LATINOS IN THE AGE OF MEDIA MERGERS
INCLUSION, EXCLUSION, AND ITS IMPACT
ORIGINS

THE LATINO MEDIA GAP
A REPORT ON THE STATE OF LATINOS IN U.S. MEDIA
HIGHER STAR POWER
60 YEARS AGO THAN TODAY

Arnaz
Roland
Don
Quinn

Hayworth
Montez

Montalban
Romero

Jurado

Lamas
Romero

Moreno

Montez

Del Rio

Miranda
STAR POWER TODAY

LEADING MEN (STARS WHO CARRY A FILM AT THE BOX OFFICE): None.
LEADING WOMEN: CAMERON DIAZ
CO-STARS: ZOE SALDAÑA, JESSICA ALBA, ROSARIO DAWSON, EVA MENDES
## OUT OF THE PICTURE: EMPLOYMENT IN ACTING

Latino Actors in Television/Film Roles (% of total roles)

<table>
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<tbody>
<tr>
<td></td>
<td>6%</td>
<td>5.6%</td>
<td>4%</td>
<td>6.4%</td>
</tr>
</tbody>
</table>

This figure INCLUDES roles as extras, dayplayers, and supporting roles. The number of featured/lead roles is at least 1% less.

THE SAME STORY: EMPLOYMENT IN WRITING AND DIRECTING

Source: 2010 U.S. Census, Writers Guild of America and Directors Guild of America reports.
Percentage of Latino show runners, TV, and film executives with greenlight authority: LESS THAN 0.1%

Source: Maya Entertainment and Columbia University, 2012.
<table>
<thead>
<tr>
<th>STUDIOS</th>
<th>TV</th>
<th>RADIO</th>
</tr>
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<tbody>
<tr>
<td>0</td>
<td>2.6%</td>
<td>2.9%</td>
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</table>

1,349 TOTAL TV STATIONS

36 LATINO STATIONS (2.6%)*

NO RESPECT: LACK OF INDUSTRY RECOGNITION

Percentage of Oscar Nominees, 2002-2012

- White: 80
- Black: 12
- Latinos: 4
- Asian: 2
- Other: 2

NO WINNERS

Percentage of Oscar Winners, 2002-2012

White: 82
Black: 18
Latino: 0
Asian: 0

REALITY WORSE THAN FICTION: NEWS AND TALK SHOWS

Only 0.71% of news stories were Latino-related*


IN SUM: LESS PRESENCE, SAME STEREOTYPES

Hot tamale  Clown  Maid
FOR WOMEN AND MEN ALIKE

Bandido

Criminal

Gardener
WHY IS THIS HAPPENING?

POPULATION RISING

PARTICIPATION IN MEDIA DROPPING
“MINORITIES” IN TEN LARGEST CITIES

Source: Hispanic TV Market Cable Broadcast, June 29th, 2012
Latinos see the most movies. They have a buying power of 1.2 trillion and growing.

WHY IS THIS HAPPENING?


2. Corporate dynamics: Creating toothless diversity departments.

3. Macro dynamics: Latino inclusion is not a public good.
LATINO METRO AREAS AFTER A COMCAST-TWC MERGER

- SAN FRANCISCO-OAKLAND-VALLEJO, CA: 1.1M
- LA-LONG BEACH, CA: 2.1M
- RIVERSIDE-SAN BERNARDINO, CA: 5.8M
- DALLAS-FORT WORTH, TX: 1.8M
- SAN ANTONIO, TX: 1.1M
- HOUSTON-BRAZORIA, TX: 2.1M
- CHICAGO, IL: 2.0M
- MIAMI-HIALEAH, FL: 1.6M
- NYC-NORTHERN NJ: 4.3M

STATES DOMINATED BY COMCAST AFTER A TWC BUYOUT

METROPOLITAN AREAS WITH MAJOR LATINO POPULATIONS DOMINATED BY COMCAST AFTER A TWC BUYOUT
<table>
<thead>
<tr>
<th>Role</th>
<th>Premerger Average</th>
<th>Postmerger Average</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Directors</td>
<td>3.6%</td>
<td>4.4%</td>
<td>0.8%</td>
</tr>
<tr>
<td>Producers</td>
<td>2.2%</td>
<td>1.1%</td>
<td>-1.1%</td>
</tr>
<tr>
<td>Executive Producers</td>
<td>1.9%</td>
<td>1.5%</td>
<td>-0.4%</td>
</tr>
<tr>
<td>Writers</td>
<td>3.8%</td>
<td>2.2%</td>
<td>-1.6%</td>
</tr>
</tbody>
</table>
LATINOS IN FRONT OF THE CAMERA
IN UNIVERSAL FILMS, 2008–2015

ONLY 1 LATINO LEAD!
BENICIO DEL TORO
"THE WOLFMAN"
LAWRENCE TALBOT

LATINOS IN ALL CAST

% OF LATINOS IN ALL CAST

0 4 11 8 12
0 19 7 24 17
2008 2009 2010 2011
3.8% 6.6% 3.4% 6.7%

0 15 12 15 6
0 9 13 19 11
2012 2013 2014 2015
2.8% 8.0% 4.8% 4.2%

0 14 19 0 10 23
0 15 8 16 0 10 29
LATINO / NON-LATINO LEAD ROLES
LATINO / NON-LATINO SUPPORTING ROLES
LATINO / NON-LATINO UNNAMED ROLES
LATINO / NON-LATINO UNCREDITED ROLES
MORE LATINOS, MORE STEREOTYPES IN TELEVISION

11 ROLES
2008
# OF LATINO ROLES AS CRIMINALS

44 ROLES
2014

9 ROLES
2008
# OF LATINO ROLES AS LAW ENFORCEMENT

40 ROLES
2014

9 ROLES
2008
# OF LATINO ROLES IN UNIFORM (INMATES, MAIDS, JANITORS, ETC.)

29 ROLES
2014
LATINO-THEMED SEGMENTS IN NBC NEWS, 2012–2014

ONLY 3% OF NEWS STORIES ARE LATINO

OF THESE, 64% WERE ABOUT CRIME AND/OR IMMIGRATION
TYPICAL HEADLINES

Drug cartels descend on Puerto Rico

Arizona ranchers fear armed Mexican drug smugglers

Mutilated bodies found in Mexico near U.S. border
LATINOS IN NBC NEWS SHOWS, PREMERGER AND POSTMERGER

PREMERGER

LATINO PRODUCERS

13

LATINO EXECUTIVE PRODUCERS

0

LATINO ANCHORS/HOSTS

3

POSTMERGER

LATINO PRODUCERS

8

LATINO EXECUTIVE PRODUCERS

0

LATINO ANCHORS/HOSTS

2

NATALIE MORALES (TODAY)
CARL QUINTANILLA (TODAY)
LINDA HURTADO (TODAY)

NATALIE MORALES (TODAY)
CARL QUINTANILLA (TODAY/CNBC)
LATINO BOARD MEMBERS IN MAJOR MEDIA/CABLE COMPANIES

0/12 AT&T
2/11 DIRECT TV
0/10 CHARTER
1/9 AOL
1/11 VERIZON
1/12 TIME WARNER CABLE

ONLY 5 LATINO (7.7%) BOARD MEMBERS, OUT OF 65.

LATINO EXECUTIVES IN MAJOR MEDIA/CABLE COMPANIES

1/10 AT&T
0/7 DIRECT TV
0/14 CHARTER
0/13 AOL
0/15 VERIZON
0/12 TIME WARNER CABLE

ONLY 1 LATINO (1.4%) EXECUTIVE, OUT OF 71.
WHAT CAN WE DO: SPEAK UP
WHAT CAN WE DO: DIGITAL ACTIVISM

“Washing one’s hands of the conflict between the powerful and the powerless means to side with the powerful, not to be neutral.”

– Paulo Freire, Educator

TELL THE FCC: REJECT THE CHARTER / TIME WARNER CABLE (TWC) MERGER

Charter Communications has a dangerous plan to merge with Time Warner Cable, consolidating the two companies into a massive cable and Internet conglomerate. The proposed deal would further reduce competition and choices for consumers — likely leading to higher prices, less diversity, and poorer service.

The cable industry already has a horrible record of diversity in ownership and programming, and this deal would make things even worse. If approved, the
PILOT SHOWS

Shades of Blue

Eva Longoria in Telenovela

Special Episode: MONDAY DEC 7 10/9c NBC
THE 2015 NBC-UNIVERSAL PILOT SEASON... IMPROVED!

25 TOTAL PILOTS, 2 OF WHICH ARE LATINO-THEMED

13 OF THE PILOTS WERE PICKED UP, 1 LATINO-THEMED

70 TOTAL CAST MEMBERS, 13 LATINO TALENT IN THE 13 PICKED-UP PILOTS.

4 LATINO LEADS 9 LATINO SUPPORTING
## Latinos in Front of the Camera

### Netflix vs. Hulu, 2014–2015

<table>
<thead>
<tr>
<th>Category</th>
<th>Netflix</th>
<th>Hulu (Without East Los High)</th>
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<tbody>
<tr>
<td>% of Latinos in Lead Roles</td>
<td>0%</td>
<td>16.7%</td>
</tr>
<tr>
<td>% of Latinos in Supporting Roles</td>
<td>9.0%</td>
<td>34.1%</td>
</tr>
<tr>
<td>% of Roles that are Unnamed/Uncredited of All Latino Roles</td>
<td>48.3%</td>
<td>23.8%</td>
</tr>
<tr>
<td>% of Latinos in Stereotypical Roles</td>
<td>49%</td>
<td>16.2%</td>
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