THE LATINO MEDIA GAP
A REPORT ON THE STATE OF LATINOS IN U.S. MEDIA

BY Frances Negrón-Muntaner
with Chelsea Abbas, Luis Figueroa, and Samuel Robson
PERCENTAGE OF LATINO ACTOR APPEARANCES IN HIGHEST-GROSSING FILMS

Sources: IMDb and U.S. Census, 1950-2013
PERCENTAGE OF LATINO ACTOR APPEARANCES IN TOP TEN HIGHEST-RATED SCRIPTED TV SHOWS

Sources: IMDb and U.S. Census, 1950-2013
TOP 25 TV SHOWS AND LATINO LEADS

# OF TOP SHOWS WITH LATINO LEADS

1950s 1
1960s 0
1970s 4
1980s 3
1990s 3
2000s 1
2010s 1

Sources: IMDb and U.S. Census, 1950-2013
LATINO POPULATION IN U.S.

% of Latino writers in the WGA
- - - - - - - - % of Latino writers in the television industry
LATINOS ARE YOUNG OVER 60% UNDER THE AGE OF 35 IN THE AGE GROUP 18–34 (COVETED MARKETING DEMOGRAPHIC)

LATINO MEDIAN AGE = 28 (US NATIONAL MEDIAN = 37)

LATINO BUYING POWER CURRENTLY OVER $1 TRILLION AND BY 2015 $1.6 TRILLION (FASTEST GROWING IN THE NATION AT 48%)

IF US LATINOS CONSTITUTED A NATION IT WOULD BE THE 14TH LARGEST ECONOMY IN THE WORLD

94% LATINOS LISTEN TO RADIO EVERY WEEK

LATINOS BUY 25% OF ALL MOVIE TICKETS
LATINOS BY THE NUMBERS

17% of US population (53 million+) and growing fast

Large presence in major US cities:
- NYC: 27.5%
- Chicago: 28.9%
- LA: 48.1%
- Miami: 68.2%

50%+ Latinos accounted for more than 50% of US population growth

Fastest projected growth 2010-2050

167% projected Latino population growth

(Projected US avg. growth = 42%)
LATINO MEDIA EXCLUSION

EXCLUSION OF MORE THAN THE ENTIRE STATES OF CALIFORNIA AND ILLINOIS

(38 MILLION)  (12.8 MILLION)
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details which de people of Mayco... the Radley
PERCENTAGE OF LATINO/A LEAD ACTOR APPEARANCES IN TEN HIGHEST-GROSSING FILMS BY GENDER

Sources: IMDb and U.S. Census, 1950-2013
PERCENTAGE OF LATINO ACTOR LEAD APPEARANCES IN TEN HIGHEST-RATED SCRIPTED TV SHOWS BY GENDER

Sources: IMDb and U.S. Census, 1950-2013
# Afro-Latino Actor Appearances in Relation to All Latino Actors in TV and Film

<table>
<thead>
<tr>
<th>Decade</th>
<th>Afro-Latino Population / Latino Population Percentage</th>
<th>Percentage of Afro-Latino Film Lead Appearances / Total Latino Lead Appearances</th>
<th>Percentage of Afro-Latino Film Supporting Appearances / Total Latino Supporting Appearances</th>
<th>Percentage of Afro-Latino TV Lead Appearances / Total Latino Lead Appearances</th>
<th>Percentage of Afro-Latino TV Supporting Appearances / Total Latino Supporting Appearances</th>
</tr>
</thead>
<tbody>
<tr>
<td>2000s</td>
<td>2.3%</td>
<td>20.0%</td>
<td>20.8%</td>
<td>0%</td>
<td>16.7%</td>
</tr>
<tr>
<td>2010s</td>
<td>2.5%</td>
<td>0%</td>
<td>16.7%</td>
<td>0%</td>
<td>18.2%</td>
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LATINO AND LATIN AMERICAN DIRECTORS, PRODUCERS, AND WRITERS

DIRECTORS

2.3% LATINO  
(of which 100% LATIN AMERICAN)

PRODUCERS

2.7% LATINO  
(of which 50% LATIN AMERICAN)

WRITERS

6.0% LATINO  
(of which 75% LATIN AMERICAN)

Source: IMDb
STEREOTYPES...OR WHAT HAPPENS WHEN LATINOS DO APPEAR?
ROLES PLAYED BY LATINO LEAD AND SUPPORTING ACTORS COMPARED TO ROLES PLAYED BY ALL ACTORS IN TEN HIGHEST-GROSSING FILMS IN THE U.S.

- Criminals (All): 17.7% (Latino), 11.3% (All)
- Criminals (Blue Collar): 17.7% (Latino), 10.8% (All)
- Law Enforcement / Military: 19.1% (Latino), 13.8% (All)
- Blue Collar / Service Workers: 16.2% (Latino), 5.8% (All)
- White Collar / Education-Based Workers: 14.7% (Latino), 14.9% (All)
- Creative Types: 3.4% (Latino), 0.00% (All)

Source: IMDb
TV LATINO STEREOTYPES AND UNITED MAIDS VS. THE CENSUS

Sources: U.S. Census, 2010 and IMDb
LATINO TV NEWS PRODUCERS AND THEMES OF LATINO NEWS STORIES

"NEWS WORSE THAN FICTION"

STORIES ON NEWS AND TALK SHOWS

98.2% NON-LATINO TV NEWS PRODUCERS

1.8% LATINO TV NEWS PRODUCERS

66% FOCUSED ON CRIME, TERRORISM, ILLEGAL IMMIGRATION

LESS THAN 1% LATINO-RELATED

OF THAT .1% COVERAGE

Sources: IMDb, network websites, National Association of Hispanic Journalists, 2005
Can You See?

At current rates of media inclusion, Latinos will always be excluded.

2.7% Latino Guests

Guests in news programs that are White Male

Fox News - 88%
CNN - 83%
MSNBC - 83%
PBS - 82%
LATINOS IN TOP MEDIA LEADERSHIP POSITIONS

% of Latino TV show creators, TV and film executives with greenlight authority

Source: Top media company websites
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<th>2010</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
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<tr>
<td><strong>Percentage of Writer Positions filled by Latinos</strong></td>
<td>1.6%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>5.2%</td>
</tr>
<tr>
<td><strong>Percentage of Producer Positions filled by Latinos</strong></td>
<td>1.9%</td>
<td>0.6%</td>
<td>0.9%</td>
<td>2.1%</td>
</tr>
<tr>
<td><strong>Percentage of Director Positions filled by Latinos</strong></td>
<td>1.5%</td>
<td>1.3%</td>
<td>3.7%</td>
<td>2.7%</td>
</tr>
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Sources: The Hollywood Reporter
LATINOS & THE EMMYS
2002–2013

Of 312 Emmys awarded between 2002–2013, Latino actors won only 6 (1.9%), with another 11 nominations.

2002
Outstanding Supporting Actor in a Drama

Freddy Rodriguez
Six Feet Under

2005
Outstanding Guest Actress in a Comedy

Lupe Ontiveros
Desperate Housewives

2006
Outstanding Director in Drama

Rodrigo Garcia
Big Love

2008
Outstanding Lead Actress in Comedy

America Ferrara
Ugly Betty

2010
Outstanding Supporting Actress in Comedy

Sofia Vergara
Modern Family

2011
Outstanding Supporting Actress in Comedy

Sofia Vergara
Modern Family

2012
Outstanding Guest Actor in Comedy

Bobbi Canavale
Nurse Jackie

2013
Outstanding Supporting Actress in Comedy

Bobby Canavale
Nurse Jackie

2014
Outstanding Guest Actor in Comedy

Louis CK
Saturday Night Live

312 EMMYS
2002–2013
WHY DOES THIS HAPPEN?

1. The Comfort Zone: Hiring Who You Know

“The industry is hostile, dog-eat-dog, and very stressful. In that world, you want people who have your back.”
WHY DOES THIS HAPPEN?

2. Resistance to Changing the Story

“Writers tend to write what they know. And what they know is Beverly Hills to car to studio and back, always surrounded by people like themselves. “
WHY DOES THIS HAPPEN?

“A diversity executive will ask a writer to add diverse people to the script and the white writer will flip out and say ‘the character is everything, I can’t change him.’ When the writer says ‘I don’t feel it,’ the showrunner generally sides with him. At best, you will get a diverse sidekick character or ‘fruit salad’ background where the characters do not make significant contributions to the story. Showrunners themselves are almost always from the same background as the writer.”
WHY DOES THIS HAPPEN?

3. Fear of Displacement

“They say that the business is based on relationships. But the fact is that people just don’t want to change. We do a lot of network mixers and it goes nowhere. The business is so competitive, no one wants to open it up to new people for fear of being displaced...When someone is up, someone is down. “
WHY DOES THIS HAPPEN?

4. Diversity is a “Front”

“Ultimately, the companies control everything. They choose the executives; the diversity departments serve at their pleasure, and cannot implement policies autonomously. They also choose the showrunners and producers. If the networks and studios really wanted more diversity, it would happen.”
5. Latino Inclusion is Not a Public Good

“Latinos are seen as recent immigrants trying to ride on the coattails of African Americans... Whites do not feel responsible. Their sense is ‘I didn’t do it.’”
WHY DOES THIS HAPPEN?

6. We Live in a Post-racial World; It’s All About the Economy

“The days of affirmative action are over.”

“People don’t want to hear about minority exclusion, because everyone is suffering.”
YET, DIVERSITY PAYS
ABC RATING AVERAGES


Rating Average Among Adults 18-49

2003-04: 3.2
2004-05: 3.7
2005-06: 4.0
2006-07: 3.5

Source: SpottedRatings.com
LATINO BOX OFFICE IMPACT ON THE FAST AND THE FURIOUS FRANCHISE

 Sources: The Hollywood Reporter, Los Angeles Times, and IMDb
NUMBER OF NATIONAL LATINO MEDIA CAMPAIGNS

Sources: The New York Times and scholarly publications
LENGTH OF LATINO MEDIA CAMPAIGNS

MAX. ESTIMATED DURATION OF CAMPAIGN (IN MONTHS)

YEAR OF CAMPAIGN

Sources: The New York Times and scholarly publications
Roberto Lovato leading the Basta Dobbs Campaign
LATINO CREATORS ON YOUTUBE

Sources: VisStatsX and YouTube
JEFF GOMEZ AT TEDXTRANSMEDIA
IN GENEVA, SWITZERLAND

Photo Source: Flickr
1. Practically disappear as protagonists in 1974, after Chico and the Man.
2. No Latino hosts in late night comedy, 1.4% of cast in Saturday Night Live since its inception.
3. Two of the most frequent sources of humor: poor quality of Spanish-language media and inability of Latinos to become proper Americans.
SOME PRELIMINARY RESULTS

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2. No Latino hosts in late night comedy, 1.4% of cast in *Saturday Night Live* since its inception.

3. Two of the most frequent sources of humor: poor quality of Spanish-language media and inability of Latinos to become proper Americans.
THANK YOU

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