



THE LATINO MEDIA GAP

THE STATE OF LATINOS IN U.S. MEDIA



CARTEL
GUNMAN #2

OFFICER
MARTINEZ

LATINA
WITH
HOT ACCENT

HOLLYWOOD



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

COMMISSIONED BY

NALIP
NATIONAL ASSOCIATION OF
LATINO INDEPENDENT PRODUCERS



THE CENTER FOR THE STUDY OF ETHNICITY AND RACE
COLUMBIA UNIVERSITY

National Hispanic
Foundation Arts
for the

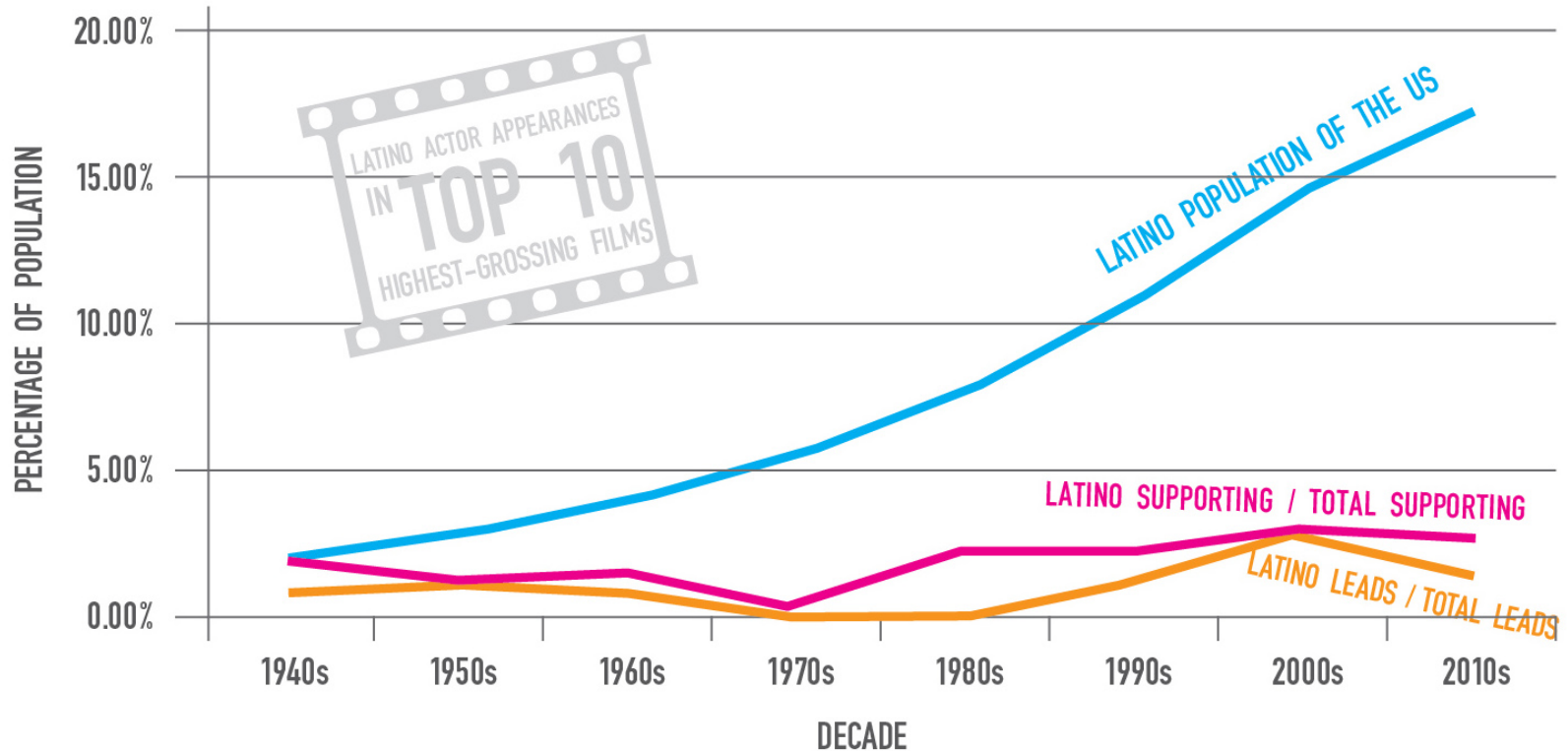
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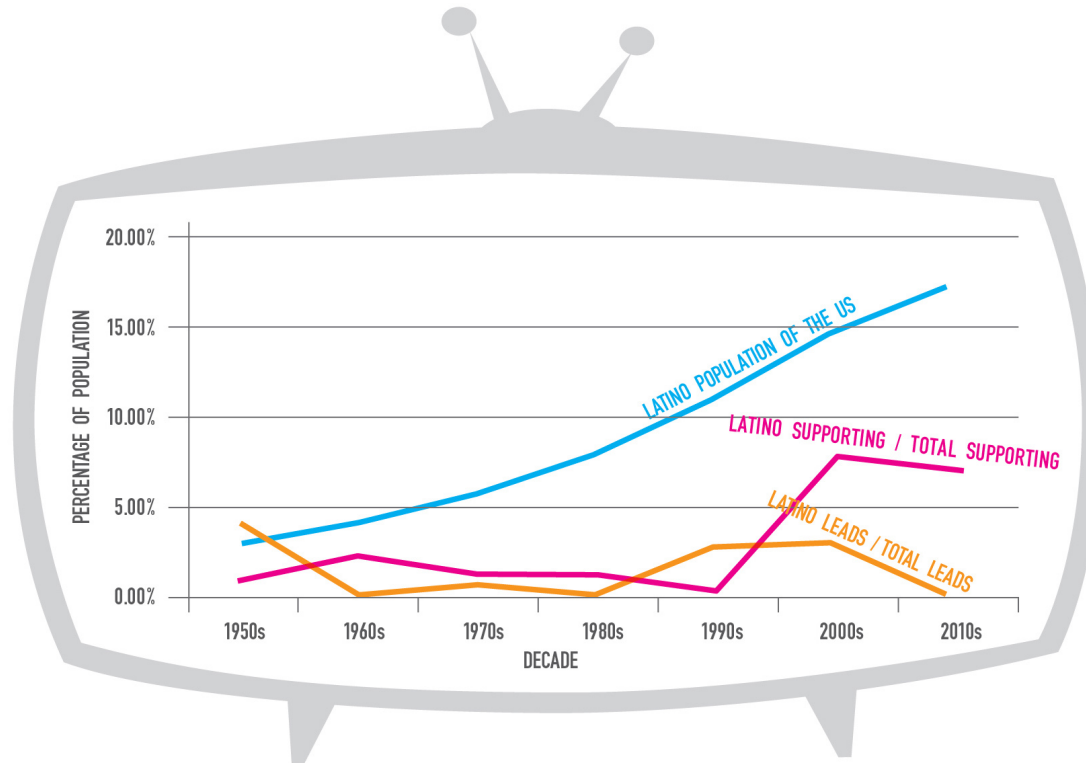
National Latino Arts, Education,
and Media Institute

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

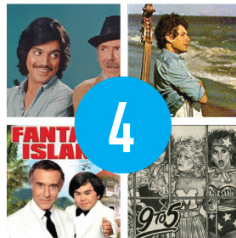


I Love Lucy

1960s



1970s



Chico and the Man
Paul Sand in Friends and Lovers
Fantasy Island
9 to 5

1980s



CHiPs
Fantasy Island
9 to 5

1990s



NYPD Blue
Union Square
Malcolm in the Middle

2000s



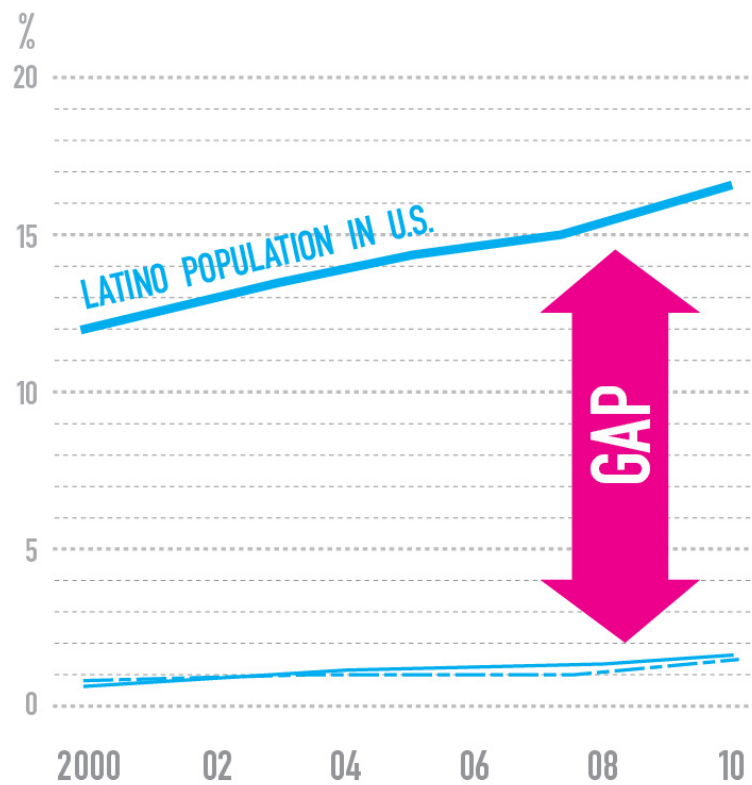
Desperate Housewives

2010s

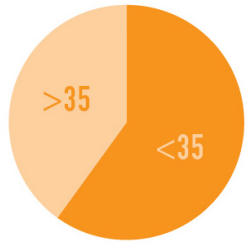


Desperate Housewives

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



—— % 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)

+++++ LATINOS GROWING
5X FASTER

LATINO MEDIAN AGE = 28

(US NATIONAL MEDIAN = 37)

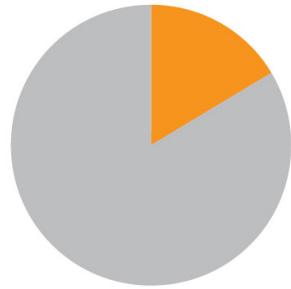
LATINO BUYING POWER
CURRENTLY OVER **\$1 TRILLION**
AND BY 2015 **\$1.6 TRILLION**
(FASTEST GROWING IN THE NATION AT 48%)

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

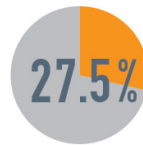
LATINOS BY THE NUMBERS



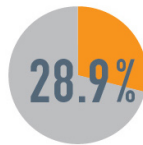
USA

17%
OF US POPULATION
(53 MILLION+)
AND GROWING FAST

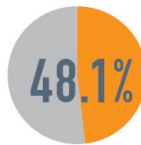
LARGE PRESENCE IN MAJOR US CITIES:



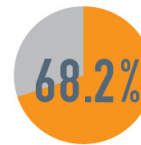
NYC



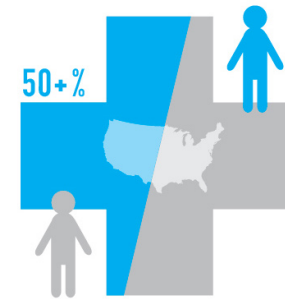
CHICAGO



LA



MIAMI

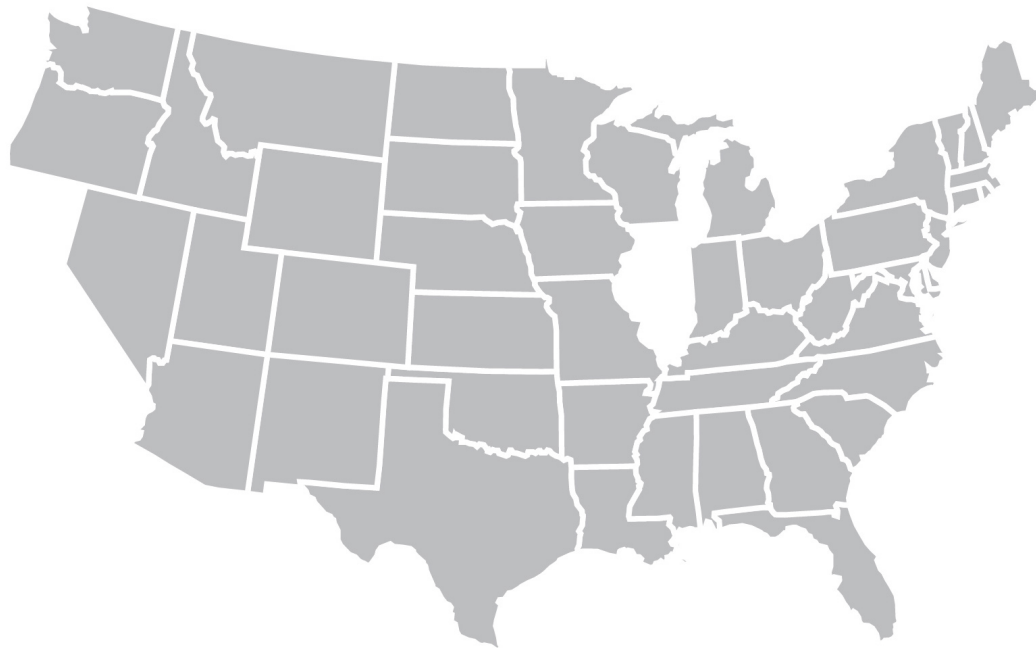


FROM 2000 - 2010
LATINOS ACCOUNTED FOR
MORE THAN **50%** OF
US POPULATION GROWTH

FASTEST PROJECTED GROWTH 2010-2050

167% PROJECTED LATINO
POPULATION GROWTH

(PROJECTED US AVG. GROWTH = 42%)



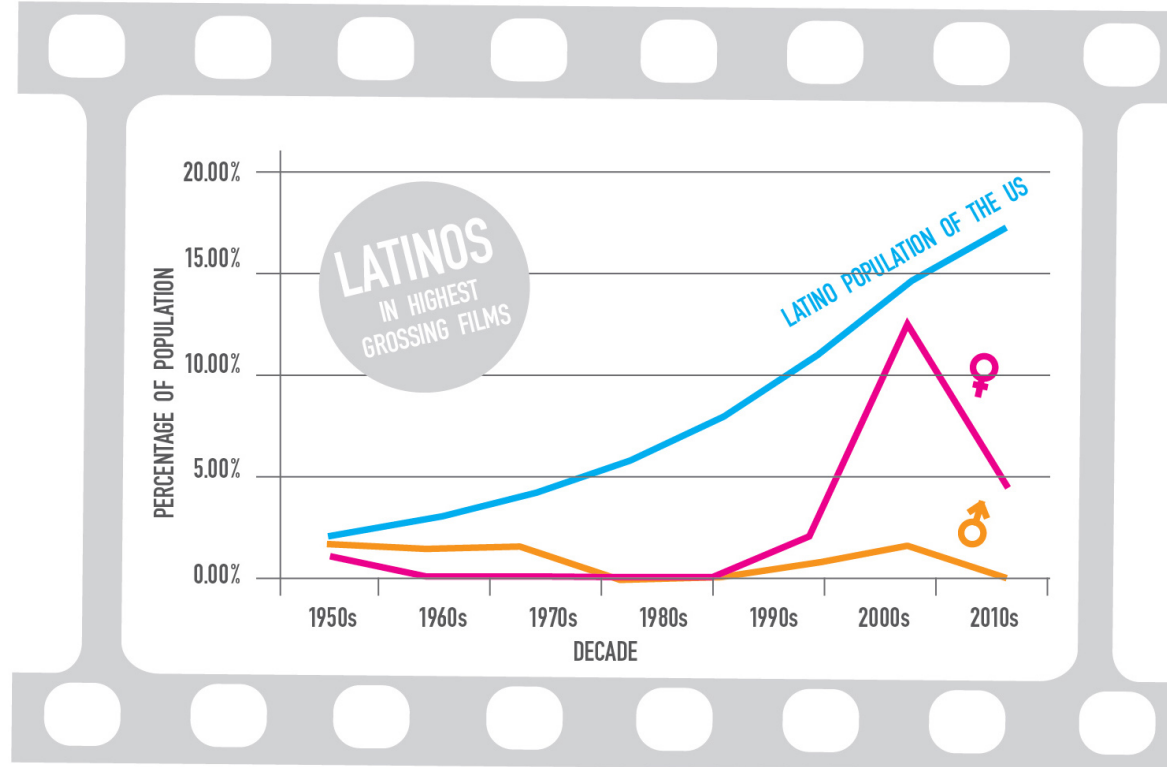
LATINO MEDIA EXCLUSION

=

EXCLUSION OF MORE THAN THE ENTIRE STATES OF CALIFORNIA AND ILLINOIS
(38 MILLION) (12.8 MILLION)

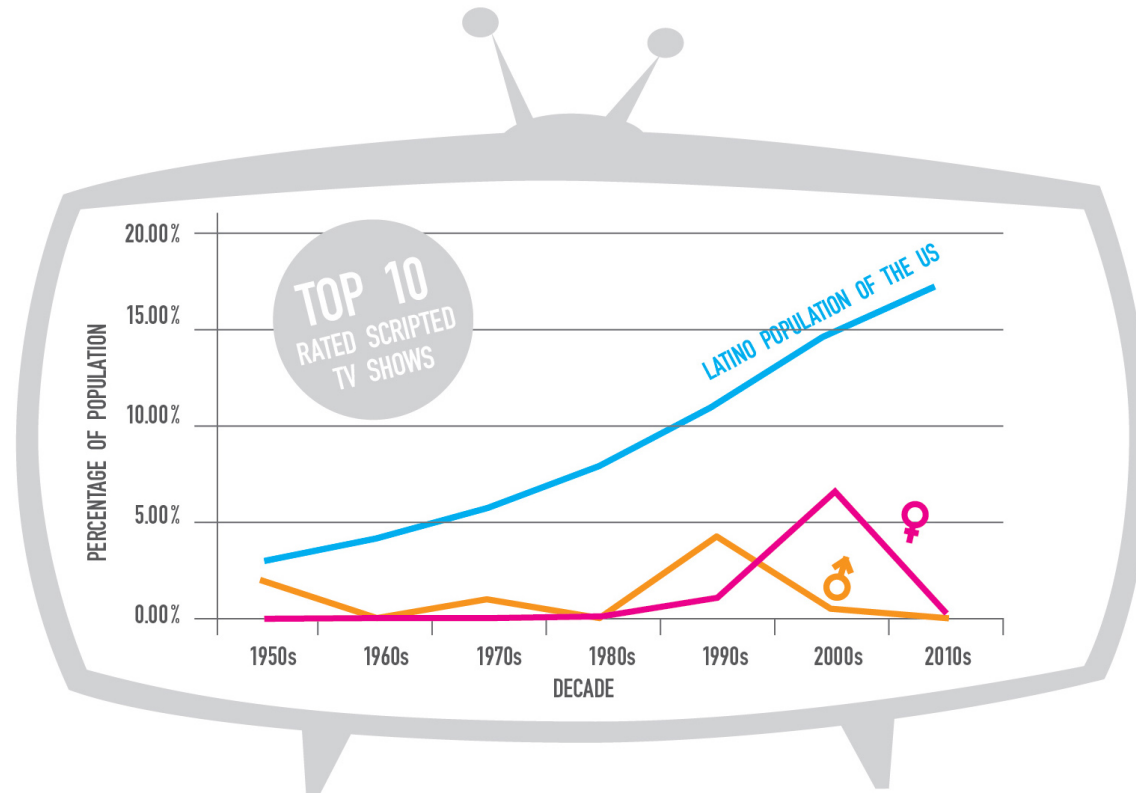


PERCENTAGE OF LATINO/A LEAD ACTOR APPEARANCES IN TEN HIGHEST-GROSSING FILMS BY GENDER



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

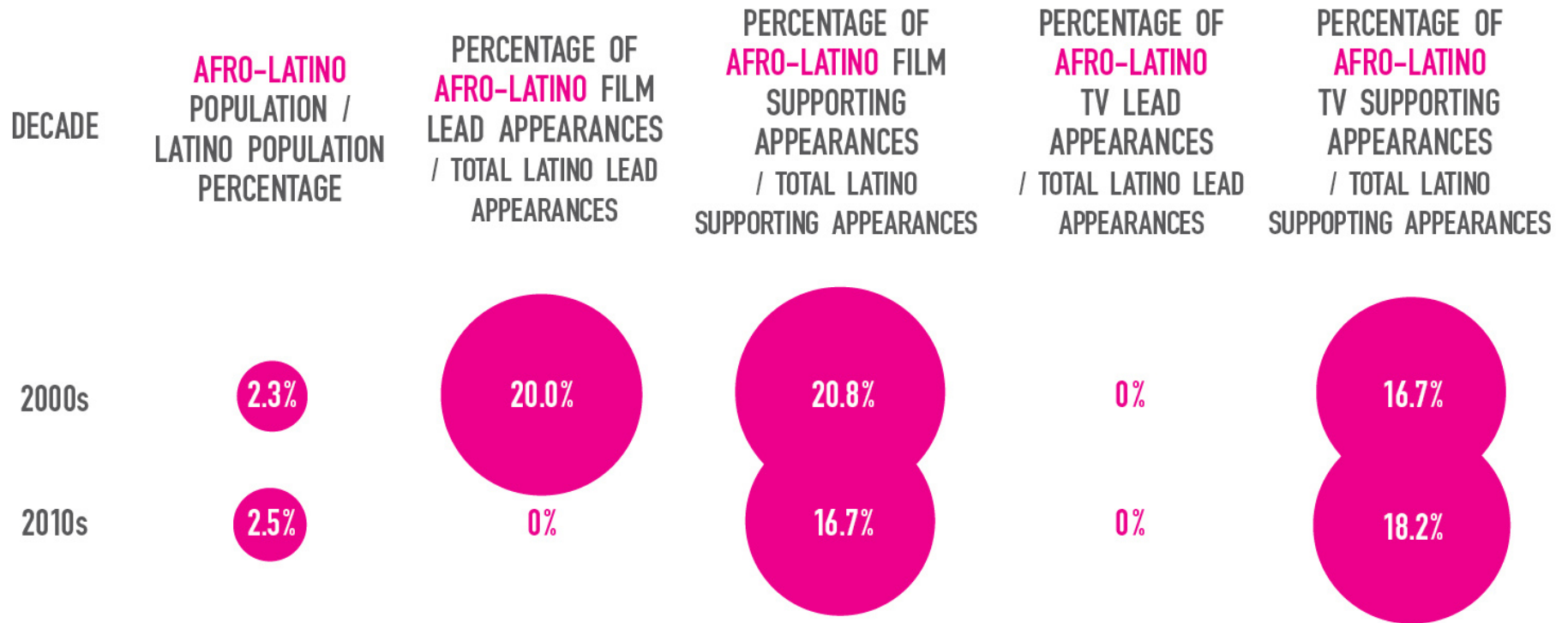
PERCENTAGE OF LATINO ACTOR LEAD APPEARANCES IN TEN HIGHEST-RATED SCRIPTED TV SHOWS BY GENDER



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



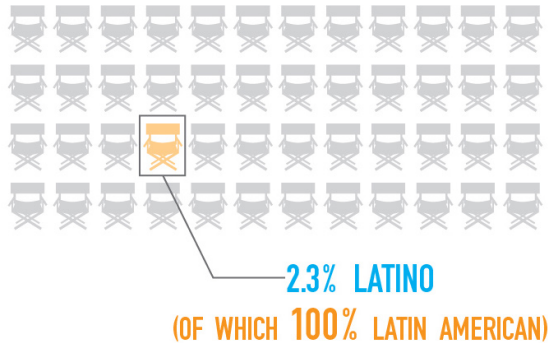
AFRO-LATINO ACTOR APPEARANCES IN RELATION TO ALL LATINO ACTORS IN TV AND FILM



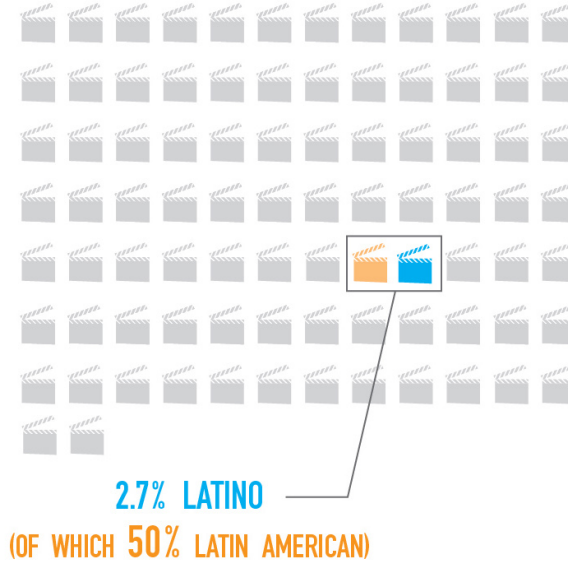
Source: U.S. Census, 2000-2009, estimated 2000-2009 figure

LATINO AND LATIN AMERICAN DIRECTORS, PRODUCERS, AND WRITERS

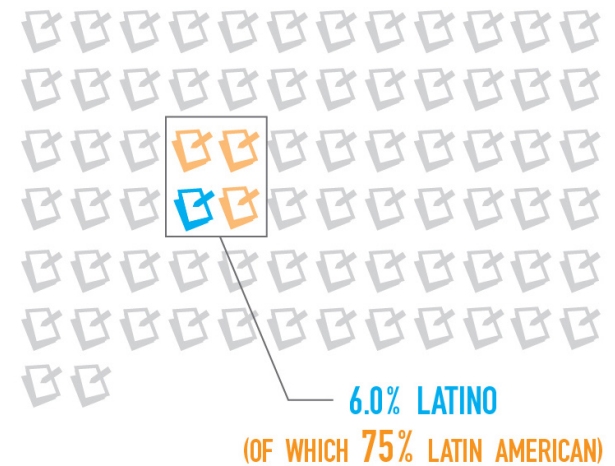
DIRECTORS



PRODUCERS



WRITERS

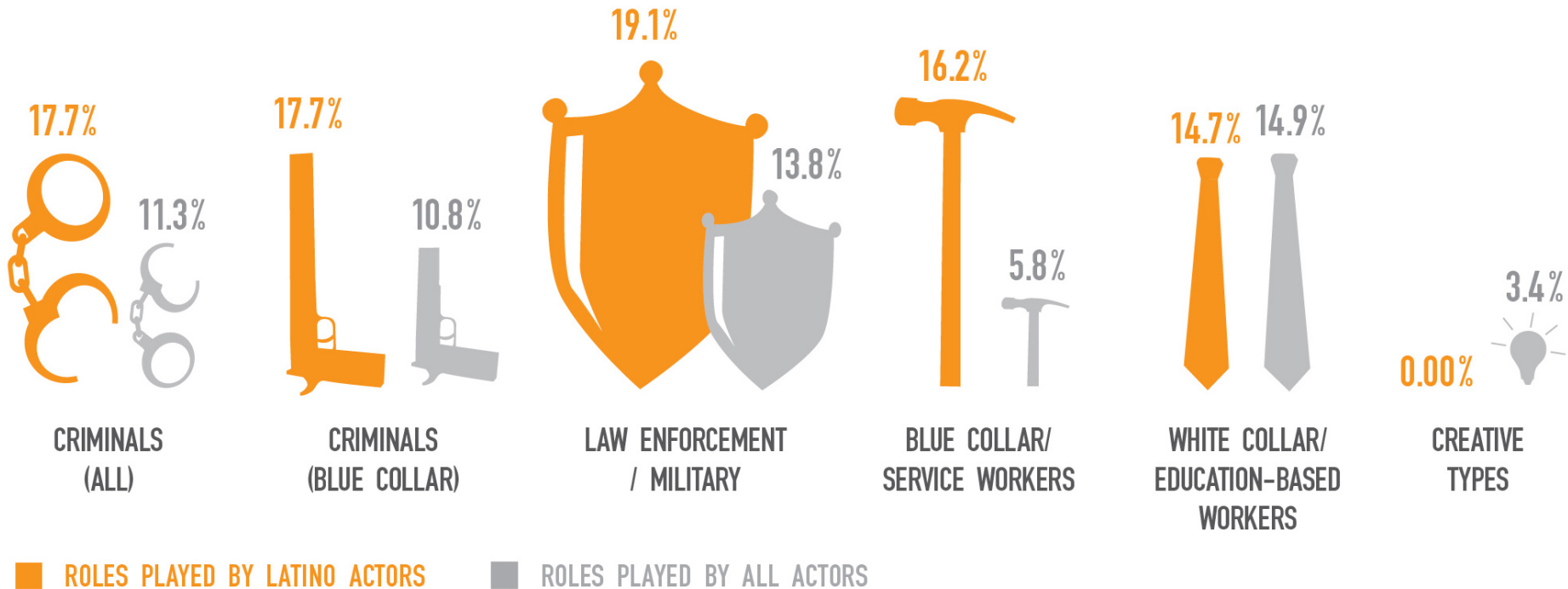


Source: IMDb

STEREOTYPES...OR WHAT HAPPENS WHEN LATINOS DO APPEAR?

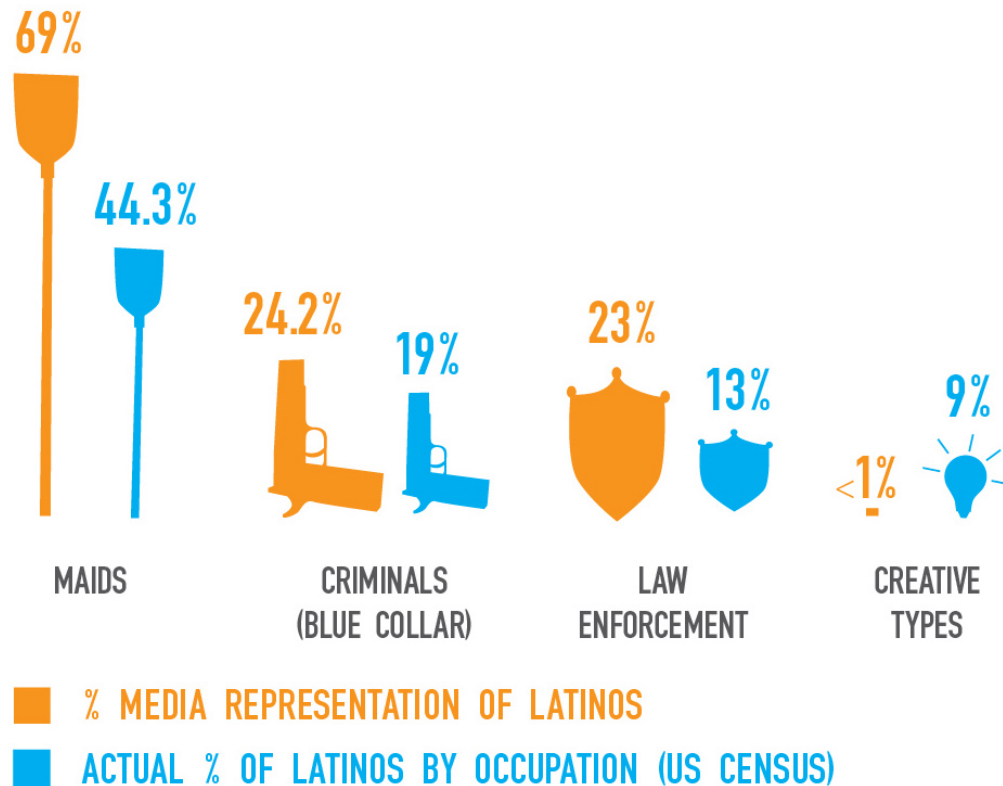


ROLES PLAYED BY LATINO LEAD AND SUPPORTING ACTORS COMPARED TO ROLES PLAYED BY ALL ACTORS IN TEN HIGHEST-GROSSING FILMS IN THE U.S.



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

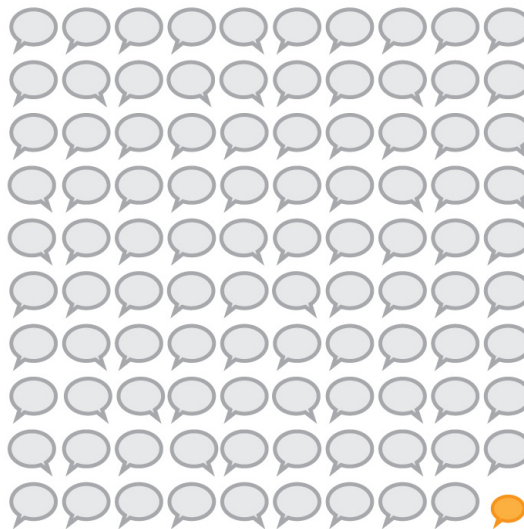
98.2%
NON-LATINO
TV NEWS PRODUCERS



1.8%
LATINO
TV NEWS PRODUCERS

"NEWS WORSE THAN FICTION"

STORIES ON NEWS AND TALK SHOWS



LESS THAN 1%
LATINO-RELATED



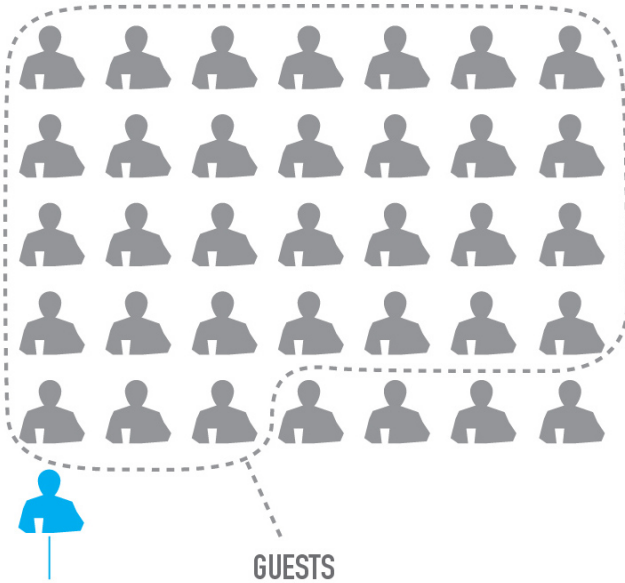
OF THAT <1% COVERAGE

66%

FOCUSED ON
CRIME, TERRORISM,
ILLEGAL IMMIGRATION

Sources: IMDb, network websites, National Association of Hispanic Journalists, 2005

GUESTS ON NEWS / TALK SHOWS

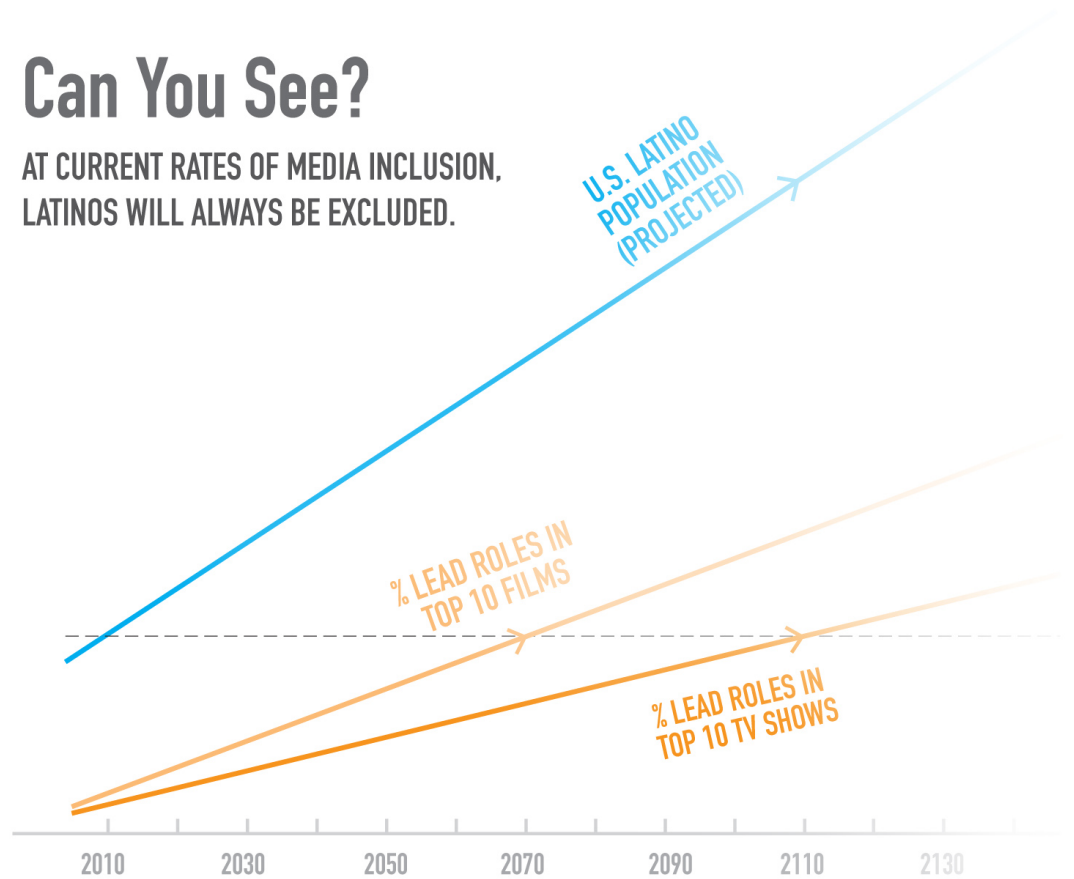


GUESTS
IN NEWS PROGRAMS
THAT ARE
WHITE MALE

FOX NEWS - 88%
CNN - 83%
MSNBC - 83%
PBS - 82%

Can You See?

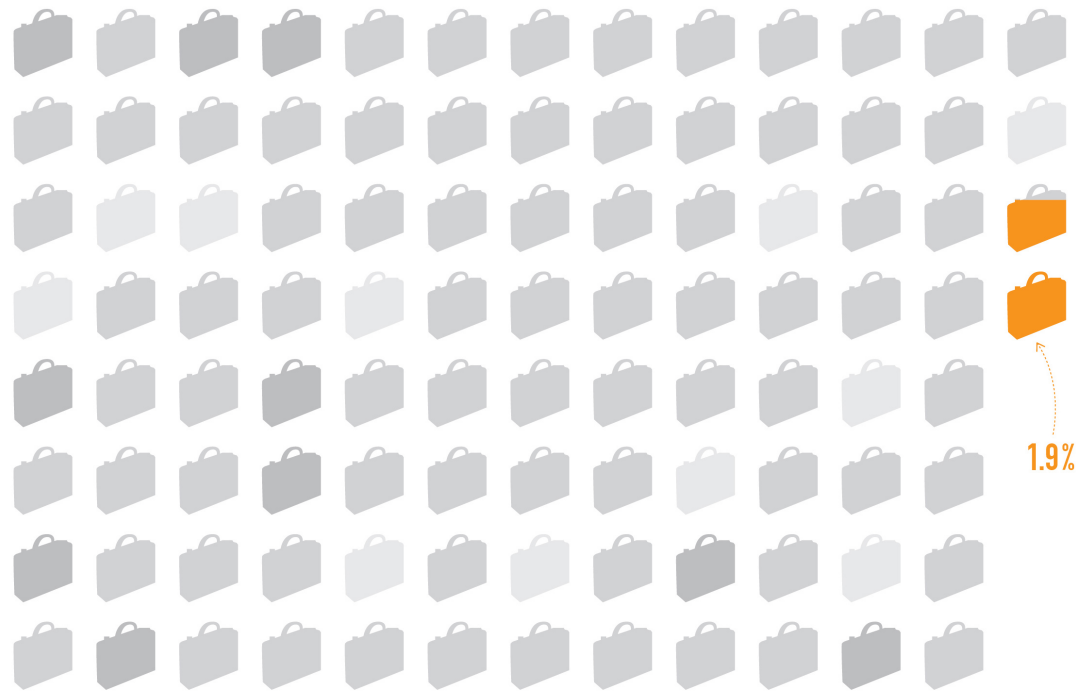
AT CURRENT RATES OF MEDIA INCLUSION,
LATINOS WILL ALWAYS BE EXCLUDED.





Source: Top media company websites

LATINOS IN TOP MEDIA LEADERSHIP POSITIONS



NO SUITS

% OF LATINO TV SHOW CREATORS, TV AND FILM EXECUTIVES WITH GREENLIGHT AUTHORITY

Source: Top media company websites

LATINOS BEHIND THE CAMERA IN NETWORK TV PILOTS

	2010	2011	2012	2013
 PERCENTAGE OF WRITER POSITIONS FILLED BY LATINOS	1.6%	0.0%	0.0%	5.2%
 PERCENTAGE OF PRODUCER POSITIONS FILLED BY LATINOS	1.9%	0.6%	0.9%	2.1%
 PERCENTAGE OF DIRECTOR POSITIONS FILLED BY LATINOS	1.5%	1.3%	3.7%	2.7%

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.

6
LATINO
WINS
(1.9%)

312 EMMYS
2002–2013



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
FERRERA
Ugly Betty

2010
OUTSTANDING
SUPPORTING
ACTRESS IN COMEDY



SOFIA
VERGARA
Modern Family

2011
OUTSTANDING
SUPPORTING
ACTRESS IN COMEDY



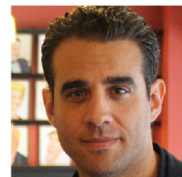
SOFIA
VERGARA
Modern Family

OUTSTANDING
WRITING IN
COMEDY



LOUIS
CK
Louie

2012
OUTSTANDING
GUEST ACTOR IN
COMEDY



BOBBY
CANNAVALE
Nurse Jackie

OUTSTANDING
SUPPORTING
ACTRESS IN COMEDY



SOFIA
VERGARA
Modern Family

2013
OUTSTANDING
GUEST ACTOR IN
COMEDY



BOBBY
CANNAVALE
Nurse Jackie

OUTSTANDING
GUEST ACTOR
IN COMEDY



LOUIS
CK
Saturday Night Live

2005
OUTSTANDING
SUPPORTING ACTOR
IN A COMEDY



BOBBY
CANNAVALE
Will and Grace

2006
OUTSTANDING
WRITING IN
COMEDY



GREG
GARCIA
My Name is Earl

2007
OUTSTANDING LEAD
ACTRESS IN
COMEDY



AMERICA
FERRERA
Ugly Betty

2012
OUTSTANDING
WRITING IN
COMEDY



LOUIS
CK
Louie

2013
OUTSTANDING
SUPPORTING
ACTOR IN DRAMA



BOBBY
CANNAVALE
Boardwalk Empire

OUTSTANDING
DIRECTING IN
COMEDY



LOUIS
CK
Louie

Source: Emmys website

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.”



WHY DOES THIS 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.”

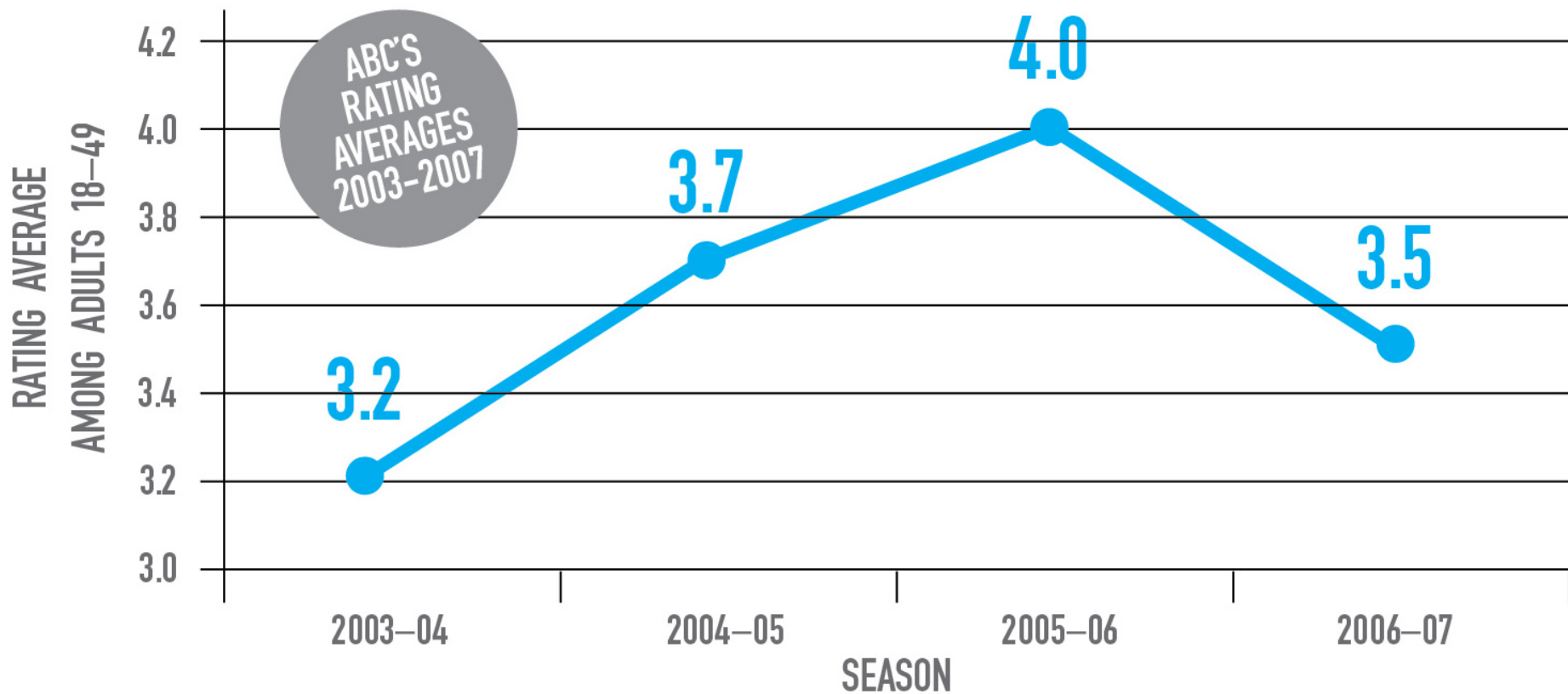
“People don't want to hear about minority exclusion, because everyone is suffering.”



YET, DIVERSITY PAYS

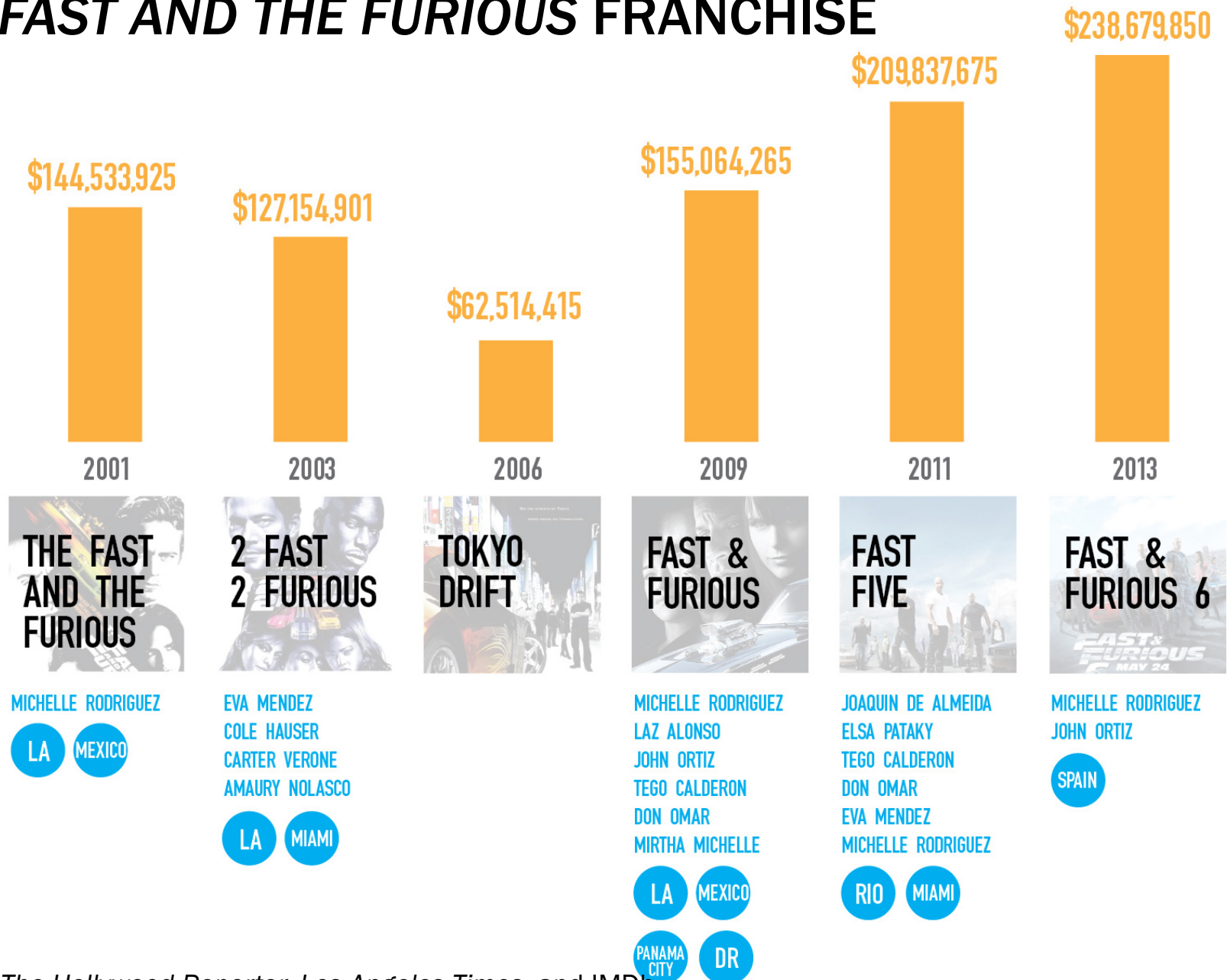


ABC RATING AVERAGES



Source: SpottedRatings.com

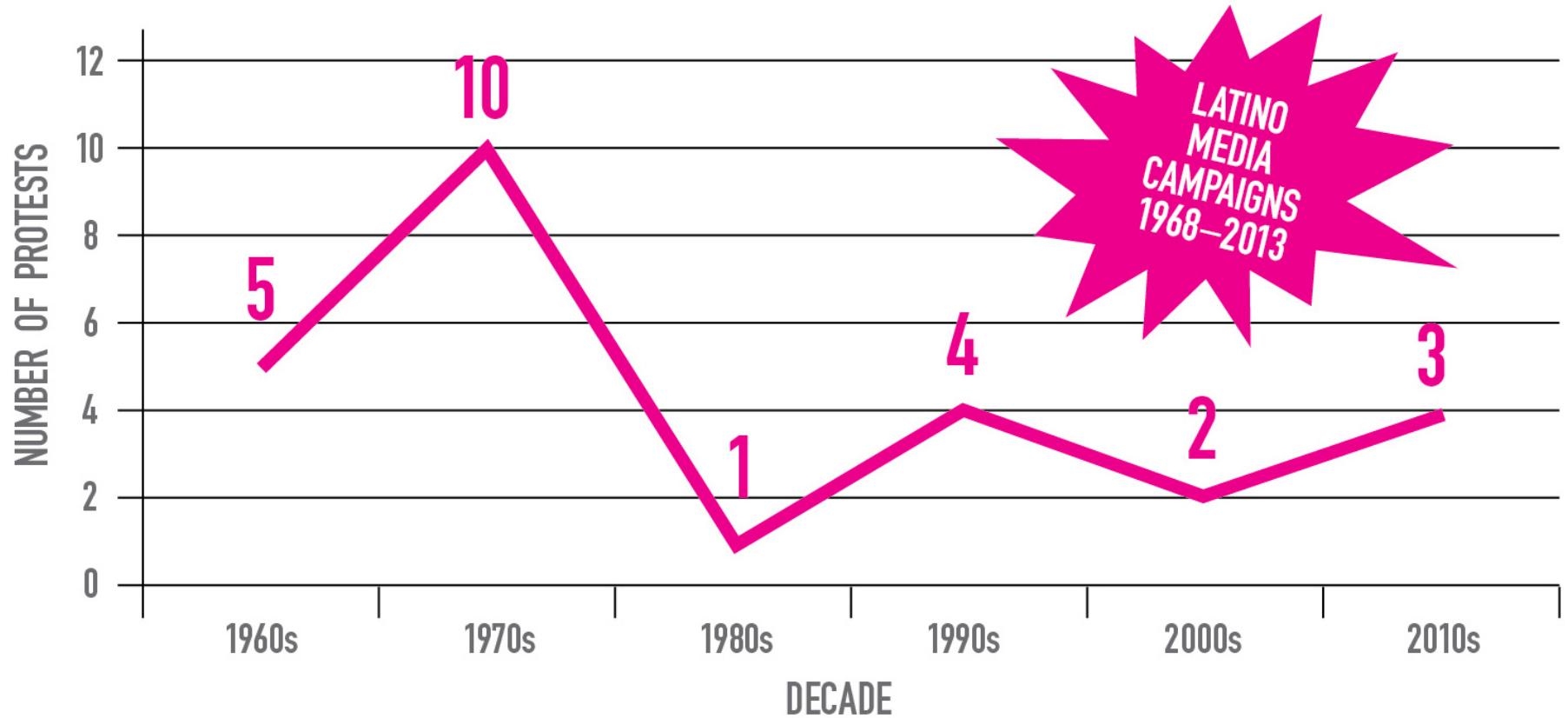
LATINO BOX OFFICE IMPACT ON *THE FAST AND THE FURIOUS* FRANCHISE





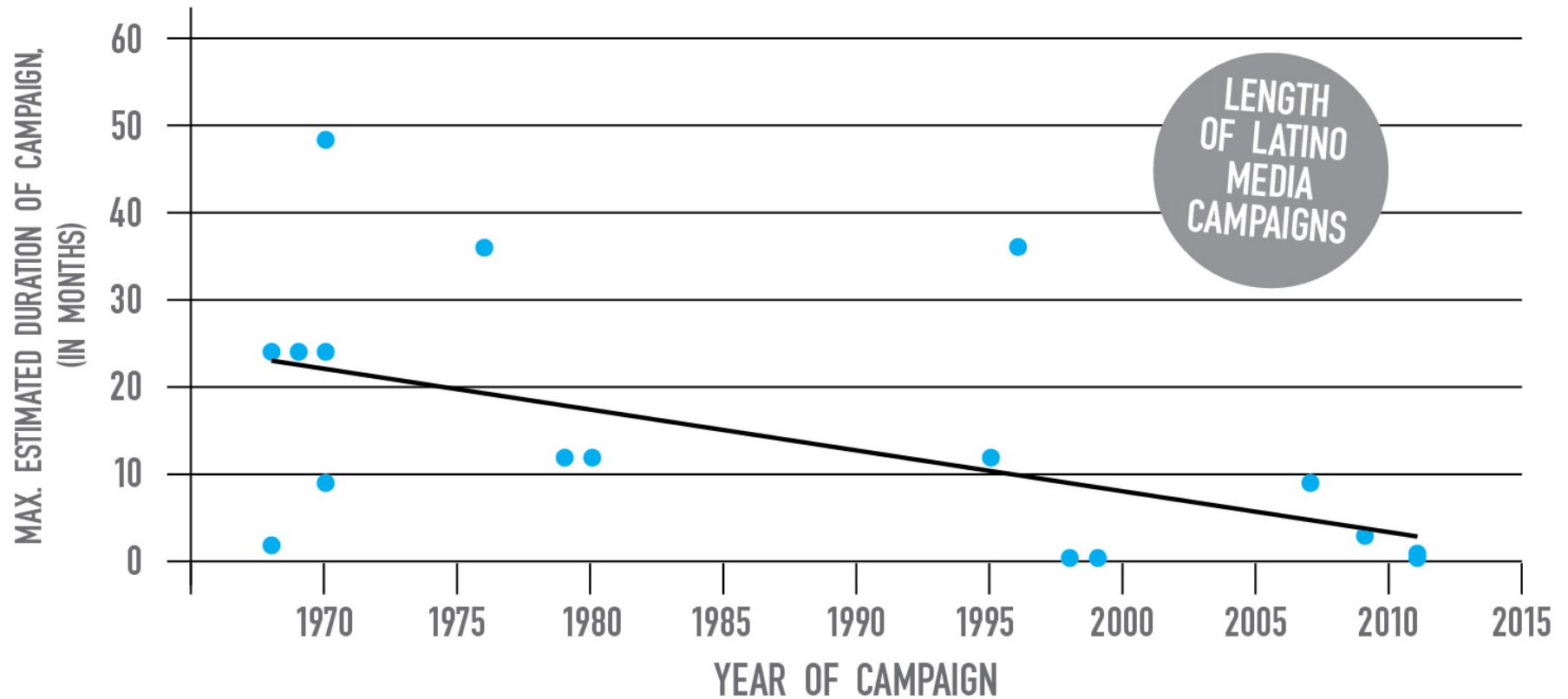
Sources: *The New York Times*

NUMBER OF NATIONAL LATINO MEDIA CAMPAIGNS



Sources: *The New York Times* and scholarly publications

LENGTH OF LATINO MEDIA CAMPAIGNS

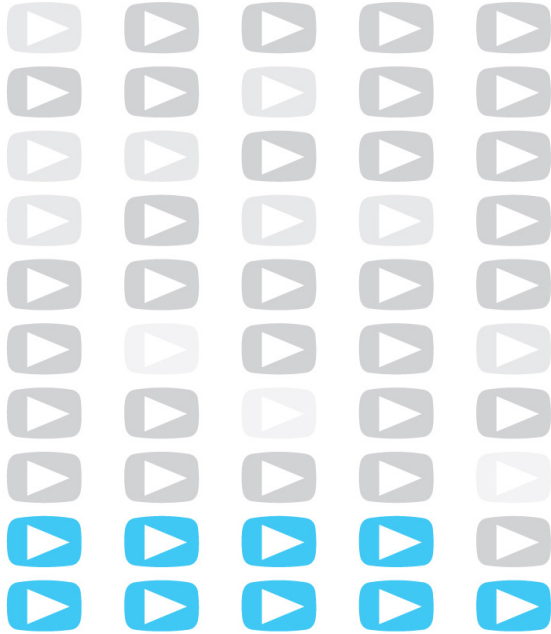


Sources: *The New York Times* and scholarly publications

Roberto Lovato leading the Basta Dobbs Campaign



TOP 50 YOUTUBE CHANNELS (MOST SUBSCRIBERS)



9 OUT OF 50 (18%)

PRODUCED OR FEATURE

U.S. LATINO CONTENT CREATORS

LATINO CREATORS ON YOUTUBE



JEFF GOMEZ AT TEDXTRANSMEDIA IN GENEVA, SWITZERLAND



Photo Source: Flickr

STAY TUNED FOR THE NEXT REPORT
NOT FUNNY: LATINOS IN COMEDY



SOME PRELIMINARY RESULTS

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.



THANK YOU

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SOCIAL SCIENCE RESEARCH COUNCIL,
COCA-COLA FOUNDATION,
NATIONAL LATINO ARTS,
EDUCATION & MEDIA INSTITUTE,
MARCOS A. RODRIGUEZ