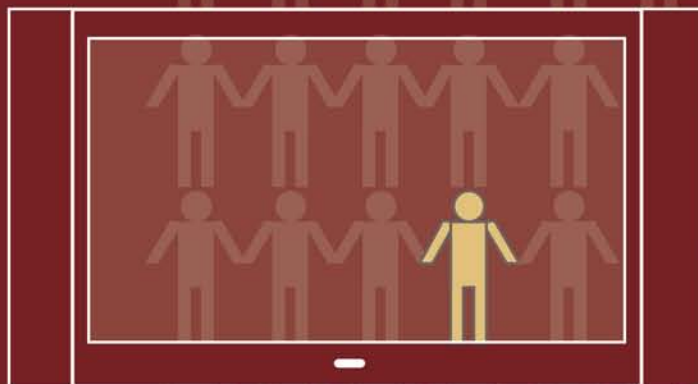


ASIAN PACIFIC AMERICANS in PRIME TIME :
SETTING the STAGE



2	About Us
3	Introduction
4	Study Highlights
5	Numerical Representation
8	Missed Opportunity Programs
10	Character Representation
15	Screen Time
17	Exemplary Programs
18	Conclusion
19	Methodology
20	Acknowledgements



Asian American Justice Center

The Asian American Justice Center (AAJC) was founded in 1991 and is headquartered in Washington, DC. AAJC works to advance the human and civil rights of Asian Americans through advocacy, public policy, public education and litigation. AAJC is one of the nation's leading experts on issues of importance to the Asian American community including: affirmative action, anti-Asian violence prevention/race relations, census, immigrant rights, immigration, language access and voting rights. The Asian Law Caucus and the Asian Pacific American Legal Center are affiliates of AAJC.



Asian Law Caucus

Founded in 1972, the Asian Law Caucus (ALC) was the nation's first nonprofit law office serving Asians and Pacific Islanders.

ALC's mission is to promote, advance and represent the legal and civil rights of the Asian and Pacific Islander community in Northern California. Annually, the Asian Law Caucus consults with and oversees cases of over 1,500 clients and provides legal information to over 5,000 people on workers' rights, immigration, housing issues, voting rights and hate crimes.



Asian Pacific American Legal Center of Southern California

The Asian Pacific American Legal Center of Southern California (APALC) was founded in 1983 and is the largest organization in the country focused on providing multilingual, culturally sensitive legal services, education and civil rights support to Asians and Pacific Islanders (APIs). APALC's mission is to advocate for civil rights, provide legal services and education, and build coalitions to positively influence and impact Asians and Pacific Islanders and to create a more equitable and harmonious society. APALC works on a range of issues affecting APIs and immigrants including workers' rights, consumer rights, immigration, citizenship, domestic violence, hate crimes, health care, language access and voting rights.



Asian American Institute

The Asian American Institute was established in 1992 as a pan-Asian not-for-profit organization. The mission is to empower the Asian American community through advocacy, utilizing research, education and coalition building. The Institute works to improve cooperation and mutual understanding by bringing ethnic Asian American communities together, raise the visibility of the Asian American community and spotlight its concerns so that elected officials, policy makers and the general public will understand, and gather and disseminate data about Asian American communities.

"I'm really proud to be on a show whose casting is a little more representative of how I think the world is. So to all my fellow Asian Americans out there, I share this with you. And be encouraged and keep shining."

– Sandra Oh (acceptance speech, Screen Actors Guild Award for Outstanding Performance by a Female Actor in a Drama Series, January 29, 2006)

Having won both the 2006 Golden Globe and Screen Actors Guild awards, Sandra Oh demonstrates the growing prominence of Asian Pacific Islander Americans (APIA) actors in prime time television. While Sandra Oh's role on *Grey's Anatomy* (ABC) acts as a beacon – lighting the path for other prime time programs to follow – few pursue that model of a "representative" world. Despite recent improvements in character prominence and quality, the lack of numerical representation renders APIAs largely invisible. Unfortunately, the majority of prime time television programs continue to under-represent APIAs and ignore the diverse fabric of the U.S. landscape.

The Asian American Justice Center (AAJC), formerly known as the National Asian Pacific American Legal Consortium, commissioned this study to look beyond the raw numbers and evaluate the type, quality, and complexity of characters portrayed by APIA actors.

In 2004, the estimated APIA population numbered approximately 14 million, or 5% of the total U.S. population.¹ However, the percentage of APIAs in prime time television consistently falls below that of the actual population. The public tends to rely on characterizations from the media to formulate beliefs about racial groups with whom they have little contact. Thus, many television viewers may believe that APIAs in prime time are representative of APIAs in the United States. In addition to the potential effects on audiences, the invisibility and stereotypical depictions of APIAs directly impact the professional actors who belong to these groups.

As a follow up to the 2004 study, *"Asian Pacific Americans in Prime Time: Lights, Camera and Little Action,"* this new report investigates the portrayal of prime time APIA regular characters on the six national television broadcast networks for Fall 2005 and offers a longitudinal comparison.² As the most prominent actors in a given series, regulars are the most desirable roles on television. Moreover, audiences tend to identify and connect most with these highly visible characters. Consequently, regular characters that are identified in network self-reports, appear on network web pages, and/or are included in program credits are analyzed in this study. This investigation not only examines characters by race and gender, but also compares roles portrayed by monoracial and multiracial APIA actors.

¹Reeves, Terrance and Claudette Bennett, "The Asian and Pacific Islander Population in the United States: March 2002, Current Population Reports." Washington, DC: U.S. Census Bureau, 2003.

²For the study of the Fall 2004 prime time season, refer to National Asian Pacific American Legal Consortium, Christina Chin, Meera Deo, Jenny J. Lee, Noriko Milman, and Nancy Yuen. 2005. "Asian Americans in Prime Time: Lights, Camera, and Little Action." National Asian Pacific American Legal Consortium, Washington, DC. Downloadable at http://www.advancingequality.org/files/NAPALC_report_final.pdf

Key Terms	Definitions
Asian Pacific Islander American (APIA)	Person of Asian and/or Pacific Islander heritage
Monoracial APIA	Person of a single or multiple Asian or Pacific Islander ethnic heritage
Multiracial APIA	Person of Asian or Pacific Islander heritage and non-Asian racial heritage
Regular	Actor identified by networks as a “regular” either on network websites or program credits

STUDY HIGHLIGHTS:

- APIAs comprise only 2.6% of all prime time television regulars.
- Among the 102 prime time programs, only 14 feature at least one APIA regular, and only one program (ABC’s *Lost*) includes more than one. These numbers are similar to the 2004 season.
- APIA regulars remain absent from shows set in heavily APIA-populated cities such as Los Angeles and New York.
- While missing from 2004 prime time situational comedies, APIA actors are featured on three sitcoms in the 2005 season: *Hot Properties* (ABC), *That ‘70s Show* (FOX), and *Half and Half* (UPN).
- In contrast to 2004, APIA regulars in the 2005 season are just as likely as their non-APIA counterparts to be involved in intimate relationships.
- In general, APIA actors feature less prominently than non-APIA actors as indicated by significantly lower screen time.
- In contrast to 2004 when APIA men fared better than APIA women in character prominence and quality, the 2005 prime time lineup reveals a reversal of this trend.
- Despite improvements in character prominence and quality, the lack of numerical representation renders APIAs largely invisible on prime time television.

This section compares the numerical representation of APIAs in the U.S. population to the numerical representation of APIA regulars by race, gender, television network, individual program and program setting.

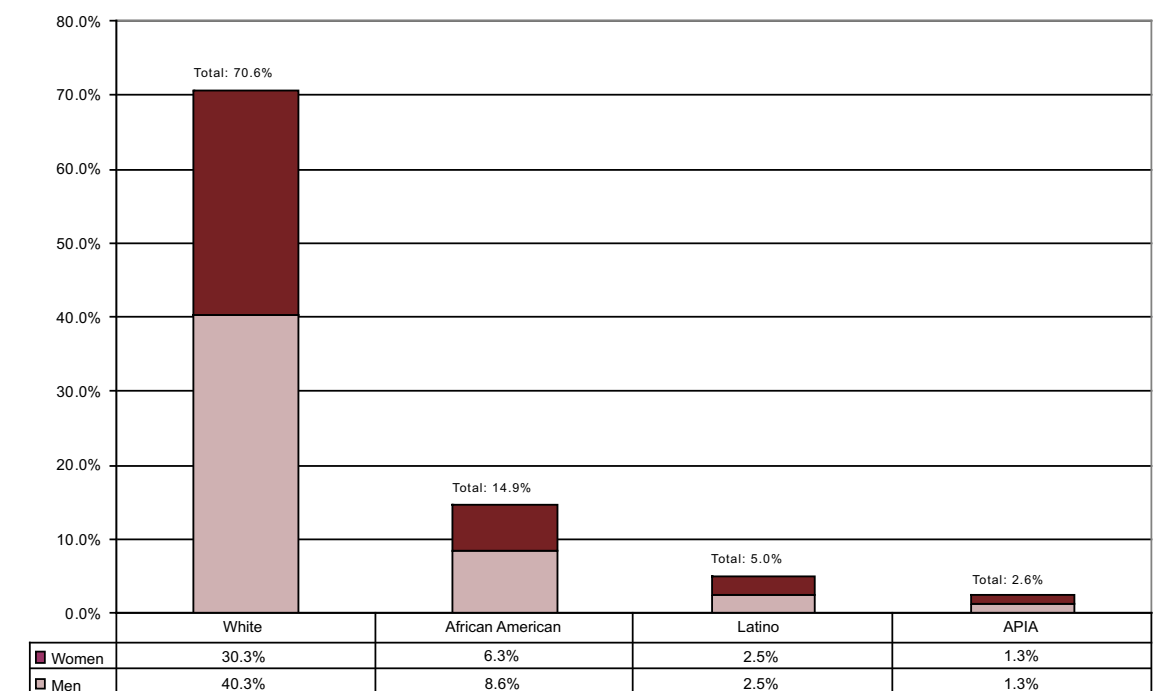
APIA Regulars by Race

- Only 16 APIAs are featured as regulars on prime time television. If represented according to U.S. population percentages, there would be at least 28 APIA regulars, and significantly more on shows set in areas with high concentrations of APIAs.
- At 70.6% of all regulars, whites remain the principal subjects of prime time television.
- Latino regulars (at 5.0%) and APIA regulars (at 2.6%) are represented well below their U.S. population percentages of 14% and 5%, respectively. Moreover, Native Americans are completely nonexistent in the world of prime time television.³

APIA Regulars by Race and Gender

- The dominance of white males persists in prime time television, comprising 40.3% of all regulars.
- While male regulars are overrepresented for whites and African Americans, there are equal numbers of male and female Latino and APIA regulars on prime time television.

Figure A : Regulars by Race and Gender

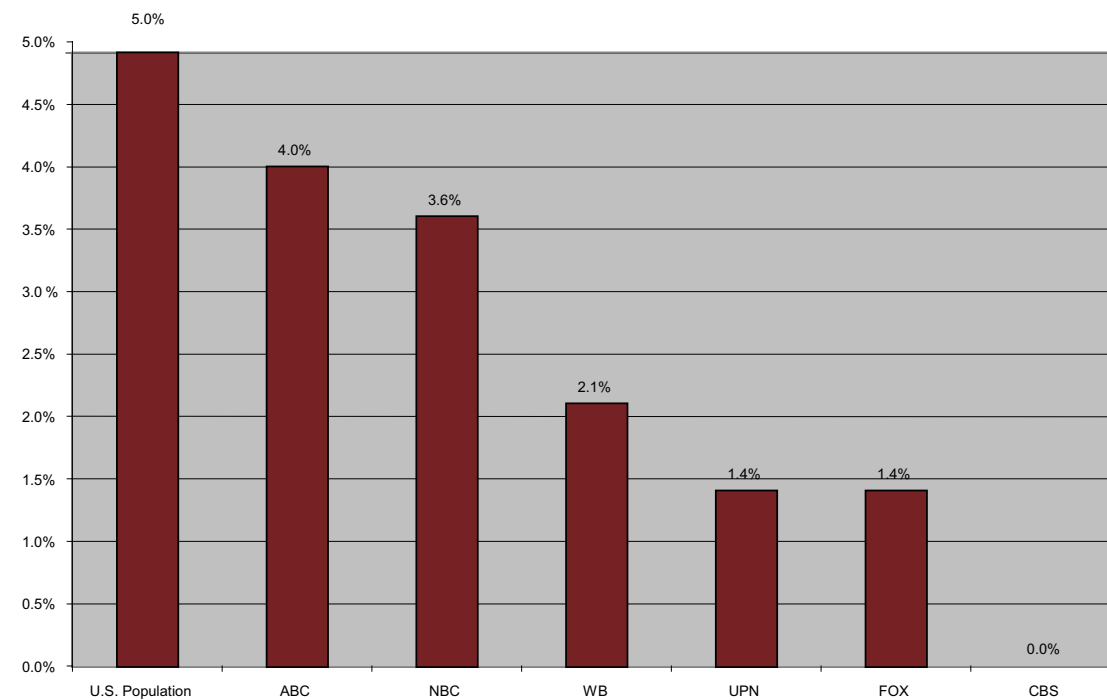


³Population percentages of Latinos and APIAs come from the US Census, 2004 estimates.

APIA Regulars by Network

- All six networks feature smaller percentages of APIA regulars that exist in the U.S. population, with three networks (WB, UPN, and FOX) at less than half and one network (CBS) with no representation whatsoever.

Figure B: APIA Regulars by Network



APIA Regulars by Program

- Of the 102 prime time programs, only 14 feature at least one APIA actor.⁴
- Only one program (ABC's *Lost*) includes more than one APIA actor among the regular cast.

Table 1: APIA Regulars, by Network, Program, Mono/Multiracial Status, and Gender

	Network	Program	Total Regular Actors	APIA Actors	APIA Monoracial		APIA Multiracial	
					Male	Female	Male	Female
1	ABC	<i>Grey's Anatomy</i>	9	1	0	1	0	0
2	ABC	<i>Hot Propertiesⁱ</i>	7	1	0	0	0	1
3	ABC	<i>Lost</i>	15	3	2	1	0	0
4	FOX	<i>Bones</i>	6	1	0	0	0	1
5	FOX	<i>MADtv</i>	11	1	1	0	0	0
6	FOX	<i>That '70s Show</i>	9	1	0	0	1	0
7	NBC	<i>Crossing Jordan</i>	6	1	1	0	0	0
8	NBC	<i>ER</i>	8	1	0	1	0	0
9	NBC	<i>Inconceivableⁱⁱ</i>	7	1	0	1	0	0
10	NBC	<i>Law and Order: Special Victims Unit</i>	8	1	1	0	0	0
11	NBC	<i>Surface</i>	6	1	0	0	1	0
12	UPN	<i>Half and Half</i>	6	1	1	0	0	0
13	WB	<i>Gilmore Girls</i>	10	1	0	1	0	0
14	WB	<i>Smallville</i>	8	1	0	0	0	1
Total			116	16	6	5	2	3

ⁱ⁾ Cancelled in December 2005 after 13 episodes.

ⁱⁱ⁾ Cancelled in October 2005 after two episodes.

⁴The 102 programs exclude news magazines, reality shows with no hosts, animated series and movie specials.

While APIAs nationwide comprise 4.4% of the population, several major U.S. cities contain densely concentrated APIA communities. Series set in these locations that fail to feature a single APIA regular are designated as “missed opportunity programs.”

- ◻ While 21 programs in the 2004 prime time lineup had absolutely no APIA regulars, the number of missed opportunity programs rose to 30 in 2005.
- ◻ With the exception of *Half and Half* (UPN), all programs set in San Francisco (33.8% APIA) do not include a single APIA regular.
- ◻ Although APIAs comprise 13.2% of Los Angeles County, all 13 programs set there completely exclude APIA regulars from their collective casts.
- ◻ Aside from *Law and Order: SVU* (NBC), all programs set in New York City (10.3% APIA) feature no APIA regulars. An especially glaring omission of APIAs is on *King of Queens* (CBS), set in Queens, NY (20.4% APIA).
- ◻ While a few programs set in cities with high concentrations of Latinos or African Americans include racially homogenous casts featuring these groups, no shows focus solely on APIAs.

Table 2: Missed Opportunity Programs by Location and APIA Population

Network	Missed Opportunity Program	City or County Location	APIA Population Percent ⁵
FOX	<i>Killer Instinct</i> ⁱ	San Francisco	33.8%
WB	<i>Charmed</i>		
WB	<i>Twins</i>		
ABC	<i>Alias</i>	Los Angeles County	13.2%
ABC	<i>George Lopez</i>		
ABC	<i>Night Stalker</i> ⁱⁱ		
CBS	<i>Numbers</i>		
CBS	<i>Two and a Half Men</i>		
CBS	<i>Yes, Dear</i>		
FOX	<i>The Bernie Mac Show</i>		
NBC	<i>The Biggest Loser</i>		
NBC	<i>Joey</i>		
UPN	<i>All of Us</i>		
UPN	<i>Girlfriends</i>		
UPN	<i>Sex, Love and Secrets</i> ⁱⁱⁱ		
WB	<i>Just Legal</i> ^{iv}		
CBS	<i>CSI: New York</i>	New York City	10.3%
CBS	<i>How I Met Your Mother</i>		
CBS	<i>King of Queens</i>		
CBS	<i>Out of Practice</i>		
CBS	<i>Without a Trace</i>		
FOX	<i>Kitchen Confidential</i> ^v		
NBC	<i>Apprentice</i>		
NBC	<i>Law and Order</i>		
NBC	<i>Law and Order: Criminal Intent</i>		
NBC	<i>Will and Grace</i>		
UPN	<i>Love, Inc.</i>		
WB	<i>Living with Fran</i>		
WB	<i>Related</i>		

ⁱ⁾ Cancelled in December 2005 after nine episodes.

ⁱⁱ⁾ Cancelled in November 2005 after six episodes.

ⁱⁱⁱ⁾ Cancelled in October 2005 after four episodes.

^{iv)} Cancelled in October 2005 after three episodes.

^{v)} Cancelled in December 2005 after four episodes.

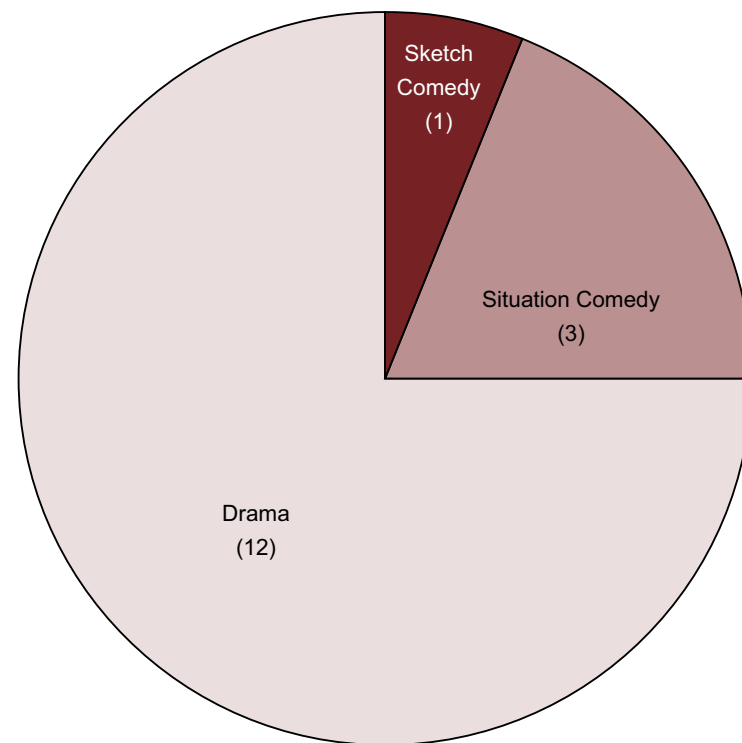
⁵Population percentages come from the 2004 American Community Survey.

Television Genres

Genres serve as important navigational tools for television audiences. Audiences expect certain plot and character conventions based on the type of show they are watching. For example, dramas tend to include serious subjects while situational comedies focus on humorous characters. In Figure C, the numbers in parentheses indicate the number of APIA regulars in that genre.

- ◻ The 2005 season includes APIAs in a variety of genres, including a sketch comedy show, situational comedies and dramas.
- ◻ APIAs are more likely to be represented in television dramas than any other genre.
- ◻ While absent from 2004 prime time situational comedies, APIA actors are featured on three sitcoms in the 2005 season: *Hot Properties* (ABC), *That '70s Show* (FOX), and *Half and Half* (UPN).
- ◻ While the new APIA presence on sitcoms is to be applauded, all three APIA sitcom regulars are peripheral characters to the central characters, contrasted to their non-APIA counterparts who are all family members or close friends.

Figure C: TV Genres which feature APIA Regular Actors



Name & Ethnicity

Viewers and researchers often use names to determine characters' ethnicities and, thus, learn more about their backgrounds. Asian-origin names indicate that characters are of an APIA ethnicity.

- ◻ Compared to 2004, the 2005 prime time season featured a lower percentage of characters with identifiably Asian-origin names.
- ◻ Of the 16 characters portrayed by APIA actors, seven have Asian-origin surnames; three of these characters also have Asian-origin first names, further emphasizing their APIA identities.
- ◻ All characters definitively identified as APIA are portrayed by monoracial, not multiracial, APIA actors.
- ◻ All four characters that appear to be ethnically ambiguous are played by multiracial APIA actors.
- ◻ None of the five multiracial APIA actors play definitively APIA characters.

Table 3: Name and Ethnicity of Actors and Characters by Mono/Multi-Racial APIA Status, Network and Program

Network	Program	Actor	Character Name	Actor Ethnicity	Character Ethnicity
ABC	<i>Grey's Anatomy</i>	Sandra Oh	Cristina Yang	Korean	Korean
ABC	<i>Lost</i>	Naveen Andrews	Sayid Jarrah	Indian	Iraqi
ABC	<i>Lost</i>	Daniel Dae Kim	Jin-Soo Kwon	Korean	Korean
ABC	<i>Lost</i>	Yunjin Kim	Sun Kwon	Korean	Korean
FOX	<i>MADtv</i>	Bobby Lee	(Various)	Korean	Various Asian
NBC	<i>Crossing Jordan</i>	Ravi Kapoor	"Bug"	Indian	Indian
NBC	<i>ER</i>	Parminder Nagra	Neela Rasgotra	Indian	Indian
NBC	<i>Inconceivableⁱ</i>	Ming-Na	Rachel Liu	Chinese	Chinese
NBC	<i>Law and Order: Special Victims Unit</i>	B.D. Wong	George Huang	Chinese	Chinese
UPN	<i>Half and Half</i>	Alec Mapa	Adam Benet	Filipino	Filipino
WB	<i>Gilmore Girls</i>	Keiko Agena	Lane Kim	Japanese	Korean
ABC	<i>Hot Propertiesⁱⁱ</i>	Amy Hill	Mary	Multiracial (Japanese-white)	Ambiguous
FOX	<i>Bones</i>	Michaela Conlin	Angela Montenegro	Multiracial (Chinese-white)	Ambiguous
FOX	<i>That '70s Show</i>	Tommy Chong	Leo	Multiracial (Chinese-white)	Ambiguous
NBC	<i>Surface</i>	Ian Anthony Dale	Davis Lee	Multiracial (Japanese-white)	Ambiguous
WB	<i>Smallville</i>	Kristin Kreuk	Lana Lang	Multiracial (Chinese-white)	White

ⁱ) Cancelled in October 2005 after two episodes.
ⁱⁱ) Cancelled in December 2005 after 13 episodes.

Occupation & Status⁶

Americans spend the bulk of their days working. Identifying the occupations of characters in a program not only increases their multidimensionality by revealing their status and background, but also offers a glimpse into their everyday lives.

- ▣ As in the 2004 season, the majority of APIA characters in 2005 continue to have high status occupations.
- ▣ Of the eight APIA characters with known occupations, five hold advanced degrees, often in the medical sciences.

The high status of most APIA characters may be a reflection of the genre in which they are featured; regardless of race, most characters on one-hour dramas tend to have high status professions. However, the absence of APIA characters from other genres and, as a consequence, their exclusion from a diverse range of occupations, may contribute to generalizations about APIA communities and the perpetuation of the “model minority” stereotype.

⁶This section examines the occupations of APIA-identified characters. Consequently, ethnically ambiguous, white, and other non-APIA characters portrayed by APIA actors are excluded from this analysis.

Table 4: Occupations of APIA-Identified Characters by Network and Program

Network	Program	Actor	Character	Occupation
ABC	<i>Grey's Anatomy</i>	Sandra Oh	<i>Cristina Yang</i>	Medical intern
ABC	<i>Lost</i>	Daniel Dae Kim	<i>Jin-Soo Kwon</i>	Mobster/ businessman
ABC	<i>Lost</i>	Yunjin Kim	<i>Sun Kwon</i>	(Unknown)
NBC	<i>Crossing Jordan</i>	Ravi Kapoor	<i>“Bug”</i>	Medical examiner
NBC	<i>ER</i>	Parminder Nagra	<i>Neela Rasgotra</i>	Medical doctor
NBC	<i>Inconceivableⁱ</i>	Ming-Na	<i>Rachel Liu</i>	Attorney/co-founder of fertility clinic
NBC	<i>Law and Order: Special Victims Unit</i>	B.D. Wong	<i>George Huang</i>	Forensic psychiatrist
UPN	<i>Half and Half</i>	Alec Mapa	<i>Adam Benet</i>	Administrative assistant
WB	<i>Gilmore Girls</i>	Keiko Agena	<i>Lane Kim</i>	Drummer for a rock band

ⁱ) Cancelled in October 2005 after two episodes.

Character Settings⁷

Given that central characters are more likely to be featured in their own homes, an examination of settings can demonstrate a character's prominence. In addition, characters shown in their home are more likely to be identified with by audiences.

- ◻ While in 2004 only 11% of APIA regulars were featured in their own homes, this percentage has risen to 25% for the 2005 season.
- ◻ APIA women are more likely than APIA men to be shown in domestic settings.
- ◻ Perhaps partly because the majority of programs including APIAs are dramas, APIA regulars are more commonly relegated to the workplace or other public settings than regulars in non-dramas.

Relationships

Familial and romantic relationships provide the most personal window into a character's life. In this sense, including a character's intimate interactions piques audience interest in the character's development throughout the episode and series.

- ◻ Compared to the 2004 prime time season, APIA regulars in 2005 are more likely to be involved in intimate relationships.
- ◻ Of the ten definitively APIA characters, seven (70%) are shown in a romantic and/or familial relationship. Of the six APIA actors who portray non-APIA or ethnically ambiguous characters, three (50%) are closely linked to other characters.
- ◻ All five of the women who are APIA characters are in relationships while only two of the five men are.
- ◻ With the exception of the married couple "Jin-Soo" and "Sun" from ABC's *Lost*, all other APIA regulars are involved in relationships with non-APIAs.
- ◻ All romantic relationships involving APIAs are heterosexual, with the exception of a skit involving Bobby Lee on FOX's *MADtv*.

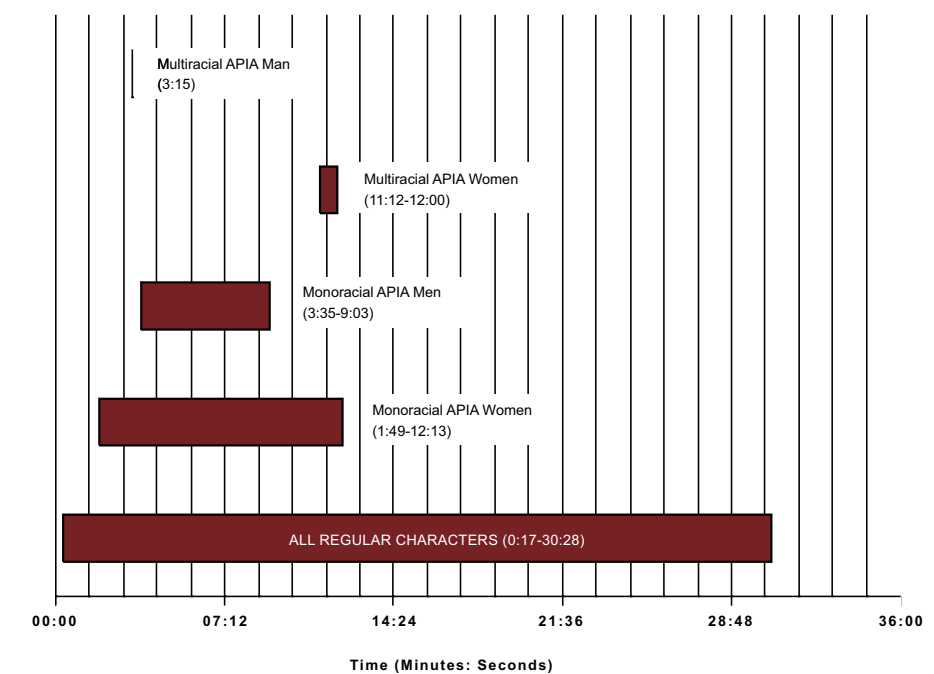
⁷Because of the multiple characters portrayed by a single actor, analysis of character settings excludes data from the sketch comedy, *MADtv* (FOX).

Screen time reflects the prominence of regulars in their respective programs.⁸ This section compares ranges of screen time by APIA/non-APIA status, mono/multi-racial APIA status and gender. Screen times of APIA regulars are also ranked relative to those of other cast members on their shows. Screen time rankings show how much time each character appears on screen relative to others on the same show, indicating the prominence of APIA regulars compared to their non-APIA counterparts.

Ranges of Screen Time

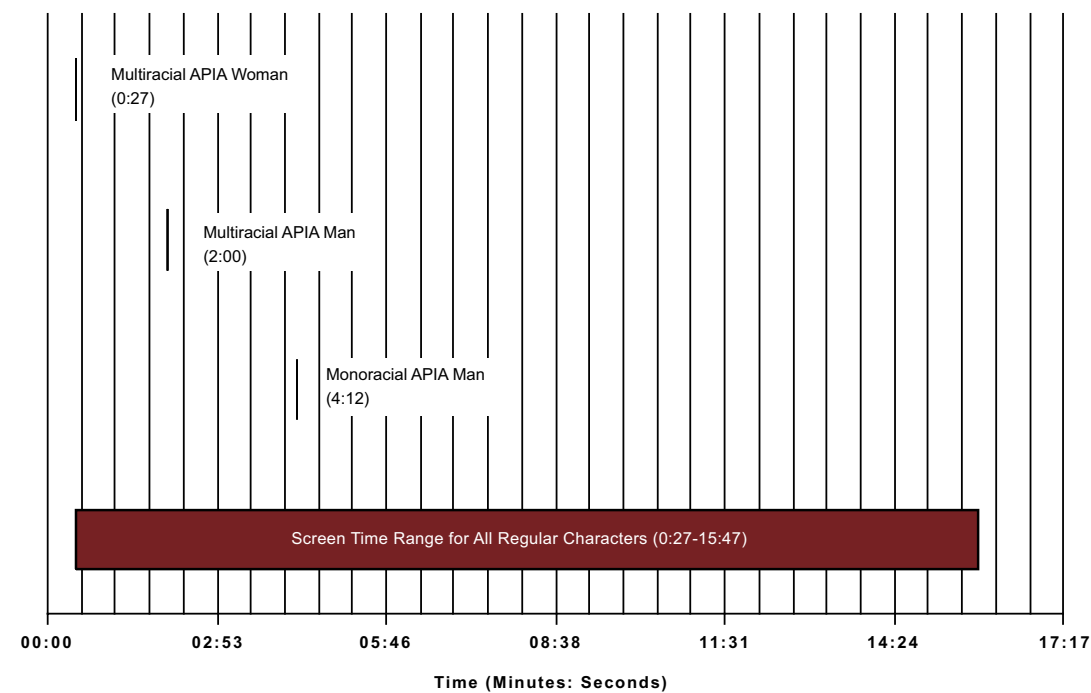
- ◻ In general, APIA regulars feature less prominently than non-APIA regulars, as indicated by their significantly lower screen times. The highest APIA screen time is less than half of the highest non-APIA screen time.
- ◻ In contrast to the 2004 season when multiracial APIA regulars had significantly higher screen times than APIA monoracials, the 2005 season has roughly equal screen time averages between members of these groups.
- ◻ Compared to the 2004 season, APIA women in the 2005 lineup have higher average screen times than APIA men.
- ◻ With only 27 seconds, "Mary" of ABC's *Hot Properties* has the lowest average screen time of all regulars in half-hour shows included in this study.

Figure D : Screen Time Ranges for Regular Characters in One-hour Programs



⁸Hunt, Darnell. 2003. *Prime Time in Black and White: Not Much is New for 2002*. Los Angeles: UCLA Bunche Center, 2003.

Figure E : Screen Times for APIA Characters in Half-hour Programs and Screen Time Range for All Characters in Half-hour Programs



Screen Time Rankings by Program

Screen time rankings for each APIA regular were calculated by comparing the regular's screen time with that of non-APIA regulars on their respective programs. (For example, if an APIA regular ranked first in her program, she had more screen time than any other regular on her show.)

- ◻ Overall, APIA regulars tend to have less screen time than other regulars on their shows.
- ◻ While two APIA regulars (both women) have the 2nd highest ranking within their respective programs, four APIAs ranked either last or second to last on their shows.
- ◻ In 2005, APIA women tend to rank higher in their respective shows than APIA men, reversing the trend from 2004.

Of all television programming in the 2005 season, two series stand out as exemplary in their inclusion and portrayal of APIAs. These two shows, both on ABC, are also among the most popular of all prime time programs. This section on exemplary programs reviews episodes of *Lost* and *Grey's Anatomy*.

Continuing its ratings success into its second season, ABC's *Lost* is the only show to feature three APIA actors: Naveen Andrews ("Sayid"), Yunjin Kim ("Sun"), and Daniel Dae Kim ("Jin"). While these actors have relatively low screen times, their characters are well-developed and multifaceted. In the two episodes analyzed for this study, all three are involved in friendships with other regular characters, as well as romantic relationships. "Sun" and "Jin" are married to one another, the only two monoracial APIAs (specifically Korean) romantically involved on prime time television. Sayid, a Middle Eastern character, is played by the versatile APIA actor Naveen Andrews (an actor of Indian origin) whose portrayal led to his nomination for best supporting actor in a television series for both the Emmys and the Golden Globes. In addition, *Lost* won an Emmy for Outstanding Drama Series and a Golden Globe for Best Dramatic Television Series.

Set in Seattle where APIAs comprise 13.4% of the population, *Grey's Anatomy* is highlighted as an exemplary program for a multitude of reasons. Sandra Oh plays "Dr. Cristina Yang," a competent professional whose private life is included as a main feature of the program's plot. In both episodes included in this study, "Cristina" repeatedly displays both her intellectual skills on the job and a range of emotions involving personal issues. She is involved in an interracial relationship with a fellow doctor, is pregnant with their child and lives with other doctor friends. Her character is not simply a "token Asian" in the workplace. In addition to her hospital life, viewers catch glimpses of her in a variety of settings: on the streets of Seattle, inside her home and having dinner in a restaurant. It is no surprise that such a multifaceted character also ranks second in screen time among all regular characters on her program, averaging 10:57 minutes. For her compelling portrayal, Sandra Oh received both a Golden Globe award and a Screen Actor's Guild award.

EXEMPLARY PROGRAMS = EFFECTIVE RANKINGS FOR NETWORKS

Both of the exemplary programs discussed above are consistently ranked in the top five of Nielsen ratings for all prime time television programs. For the week of October 10th-16th, the coded episode for *Lost* (ABC) captivated 14.1 million viewers and ranked fourth according to Nielsen ratings. Similarly, the coded episode for *Grey's Anatomy* (ABC) ranked fifth, drawing in an audience of 13.4 million. With such wide viewership, these programs have the most potential to explore and expand the roles of APIA regulars, while also influencing large audiences.

This study shows that APIAs have made some strides in the 2005 prime time season, especially in regards to character depth and complexity. Specifically, APIA regulars are about as likely as non-APIAs to be shown in domestic settings and in intimate relationships. APIA regulars are also now included in a variety of television genres. However, APIAs are still significantly under-represented on prime time programs; when included, they continue to have much lower screen time than their counterparts. Their absence from series set in locations with high APIA populations is especially conspicuous. Overall, despite improvements in character quality, the lack of numerical representation renders APIAs largely invisible on prime time television.

We applaud networks for including both monoracial and multiracial APIAs among their series casts, and recommend the inclusion of characters who can be identified as APIA mixed race to better reflect the presence of multiracial APIAs in the United States.

The exemplary shows that prominently showcase APIA characters tend to attract the largest audiences, according to Nielsen ratings. Popular with audiences cross racial/ethnic groups, networks should consider increasing the number of quality shows with prominent APIA characters. In addition, given that Asian Americans spend \$397 billion annually, with a projected increase of 47% by 2010, networks would do well to take this growing audience into consideration and highlight APIA characters on prime time television.⁹

⁹Selig Center for Economic Growth, Vol 65 no. 3, 2005.

This study examines network websites and two episodes of prime time programming airing in Fall 2005 on the six national broadcast networks. Since the study focuses on recurring characters that may develop in depth and complexity over time, it excludes news magazine programming, reality shows with no regular hosts, animated series and movie specials. Regulars were determined from the program's opening credits, as well as from network websites and self-reports.¹⁰ In addition, APIA actors were identified first by coding the websites for actor phenotype and name, as well as character name. The race/ethnicity of ethnically ambiguous actors were investigated using reliable internet databases, such as www.imdb.com.

To maximize the information exacted from recorded episodes, this study intentionally targeted episodes in which the APIA regulars appeared. Consequently, if the APIA regular(s) did not appear in both of the first two episodes, the recording schedule was extended to capture episodes in which the APIA regular(s) did appear. As a result of this coding process, the presence of APIAs may be over-represented. In addition, only first-run episodes (not re-runs) were analyzed. The sampled episodes aired between September 26, 2005 and December 22, 2005, between the standard prime time television hours of 8:00 PM and 11:00 PM PST, with the exception of FOX's *MADtv* which aired at 11:00 PM. This study utilizes averaged data collected from two recorded episodes of each show. Average total show time for hour-long programs excluding commercial time is 41 minutes; the average for half-hour-long programs excluding commercial time is 21 minutes.

All data was subjected to two levels of analysis:

1. Macro-level analysis examined program characteristics that included genre, network, and program setting. All information was obtained from network websites; where information was lacking, actual episodes were reviewed.
2. Micro-level analysis identified each regular and examined characteristics such as race, gender, occupation, intimate relationships, character setting, character name, screen time and plot summary. The race and gender of characters were obtained from network websites while all remaining information was obtained from the recorded episodes.

All content was coded, analyzed and reported by Christina Chin, Meera E. Deo, Jenny J. Lee, Noriko Milman and Nancy Yuen (doctoral candidate/students in the Department of Sociology at the University of California, Los Angeles). To ensure reliability between coders, 8% of the sample was coded by each of the coders independently. The observed frequency of agreement, based on the calculation of kappa, was at 95% or higher.

¹⁰Diane Mizota (a host of NBC's reality show *Three Wishes*) and Mark-Paul Gosselaar (an actor on ABC's *Commander in Chief*) are not included in this study because they were not listed on network websites or in self-reports as regulars during initial coding in September 2005.

The authors would like to acknowledge the UCLA Institute of Industrial Relations for its financial support. In addition, the authors appreciate the support of the UCLA Asian American Studies Department and Don Nakanishi. The authors also thank Alison Hoffman and Chon Noriega of the UCLA Chicano Studies Research Center and Darnell Hunt of the UCLA Bunche Center for African American Studies for their input and for their prime time reports that serve as models for this study. The authors thank David Cort for his ongoing statistical assistance. Finally, the authors wish to acknowledge IW Group and TEN Communications for providing creative design and support, as well as David L. Kim of Anheuser-Busch, Inc. for printing the report.

Published by the Asian American
Justice Center and made possible
through the generous support of
IW Group, TEN Communications, LLP,
and Anheuser-Busch, Inc..

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ISBN 1-932526-07-2