



FOR IMMEDIATE RELEASE

**THE NATIONAL MINORITY CONSORTIA (NMC) CO-PRESENTS
AMERICA BY THE NUMBERS WITH MARIA HINOJOSA
TO LAUNCH OCTOBER 2nd ON THE WORLD CHANNEL
AND OCTOBER 4th ON PBS**

*A Leader in Nurturing the Next Generation of Diverse Media Makers, the NMC Partners
with Futuro Media Group in Creation of New Documentary Series*

New York, NY (October 1, 2014) – The [National Minority Consortia](#) (NMC) – comprised of [Latino Public Broadcasting](#), [The Center for Asian American Media](#), [Pacific Islanders in Communications](#), [National Black Programming Consortium](#), and [Vision Maker Media](#) – will co-present the new PBS documentary series *AMERICA BY THE NUMBERS WITH MARIA HINOJOSA* launching **Thursday, October 2nd on WORLD Channel, and on PBS beginning Saturday, October 4.**

The NMC, which funds film and media makers and presents the works of emerging and established filmmakers on public television and in other venues, helped provide the capital that funded the series pilot, “Mainstream, USA.” The NMC member organizations also provided funding for series completion to help bring all 8 episodes to fruition.

The pilot episode of ABTN focuses on extraordinary demographic change occurring in the South, and in particular in the small city of Clarkston, Georgia. Clarkston, a refugee resettlement site for 30 years, has been described as the most diverse square mile in the U. S. The “new American mainstream”—which demographers say includes Asians, Latinos, African Americans, mixed race individuals, immigrants, women, youth and the LGBTQ community—is explored through a portrait of this town that serves as a laboratory for the population flux of this nation. *AMERICA BY THE NUMBERS* is the first national series to explore the impact of this new American mainstream.

Award-winning reporter, author, and documentary producer **Maria Hinojosa** (NPR’s *Latino USA*), is the anchor and executive producer of this compelling documentary series of eight half-hour episodes. Of the support *AMERICA BY THE NUMBERS* has received from the NMC, Maria states, “The NMC believed in our vision from the very beginning. The support they have provided, of close to \$300,000, has helped make our dream – to create innovative programming and journalism about our diverse nation – a reality.”

"The National Minority Consortia is pleased to be working with award-winning journalist Maria Hinojosa on this important project," says **Sandie Viquez Pedlow**, Latino Public Broadcasting Executive Director and NMC co-chair. "This series explores the rapidly changing demographics of our communities and country, and sheds light on how these changes are playing out in all aspects of our lives. Documenting these stories and bringing them to the forefront of our national conversation is the perfect embodiment of our mission."

Stephen Gong, NMC co-chair and Executive Director of the Center for Asian American Media also states that, "It was organic and a win-win for all our organizations to support *AMERICA BY THE NUMBERS*, as the series embodies what each of our organizations is committed to doing. It is wonderful that these programs will have national exposure over the 8-week broadcast run on WORLD Channel and PBS stations. This series is important because it tells the unabridged story of America."

Presented by WGBH Boston and the NMC, *AMERICA BY THE NUMBERS WITH MARIA HINOJOSA* will also be available across multiple media platforms and is supported by a civic engagement campaign and educational curriculum.

To view the trailer for "Mainstream, USA," please visit: <https://vimeo.com/103263584> For more information on the series, visit the *AMERICA BY THE NUMBERS WITH MARIA HINOJOSA* website at: americabythenumbers.org

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About the Futuro Media Group:

The Futuro Media Group is an independent nonprofit organization producing multimedia journalism that explores and gives a critical voice to the diversity of the American experience. Based in Harlem and founded in 2010 by award-winning journalist Maria Hinojosa, Futuro Media is committed to telling stories often overlooked by mainstream media.

About The National Minority Consortia:

The National Minority Consortia (NMC) is comprised of five distinct and separate organizations—Center for Asian American Media (CAAM), Latino Public Broadcasting (LPB), National Black Programming Consortium (NBPC), Pacific Islanders in Communications (PIC), and Vision Maker Media. With primary funding from the Corporation for Public Broadcasting, the NMC has emerged as a leader in the field of diverse independent filmmaking and digital media and contributed to the nation's appreciation of diverse cultures and storytelling. Over the past 30 years, the NMC has developed and provided production support to a wealth of diverse content for broadcast and new media for multi-platform distribution on PBS, and to schools and libraries. The NMC collaborates on national series and specials for public media and works with public television stations to launch community engagement initiatives. The organizations provide production training, professional development and mentorship for the advancement of producers of color. For more information, visit www.nmcmedia.org.

About The Center for Asian American Media (CAAM):

The Center for Asian American Media (CAAM) is a non-profit organization dedicated to presenting stories that convey the richness and diversity of Asian American experiences to the broadest audience possible. We do this by funding, producing, distributing and exhibiting works in film, television and digital media. CAAM was founded in 1980 to counter the scarcity of images of Asians and Asian Americans in film and television, correct often distorted portrayals of them in mainstream media, and create opportunities for the full participation of Asian American producers in public media. Today CAAM is a leading arts and culture organization in California and the leading Asian American media arts organization in the nation.

About Latino Public Broadcasting (LPB):

[Latino Public Broadcasting](#) (LPB) is the leader in the development, production, acquisition and distribution of non-commercial educational and cultural media that is representative of Latino people, or addresses issues of particular interest to Latino Americans. These programs are produced for dissemination to public broadcasting stations and other public telecommunication entities. Latino Public Broadcasting provides a voice to the diverse Latino community throughout the United States and is funded by the Corporation for Public Broadcasting.

*Latino Public Broadcasting produces the series **VOCES**, PBS's signature Latino arts and culture documentary showcase and the only ongoing national television series devoted to exploring and celebrating the rich diversity of the Latino cultural experience. Between 2009 and 2014, LPB programs have won 85 awards, including the prestigious George Foster Peabody Award as well as two Emmys, two Imagen Awards and the Sundance Film Festival Award for Best Director, Documentary. In addition, LPB has been the recipient of the Norman Lear Legacy Award and the NCLR Alma Award for Special Achievement – Year in Documentaries.*

About the National Black Programming Consortium (NBPC):

The National Black Programming Consortium (NBPC) is committed to enriching our democracy by educating, enlightening, empowering and engaging the American public. We support diverse voices by developing, producing and distributing innovative media about the Black experience and by investing in visionary content makers. NBPC provides quality content for public media outlets, including, among others, PBS and PBS.org and BlackPublicMedia.org, as well as other platforms, while training and mentoring the next generation of Black filmmakers. Founded in 1979, NBPC produces the AfroPoP: The Ultimate Cultural Exchange documentary series and manages NBPC 360, a funding and training initiative designed to accelerate the production of important Black serial and interactive content.

About the Pacific Islanders in Communications:

The mission of Pacific Islanders in Communications is to support, advance, and develop Pacific Island media content and talent that results in a deeper understanding of Pacific Island history, culture, and contemporary challenges. Pacific Islanders in Communications was established in 1991 in Honolulu, Hawai‘i as a national not-for-profit media arts organization. PIC supports film, video, and new media reflective of the Pacific Islander experience in order to build greater voice and visibility for Pacific Islanders in the national and international arenas.

About Vision Maker Media:

Vision Maker Media shares Native stories with the world that represent the cultures, experiences, and values of American Indians and Alaska Natives. Founded in 1977, Vision Maker Media, a nonprofit 501 (c)(3) receives major funding from the Corporation for Public Broadcasting. All aspects of our programs encourage the involvement of young people to learn more about careers in the media—to be the next generation of storytellers. Located at the University of Nebraska-Lincoln, we offer student employment and internships. For more information, visit www.visionmakermedia.org.

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