

## **HISPANIC HERITAGE FOUNDATION HOST “CRACKING DIVERSITY IN ENTERTAINMENT” AT NALIP MEDIA SUMMIT JUNE 25 AT 9:00 AM**

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Los Angeles, CA – The Hispanic Heritage Foundation (HHF) in partnership with NALIP (National Association of Latino Independent Producers) will host a workshop during the 2016 NALIP Media Summit titled "Cracking the Code: Hacking Diversity in Entertainment," Saturday, June 25, 9:00-10:00 a.m., at The Dolby, 6801 Hollywood Blvd, Hollywood, CA on the 5<sup>th</sup> floor (register at [www.nalipmediasummit.com/crackingthecode](http://www.nalipmediasummit.com/crackingthecode)). Cracking the Code is a unique effort to ask minorities in entertainment directly how they would solve the diversity issue. The recommendations from the participants will subsequently be turned into a guide for policymakers, diversity leaders and media companies. Media & Entertainment is one of the priority "tracks" or fields for HHF's award-winning LOFT ( [Latinos On Fast Track](#)) leadership and workforce program.

"We believe the real experts in addressing the diversity gap in Hollywood are the actual people we're trying to find and replicate, and that's exactly what we're doing with NALIP, who are the industry leader in addressing this issue," said Jose Antonio Tijerino, President & CEO of the Hispanic Heritage Foundation. "Listening is part of leading on this issue and we will turn to an audience of entertainment professionals and students for the answers."

HHF will use an ancient Southwestern Native American group reflection and discussion process called Kiva – which provides a structured group experience encouraging critical reflection and self-analysis through multiple, sequenced facets of a single issue – facilitated by HHF Board Member and PBS Executive Juan Sepulveda.

### **About the Hispanic Heritage Foundation**

The Hispanic Heritage Foundation inspires, prepares and connects minority leaders in the classroom, community and workforce to meet America's priorities. HHF also promotes cultural pride, accomplishment, and the great promise of the community through public awareness campaigns seen by millions. HHF's award-winning LOFT (Latinos On Fast Track) leadership and workforce development program has been recognized by The White House, U.S. Congress, Fortune 500 Companies and the Government of Mexico. HHF is headquartered in Washington, DC, and Los Angeles with offices in Silicon Valley, Miami, New York and Mexico City. (Visit [www.HispanicHeritage.org](http://www.HispanicHeritage.org).)

### **About the National Association of Latino Independent Producers**

The National Association of Latino Independent Producers (NALIP) is a national membership organization that addresses the professional needs of Latin@ content creators. NALIP stands as the premiere Latino media organization, addressing for 15 years the most underrepresented and the largest ethnic minority in the country. NALIP was founded in 1999 by a group of Latino producers, content creators, academics and media advocates (Visit [www.nalip.org](http://www.nalip.org)).

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**CONTACT:**

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