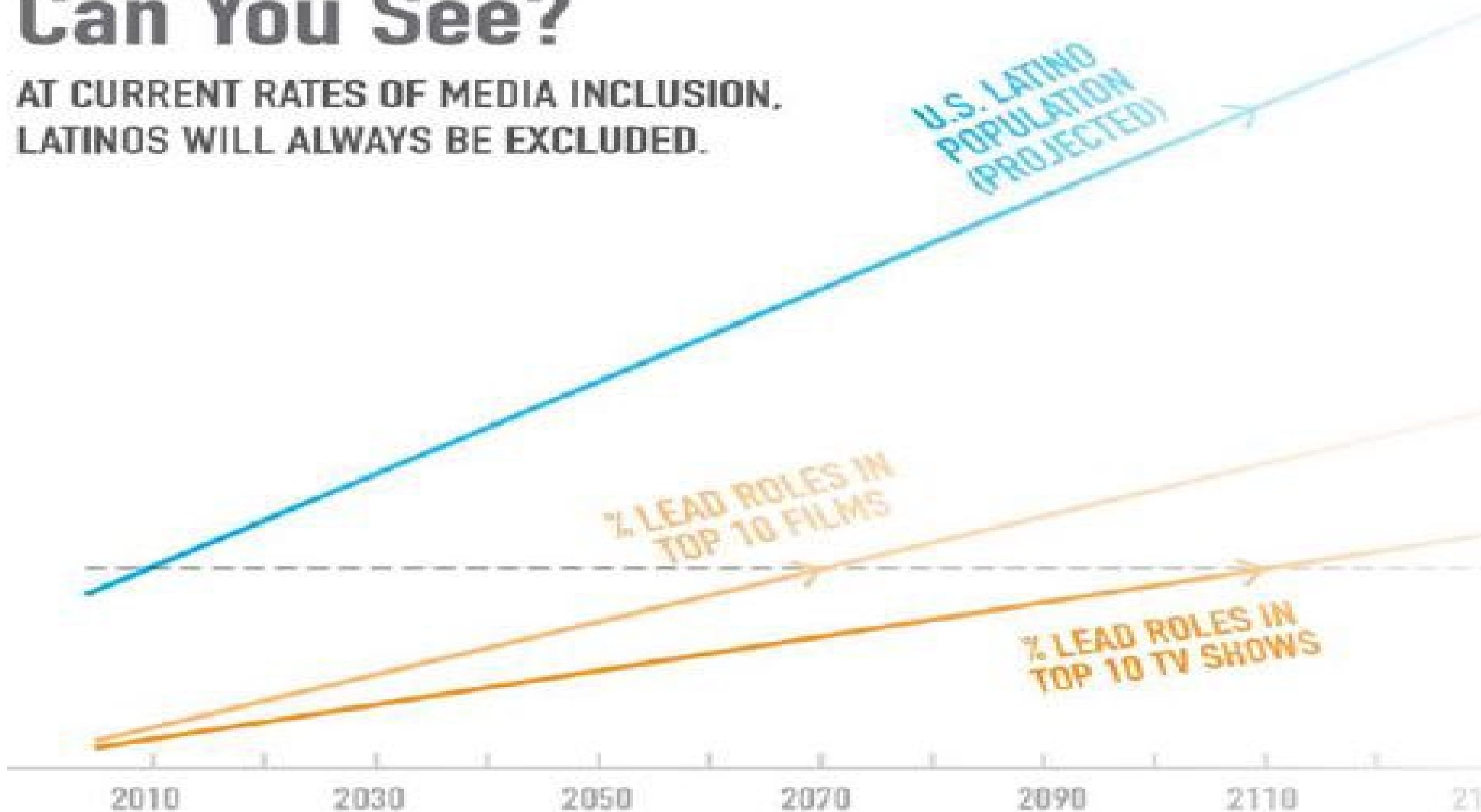
Figure 10: Themes of Latino News Stories
(Source: National Association of Hispanic Journalists, 2005)



COLUMBIA
UNIVERSITY

Can You See?

AT CURRENT RATES OF MEDIA INCLUSION, LATINOS WILL ALWAYS BE EXCLUDED.



COLUMBIA
UNIVERSITY

NHFA PROGRAMS

National Hispanic 
Foundation
for the Arts

AN INVITATION TO

JOIN OUR MOVEMENT

#REFLECTLATINX

THE REVOLUTION IS INCLUSION



WHAT WE DO

The National Hispanic Foundation for the Arts is the leading national Hispanic organization for...

- ▶ Diversity Advocacy
- ▶ Graduate School Scholarships
- ▶ Outreach and Empowerment
- ▶ Audience and Industry Research
- ▶ Content Development
- ▶ Talent Development
- ▶ National Conversation
- ▶ Civil Rights

...in the media, telecommunications, and entertainment industries.

HOW IT ALL BEGAN

- ▶ Actors Jimmy Smits, Sonia Braga, Esai Morales, and Merel Julia, along with attorney Felix Sanchez, created the National Hispanic Foundation for the Arts in 1997 to advance the presence of Latinos in the media, telecommunications and entertainment industries.
- ▶ The Foundation has concentrated on increasing access for Hispanic artists and professionals while fostering the emergence of new Hispanic talent and content.



OUR IMPACT

A Respected and Impactful Voice for 20 Years

- ▶ Serving the nation through diversity promotion, groundbreaking studies, graduate school scholarships, talent and content development, patronizing the arts, promoting civil rights in the digital age, training corporations, and monitoring the media.



SATURDAY NIGHT LIVE

**LED THE EFFORT TO
RESCIND SNL'S
INVITATION TO TRUMP
TO HOST THE LATE
NIGHT COMEDY SHOW**

- ▶ Questioned SNL Executive Producer Lorne Michaels' failure to ever hire a Latina cast member and to only hire two Latino male cast members over a 40-year period.
- ▶ Kennedy Center Honors: After NHFA denounced the historic brownout of Latino Kennedy Center Honorees, the Honors program has recognized three U.S.-born Latinos –actress/singer Rita Moreno, guitarist/songwriter Carlos Santana, and opera singer Martina Arroyo.
- ▶ PitchDC and PitchNY seek diverse voices and narratives that will appeal to a variety of media platforms. PitchDC receives a grant from the D.C. Mayor's Office on Latino Affairs. PitchNY is presented as a partnership with Governor Andrew Cuomo's Empire State Development and is sponsored by COMCAST/NBCUniversal.
- ▶ Historic Research: Commissioned two ground-breaking studies on the current state of Latino opportunity and influence in media and entertainment –“The Latino Disconnect” (2016) and “The Latino Gap” (2014).

OUR CONCERN

- ▶ Hispanic-Americans represent 56 Million consumers or 18% of the U.S. population. Latinos over-index in the consumption of entertainment, media, social media, and technology.
- ▶ But entertainment, the media, and the arts have yet to develop a system to maximize their investment in this high-spending demographic.
- ▶ NHFA is the one national organization that can educate companies who wish to tap this ever-growing opportunity by delivering contemporary mainstream content based on today's Hispanic-American experience.





OUR PROGRAMS

NHFA programs are part of a movement to:

- ▶ Identify and launch Hispanic talent (scholarship program).
- ▶ Develop and distribute content that is meaningful to Latinx community.
- ▶ Mentor and support organizations committed to Hispanic arts (Roundtable Events).
- ▶ Study industry opportunities and Hispanic impact (2014 and 2016 media studies).
- ▶ Promote Civil Rights (op-ed essays on CNN.com that raise awareness of issues impactful to the Latinx community).
- ▶ Create a national conversation and spotlight organizations that engage Hispanic consumers (NHFA Gala, Salon Dinner, social media).

OUR MISSION

- ▶ Diversity Advocacy
- ▶ Graduate School Scholarships
- ▶ Outreach and Empowerment
- ▶ Audience and Industry Research
- ▶ Content Development
- ▶ Talent Development
- ▶ National Conversation
- ▶ Civil Rights



DIVERSITY ADVOCACY

NHFA led and managed important campaigns to:

- ▶ Recognize Latino artists by the Kennedy Center Honors.
- ▶ Cast a Latina on SNL.
- ▶ Ensure Latino diversity on the Sunday Morning public affairs TV talk shows.
- ▶ Developing Registered Apprenticeship Program





GRADUATE SCHOOL

NHFA offers graduate scholarships to students at eight universities with a pipeline into the entertainment and telecommunications industries.

- ▶ UCLA
- ▶ USC
- ▶ UT Austin
- ▶ Northwestern
- ▶ NYU
- ▶ Columbia
- ▶ Harvard
- ▶ Yale

OUTREACH AND EMPOWERMENT

- ▶ NHFA works on a number of industry partnerships to promote talented Latinos both in front of and behind the camera.
- ▶ Disney/ABC Television Group (Writing, Directing, Casting, Production and Outreach Programs)
- ▶ Fox Writers Intensive
- ▶ CBS Diversity Institute (Writers Mentoring/Fellowships, Directing, Talent Showcase, Daytime Writers Initiative, Daytime Casting Initiative and Actor Workshops)
- ▶ NBC Diversity Initiative for Writers (Writers on the Verge, Late Night Writers Workshop, Short Cuts Film Festival)



AUDIENCE AND INDUSTRY RESEARCH

- ▶ Media Diversity Report (2016): NHFA is developing a partnership with the University of Southern California to develop an annual Latino-focused media diversity report.
- ▶ The Latino Disconnect (2016): Latinos in the Age of Media Mergers –NHFA commissioned the first in-depth study on Latino representation in television, film, and online streaming content over the last five years. Released by Columbia University’s Media and Idea Lab, a program of the Center for the Study of Ethnicity and Race (CSER).
- ▶ The Latino Media Gap (2014): NHFA compared Latino representation in the media with Latino viewership and consumption in the U.S. and found little overall improvement in the quality and quantity of Latino representation. Released by Columbia University’s Media and Idea Lab, a program of the Center for the Study of Ethnicity and Race (CSER).
- ▶ Art of Politics (2011): An NHFA study addressed the absence of Latino voices in leading news and public affairs television programming on the Sunday morning news talk shows on ABC, CBS, Fox and NBC.



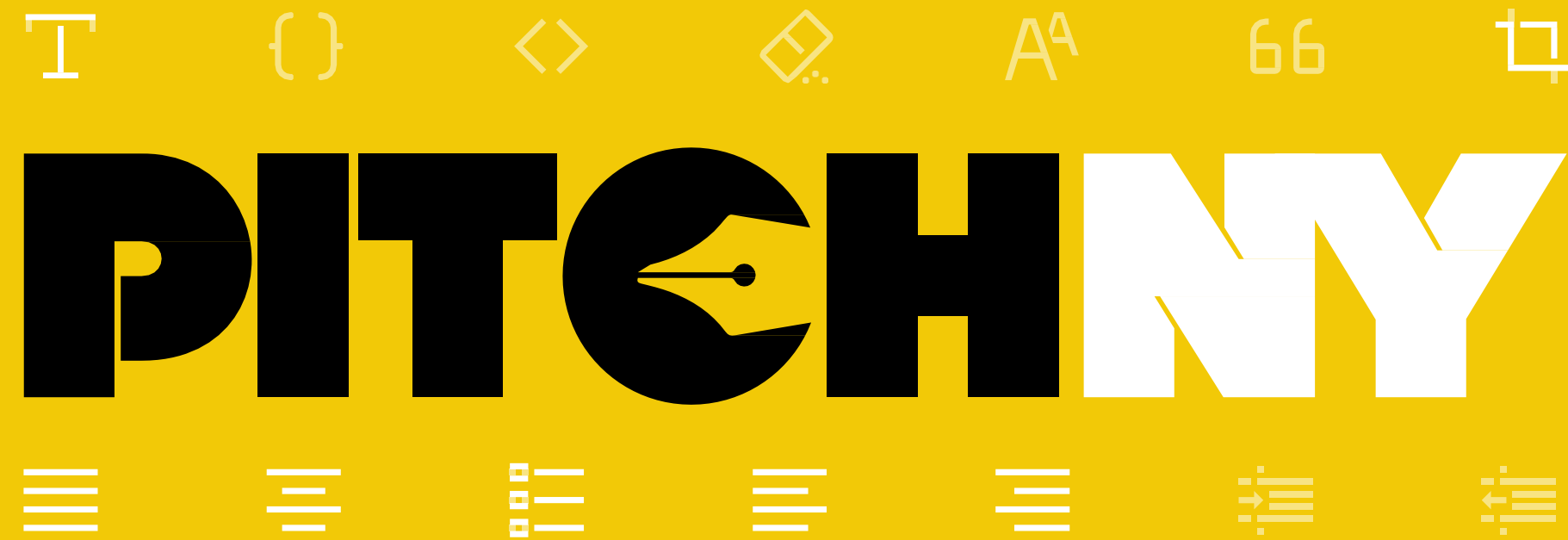


CONTENT DEVELOPMENT

PitchDC is a program to identify, fund, and distribute content created by NHFA writers, directors, journalists, and producers. This is the 5th year of the program.

NHFA leads an annual program to match Latino-themed content creators and media buyers, such as television and digital networks and film studios. The media pitch conference consists of a morning of advice from industry professionals, followed by an afternoon of one-on-one content pitches.

PITCHDC



PitchNY is a program developed in coordination with New York Governor Andrew Cuomo's Empire State Development's Office of Motion Picture & Television Development, and is sponsored by COMCAST/NBCUniversal.

PitchNY aims to cultivate New York State's homegrown talent by expanding pathways for aspiring creators, strengthening diverse voices and showcasing diverse and inclusive media content.



TALENT DEVELOPMENT

- ▶ NHFA funds graduate scholarships for students at eight select universities with a proven track record of creating student career opportunities in the media, telecommunications, and entertainment industries.
- ▶ Provided over \$5M provided in scholarships, mentoring and outreach.
- ▶ Mentored and identified such emerging talent as:
- ▶ Roberto Aguirre-Sacasa, NHFA scholar at Yale University – rewrote *Spiderman* on Broadway, lead TV writer on *Glee*, *Big Love* and *Looking*, film script writer for *Carrie*, *The Town That Dreaded Sundown*.



TALENT DEVELOPMENT

- ▶ Eva Longoria –NHFA Horizon Award recipient, *Desperate Housewives, Telenovela, Frontera*.
- ▶ Gina Rodriguez –NHFA Horizon Recipient, *Filly Brown, Jane the Virgin*.
- ▶ Alfonso Gomez-Rejon –NHFA Horizon Award recipient, NHFA Scholar at NYU, *Me, Earl and the Dying Girl*.
- ▶ Benjamin Lobato, NHFA Scholar at NYU and presently co-showrunner on USA Network's *Queen of the South*.



NATIONAL CONVERSATION

- ▶ Create a national conversation and spotlight organizations that are successfully engaging Hispanic consumers at the NHFA Roundtable Events in Hollywood, Madison Avenue, and Washington, D.C.
- ▶ Develop a Hispanic market strategy.
- ▶ Meet industry executives committed to Hispanic growth.
- ▶ Form strategic partnerships to maximize effectiveness and efficiency.
- ▶ NHFA Gala: Members of Congress, the Latin American Diplomatic Corps, Latino Celebrities and Entertainers, Corporate and Entertainment Executives, Administration officials, members of the media, and National Latino Leaders gather to recognize the most successful Latinos in the arts.
- ▶ Salon Dinner: Corporate sponsors and members meet in an intimate setting to deepen ties and build synergy.
- ▶ Social Media: NHFA partners and members react in real time to unpack issues in an attempt to reach a solution.



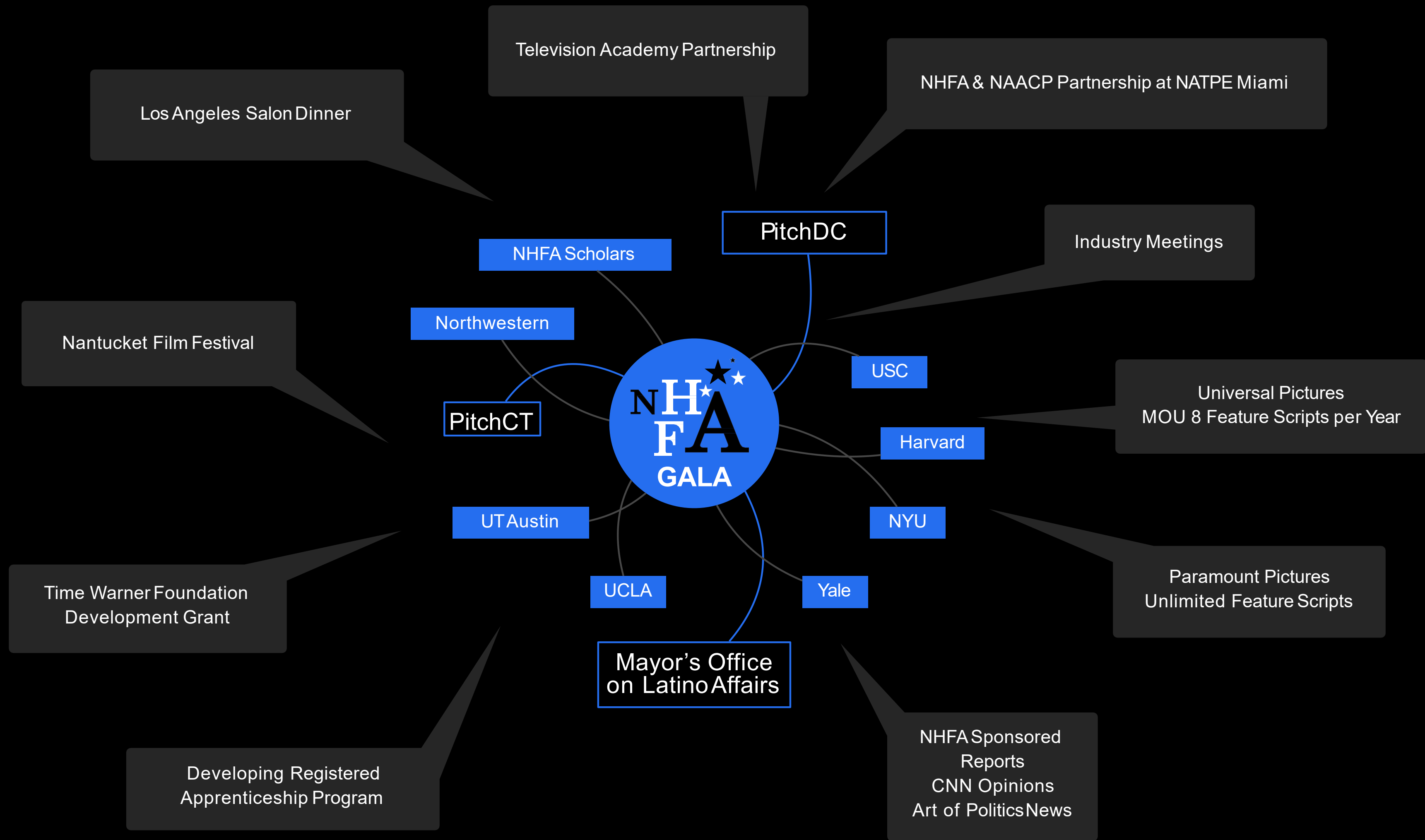


CIVIL RIGHTS IN THE DIGITAL AGE

- NHFA is the leading media watchdog for Hispanic issues
- We monitor and correct the media when they misrepresent or misinterpret Hispanic-Americans
- Federal Communications Commission filings CNN Opinions
- Media commentary
- Congressional Advocacy
- Congressional Hispanic Caucus partner on their Corporate Accountability Project to advance policies that create greater Latino representation, especially in the news and entertainment media sectors.

NHFA SPONSORS





JOIN THE NHFA MOVEMENT!

NHFA would like you to become part of our movement. Help us lead the media, telecommunications, and entertainment industries by sponsoring our programs in:

- ▶ Diversity Advocacy
- ▶ Graduate School Scholarships
- ▶ Outreach and Empowerment
- ▶ Audience and Industry Research
- ▶ Content Development
- ▶ Talent Development
- ▶ National Conversation
- ▶ Civil Rights
- ▶ Scholarship Award presentation at NHFA Gala
- ▶ Media Recognition at events
- ▶ Targeted and Exclusive Networking
- ▶ Website ties and Social Media Interaction

Sponsors of the Gala, Roundtable Events, or Media Study receive:

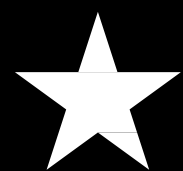


Become an Official NHFA Partner
and join the movement today!

CONTACT

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Foundation
for the Arts

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www.hispanicarts.org



facebook.com/hispanicarts



[twitter@felix_sanchez](https://twitter.com/felix_sanchez)