



## Legislation Text

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**File #:** Res 1074-1999, **Version:** \*

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Res. No. 1074

Resolution commending the NAACP for their "Diversity Initiative" for increasing minority involvement in all aspects of television, and further, calling upon the four major television networks to adopt this "Diversity Initiative."

By Council Members Foster, Clarke, Freed, Lopez, Perkins, Reed, Warden; also Council Members McCaffrey, Michels, Pinkett, Quinn, Rivera, Watkins and White.

Whereas, The NAACP has adopted a "Diversity Initiative" of 27 goals and timetables, to be adopted by the four major broadcast networks, for increasing minority involvement in all aspects of television; and

Whereas, Among the diversity goals are the end of "ghettoizing black shows" by scheduling them on nights without any accompanying "white" programming; the appointment of at least one new African-American to each network's board of directors by September 1, 2000; establishing a minority hiring program by March 1, 2000 to increase minority hiring, promotion and representation in management and nonmanagement positions; hiring "qualified people of color" as show directors and show developers in the 2000-01 television season; increasing the number of shows on the air directed by African-Americans; requiring the networks by March 1, 2000 to offer annual merit raises and salary bonuses to executives who recruit minority staff; increased patronization of minority-owned advertising and media buying firms by the networks; and purchasing at least 10% of goods and services used by the network from minority-owned businesses; and

Whereas, NAACP President Kweisi Mfume has stated that the "Diversity Initiative" is designed to 'achieve a rapid and steady progression toward the full inclusion of people of color in all aspects of the TV network business; and

Whereas, The NAACP has set December 20, 1999 as the deadline for the networks to adopt the "Diversity Initiative," and if not adopted, the NAACP plans to stage an action against at least one of the networks, such as a viewer and advertiser boycott starting January 1, 2000; now, therefore, be it

Resolved, That the Council of the City of New York commends the NAACP for introducing their "Diversity Initiative" for increasing minority involvement in all aspects of television, and further, calling upon the four major networks to adopt this "Diversity Initiative."

Referred to the Committee on General Welfare

FN/lc  
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