

National Hispanic Leadership Agenda

September 4, 2015

Mr. Andrew Lack
Chairman
NBC News and MSNBC
Mr. Phil Griffin
President
MSNBC
30 Rockefeller Plaza
New York, NY 10112

Dear Messrs. Lack and Griffin

Unverifiable media reports are suggesting that “The Rundown,” with José Díaz-Balart is either being completely eliminated or scaled down. As you know, the National Hispanic Leadership Agenda’s (NHLA) Media Committee met in New York to discuss the need to increase Latino representation on MSNBC.

Since MSNBC’s launch in 1996, José Díaz-Balart has been the first and only Latino anchor on your network. Díaz-Balart covers topics of concern and interest to the Latino community that no other news organization or MSNBC program covers.

NHLA, which is comprised of 40 preeminent national Latino organizations strongly opposes the type of programming restructuring reported by Mediate. In light of our recent meeting where we were assured that more Latino representation would be a priority for the network, any changes to minimize or eliminate José Díaz-Balart’s two-hour show will be met with strong organizational opposition.

We would appreciate a discussion with you before any major changes are made to your morning programming block. To follow up with us on this matter, please contact Felix Sanchez, Chairman and Co-Founder of the National Hispanic Foundation for the Arts at (202) 256-4321 or fsanchez@hispanicarts.org.

Sincerely,



Hector Sanchez
Chair, NHLA
Executive Director, Labor Council for
Latin American Advancement



Alex Nogales
President & CEO,
National HispanicMedia Coalition



Felix Sanchez
Chairman and Co-Founder,
National Hispanic Foundation for the Arts



Axel Caballero
Executive Director, National Association of
Latino Independent Producers

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ASPIRA Association
Avance Inc.
Casa de Esperanza: National Latin@ Network
Congressional Hispanic Caucus Institute
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Hispanic Federation
Hispanic National Bar Association
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Southwest Voter Registration Education Project
United States Hispanic Chamber of Commerce
United States Hispanic Leadership Institute
United States-Mexico Chamber of Commerce
U.S.- Mexico Foundation

Cc: Members of the Congressional Hispanic Caucus and Congressional Hispanic Conference