



LATINOS IN THE AGE OF MEDIA MERGERS

INCLUSION, EXCLUSION, AND ITS IMPACT

PRESENTED BY

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ORIGINS



HIGHER STAR POWER 60 YEARS AGO THAN TODAY



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)

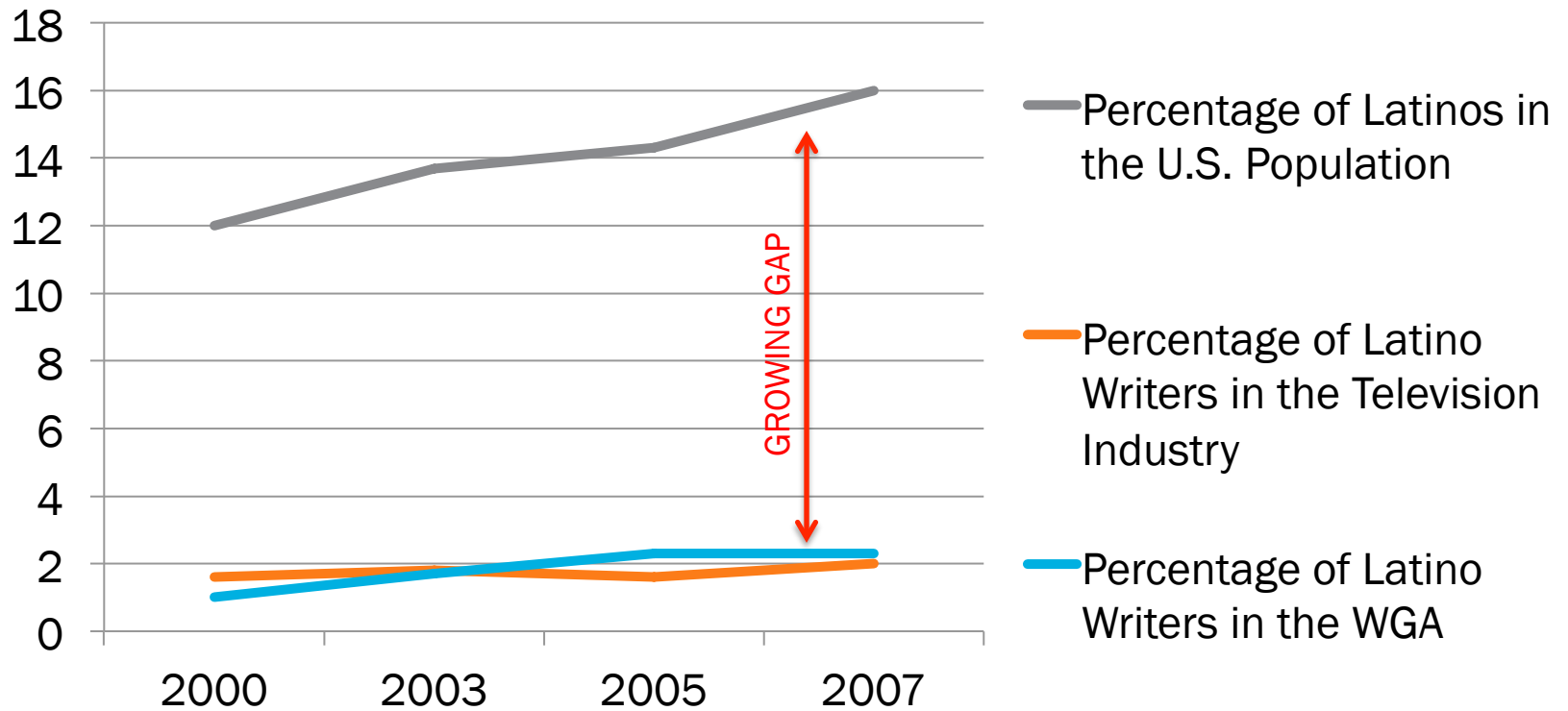
2002	2004	2006	2008
6%	5.6%	4%	6.4%



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

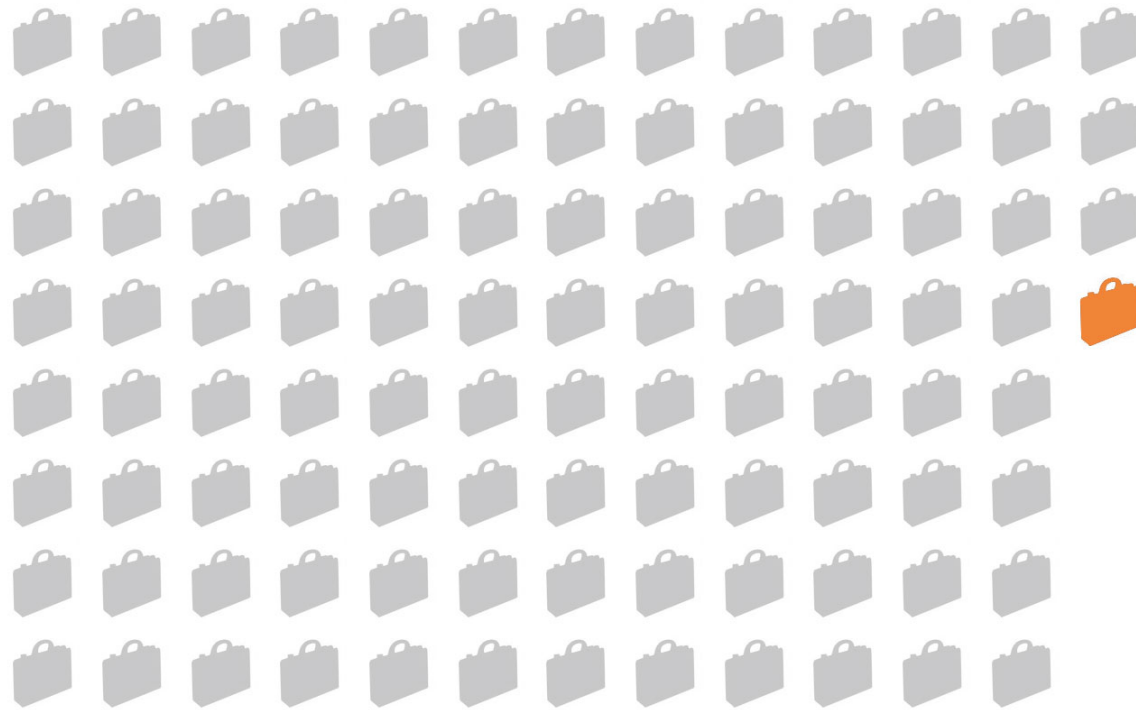
Source: Screen Actors Guild, 2008-2009.

THE SAME STORY: EMPLOYMENT IN WRITING AND DIRECTING



Source: 2010 U.S. Census, Writers Guild of America and Directors Guild of America reports.

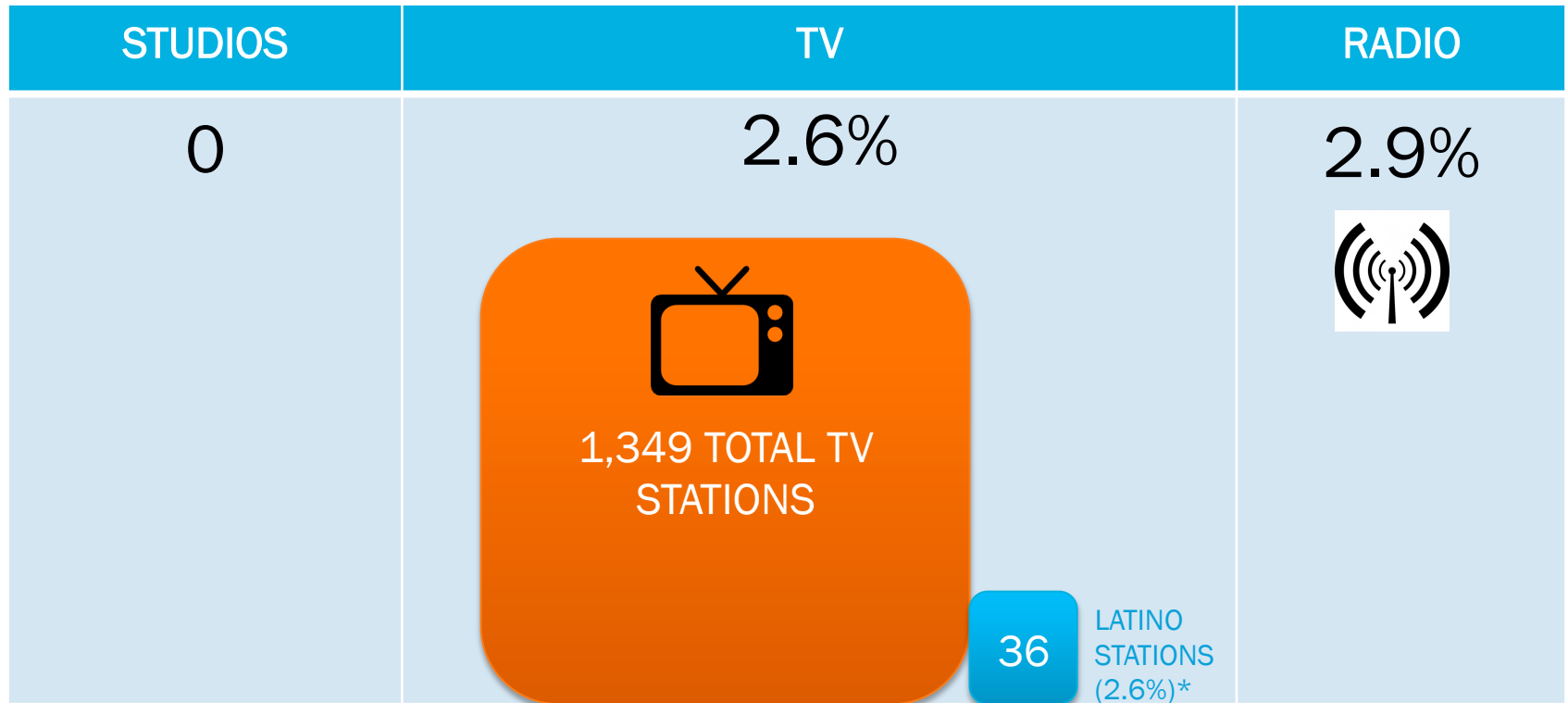
NO SUITS: EMPLOYMENT IN EXECUTIVE RANKS



Percentage of Latino show runners, TV, and film executives with greenlight authority: **LESS THAN 0.1%**

Source: Maya Entertainment and Columbia University, 2012.

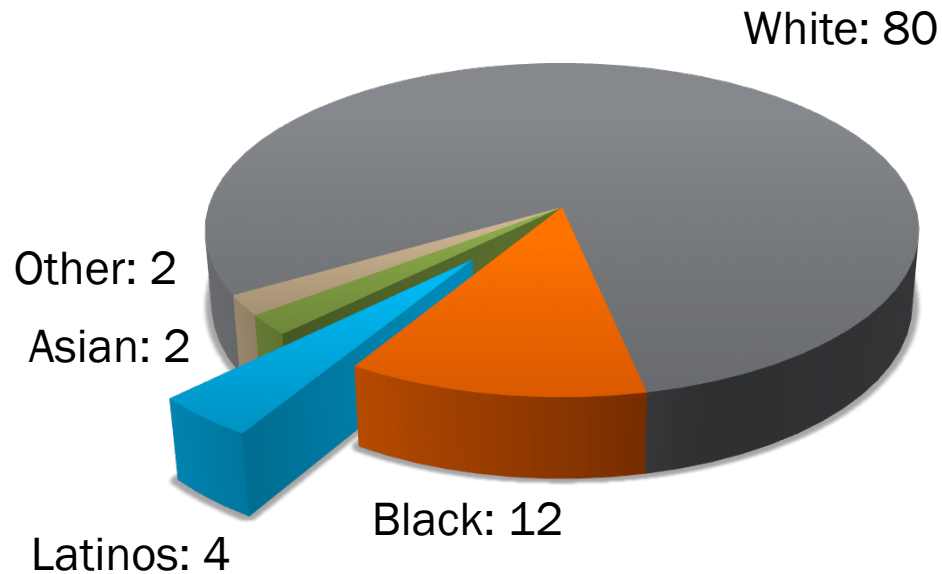
NO OWNERSHIP: LATINOS AND SPANISH- LANGUAGE MEDIA COMPANIES



Source: National Minorities Telecommunications Report, 2009.

NO RESPECT: LACK OF INDUSTRY RECOGNITION

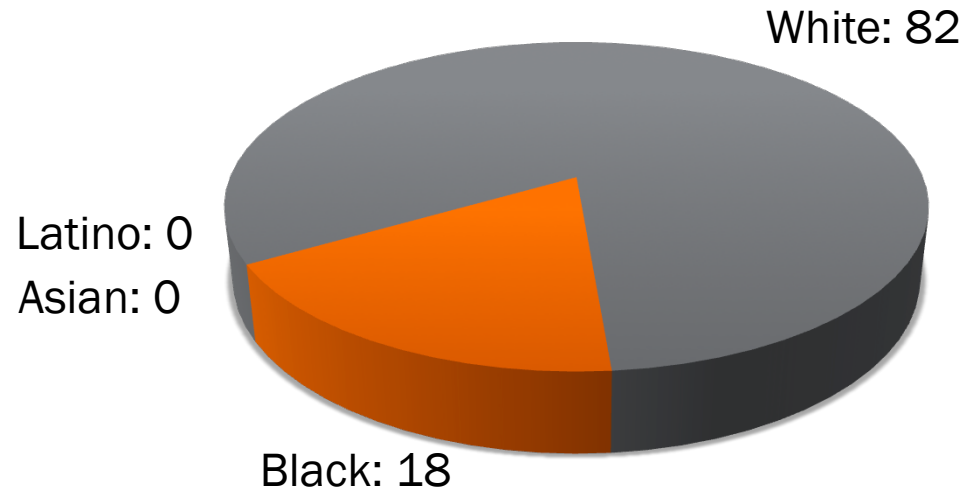
Percentage of Oscar Nominees,
2002-2012



Source: "Not Quite a Breakthrough," UCLA Chicano Research Studies Center Report, 2012.

NO WINNERS

Percentage of Oscar Winners,
2002-2012



Source: "Not Quite a Breakthrough," UCLA Chicano Research Studies Center Report, 2012.

REALITY WORSE THAN FICTION: NEWS AND TALK SHOWS

ONLY

0.71%

of news stories were Latino-related*

Source: Network Brownout 2003: The Portrayal of Latinos in Network Television News 2002, National Association of Hispanic Journalists.

*from 1999-2005.

Out of those few stories, 66% focused on crime, terrorism, or illegal immigration

IN SUM: LESS PRESENCE, SAME STEREOTYPES

Hot tamale



Clown



Maid



FOR WOMEN AND MEN ALIKE

Bandido



Criminal



Gardener



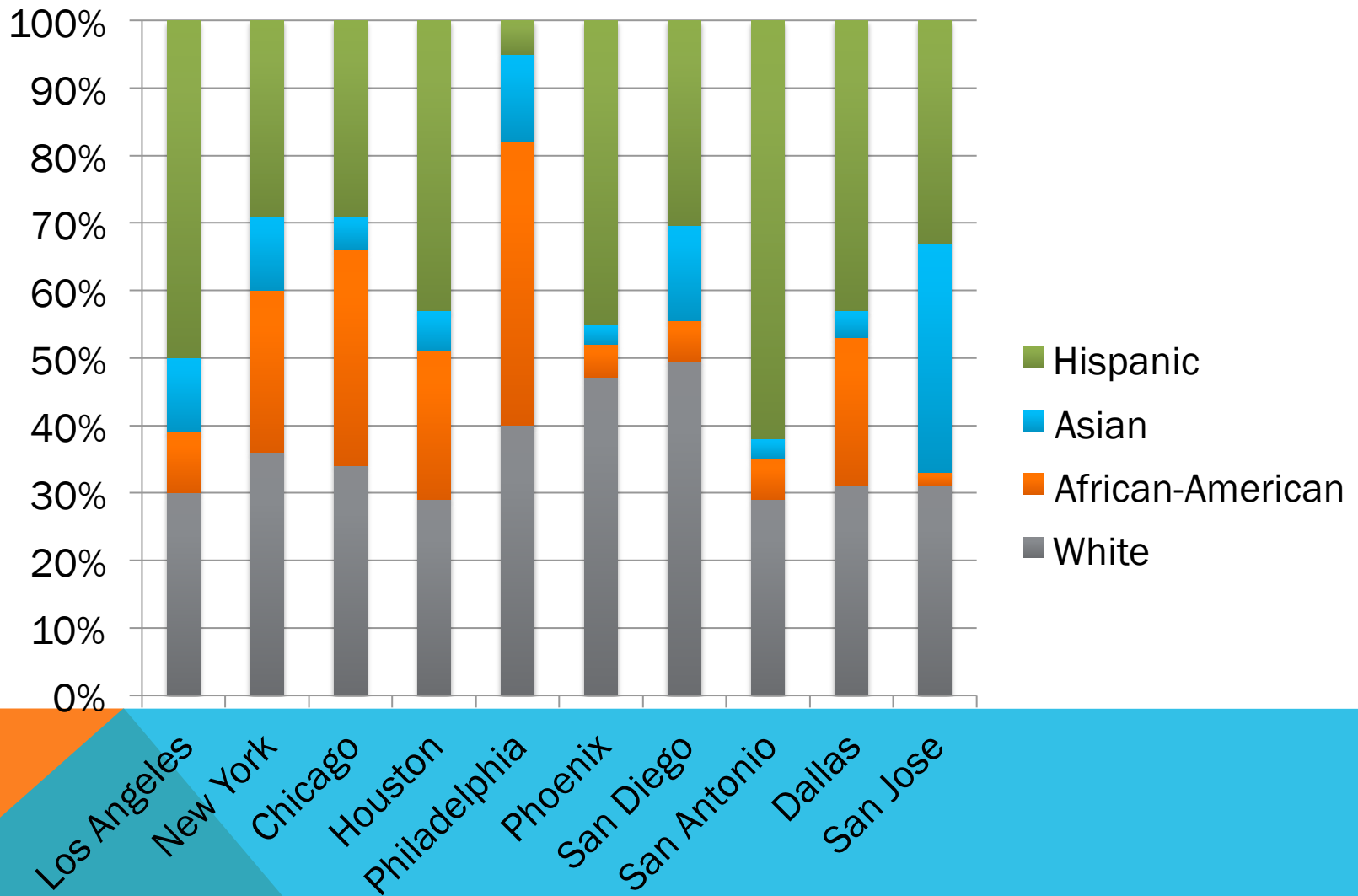
WHY IS THIS HAPPENING?

POPULATION **RISING**



PARTICIPATION IN MEDIA **DROPPING**

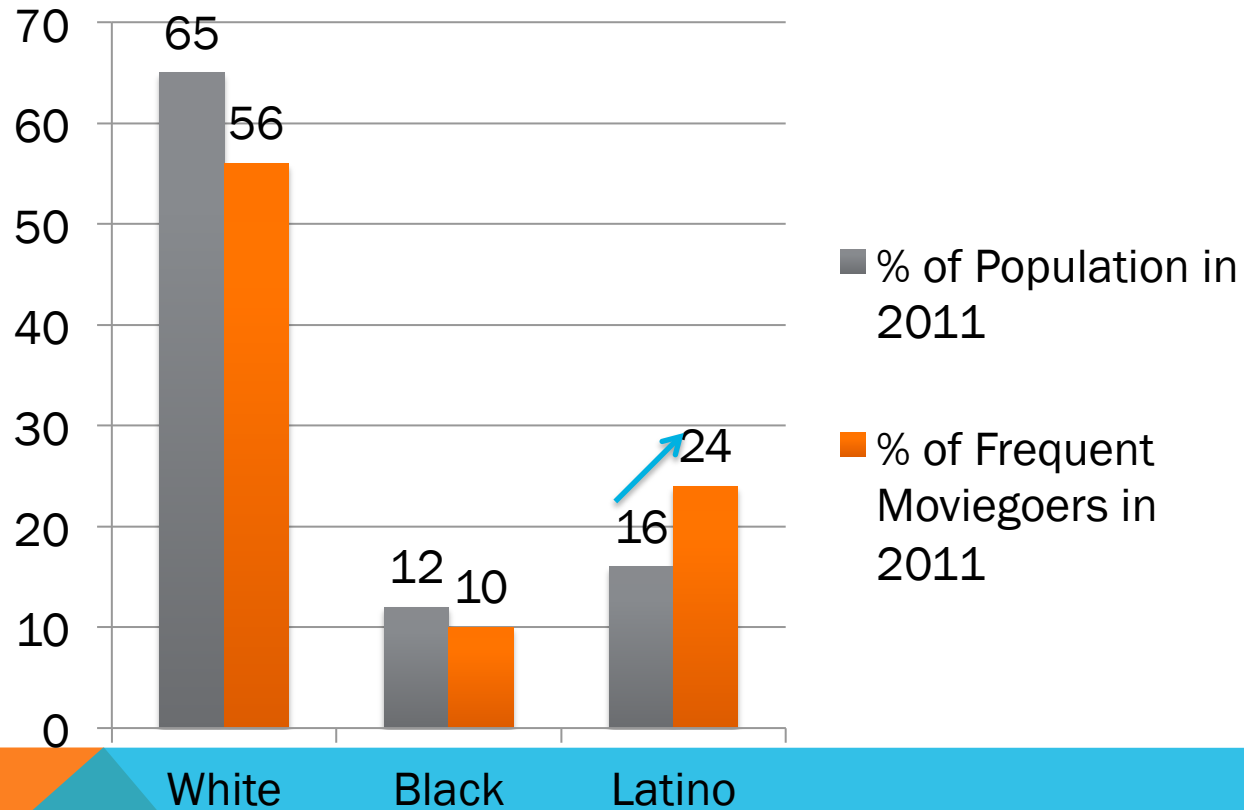
"MINORITIES" IN TEN LARGEST CITIES



Source: Hispanic TV Market Cable Broadcast, June 29th, 2012

LATINOS AT THE BOX OFFICE

Latinos see the most movies. They have a buying power of 1.2 trillion and growing.



Source: Theatrical Market Statistics report, Motion Picture Association of America, 2011.

WHY IS THIS HAPPENING?

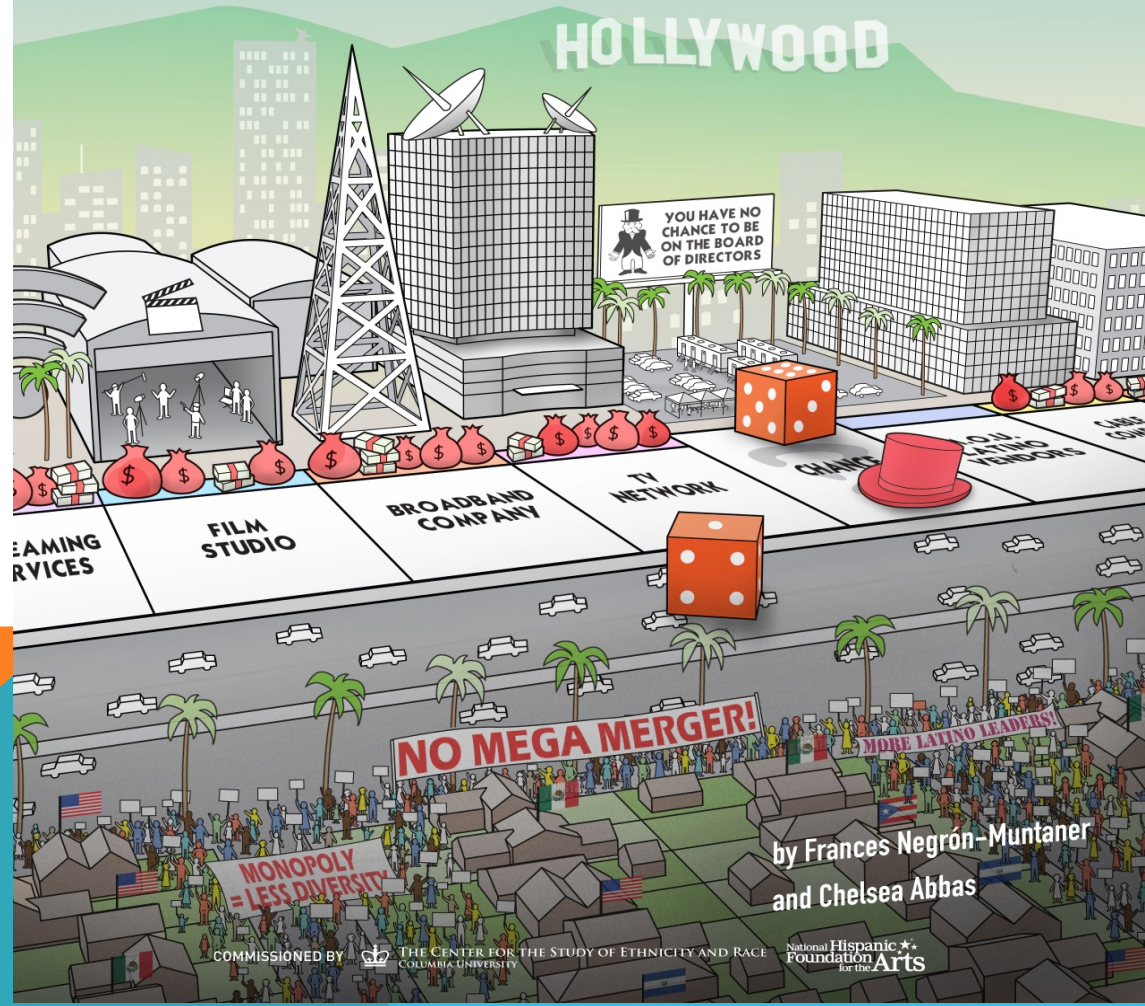
1. Micro dynamics: Decision-makers hire people inside network.
2. Corporate dynamics: Creating toothless diversity departments.
3. Macro dynamics: Latino inclusion is not a public good.



THE LATINO DISCONNECT

LATINOS IN THE AGE OF MEDIA MERGERS

HOLLYWOOD



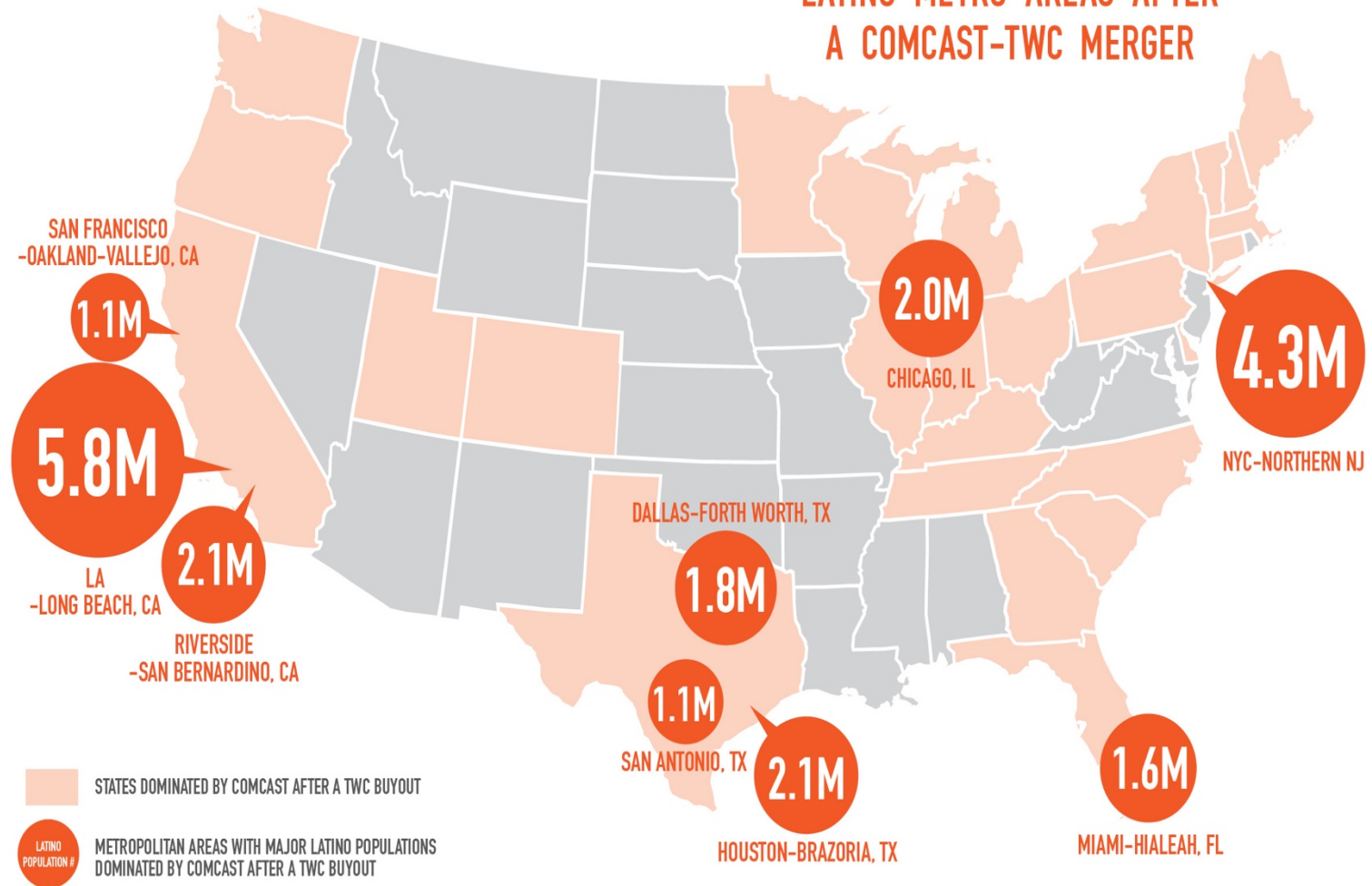
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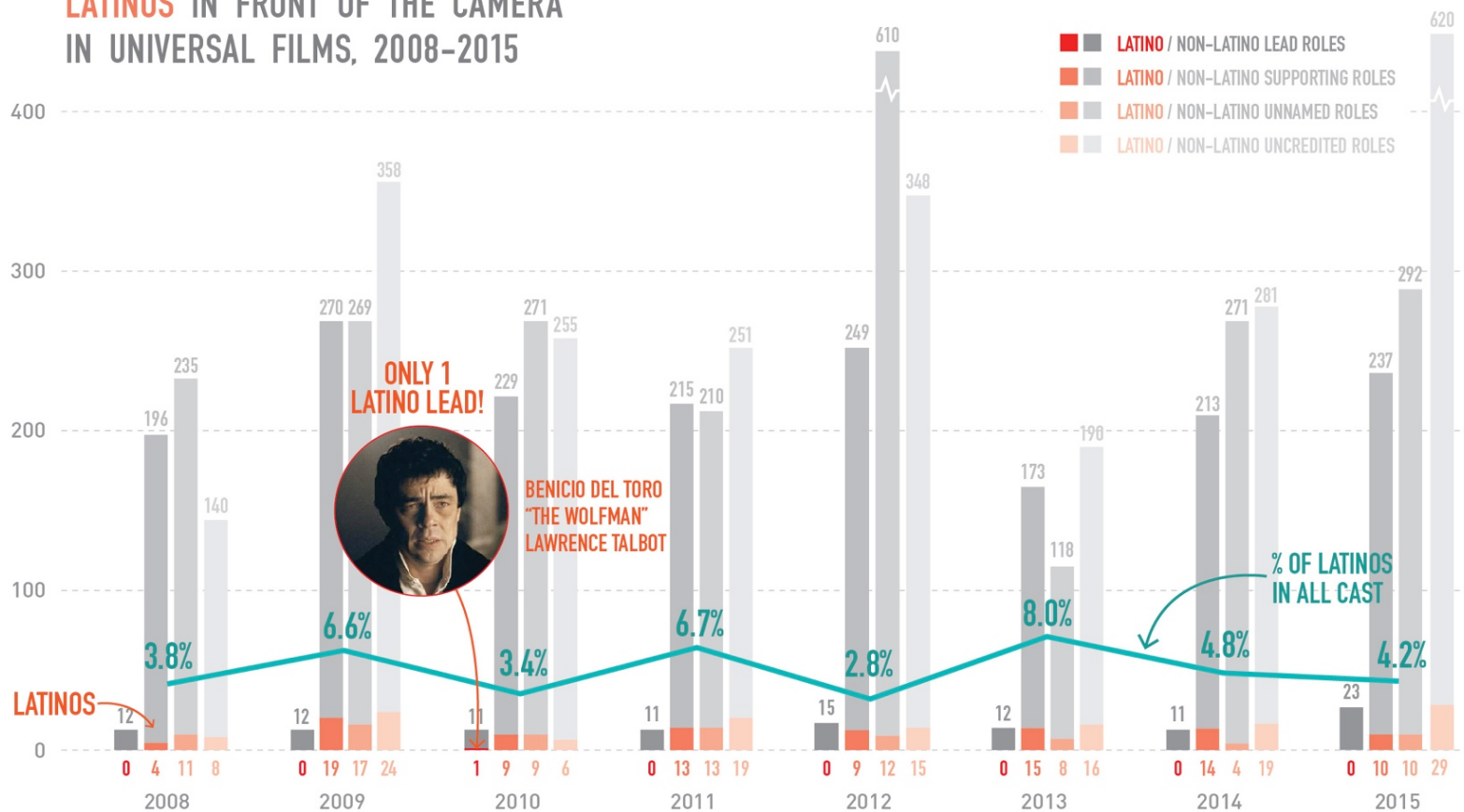
LATINO METRO AREAS AFTER A COMCAST-TWC MERGER



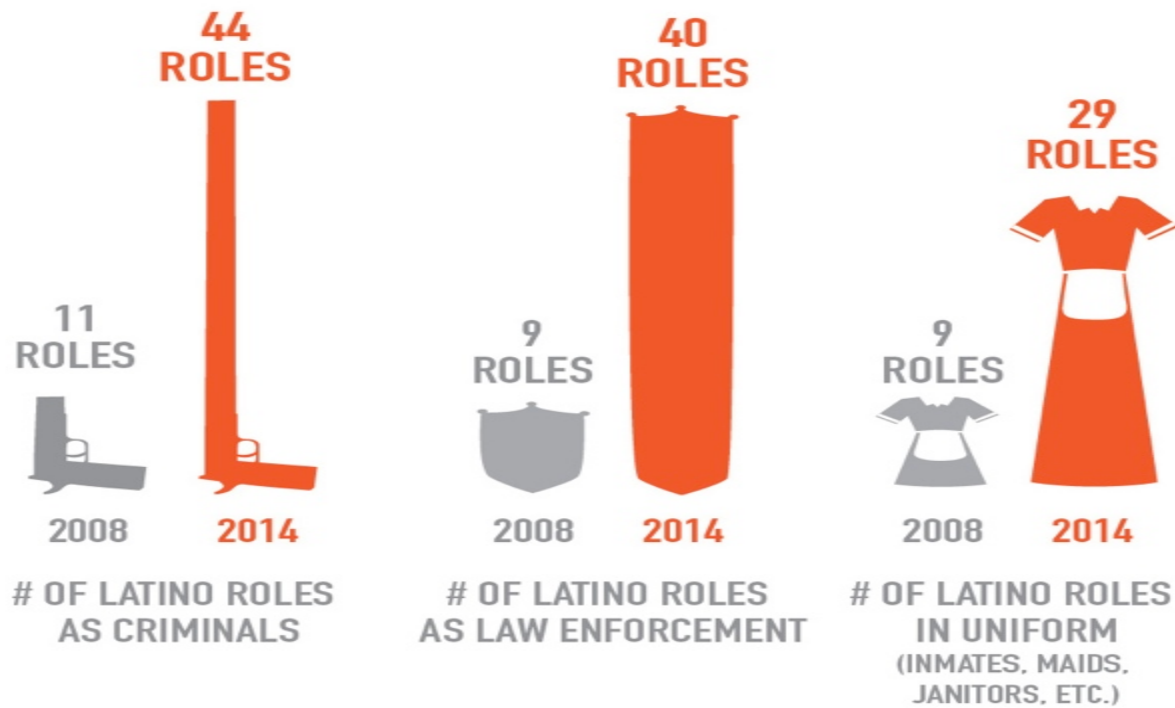
LATINOS BEHIND THE CAMERA AT NBC-UNIVERSAL, PREMERGER AND POSTMERGER

	PREMERGER AVERAGE	POSTMERGER AVERAGE	
 DIRECTORS	3.6%	4.4%	↑ 0.8%
 PRODUCERS	2.2%	1.1%	↓ 1.1%
 EXECUTIVE PRODUCERS	1.9%	1.5%	↓ 0.4%
 WRITERS	3.8%	2.2%	↓ 1.6%

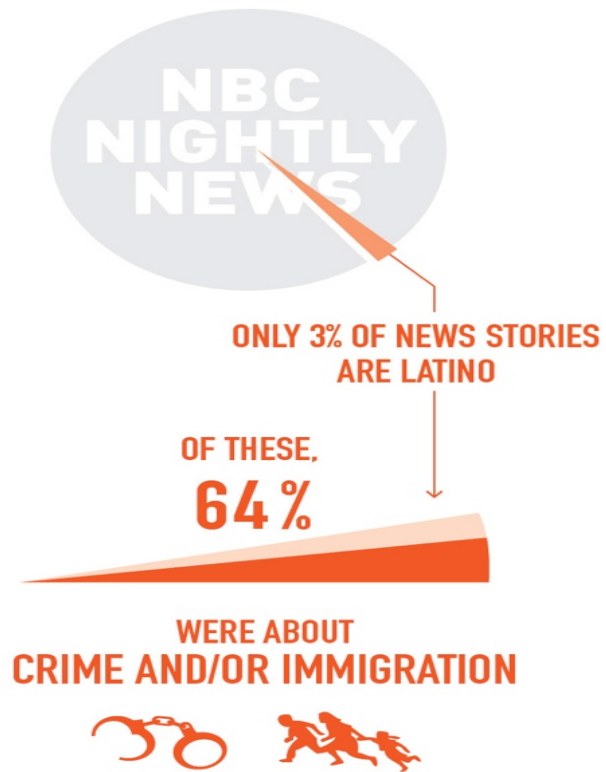
LATINOS IN FRONT OF THE CAMERA IN UNIVERSAL FILMS, 2008-2015



MORE LATINOS, MORE STEREOTYPES IN TELEVISION



LATINO-THEMED SEGMENTS IN NBC NEWS, 2012-2014



TYPICAL HEADLINES

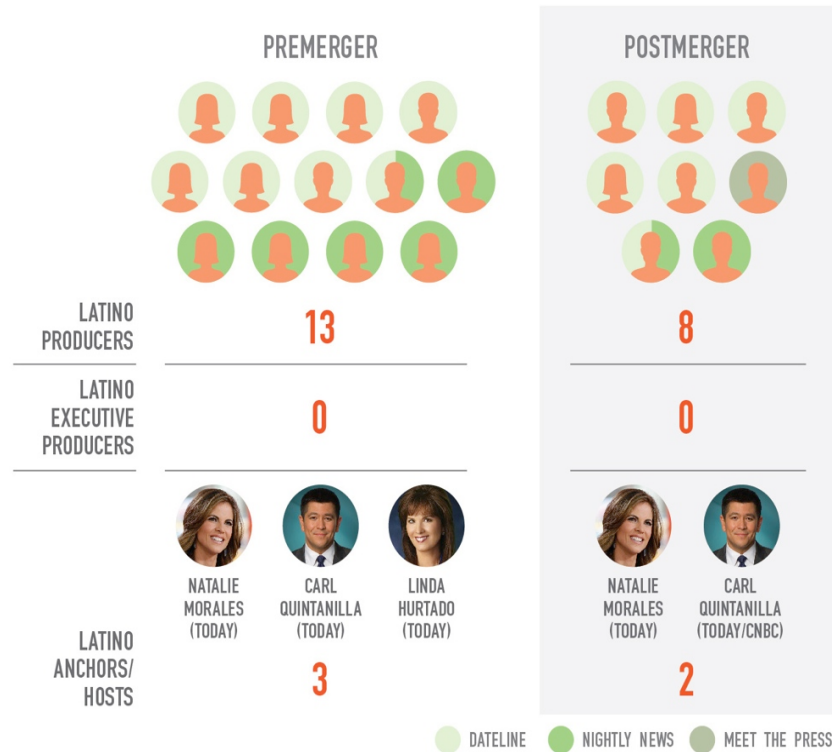
Drug cartels descend on Puerto Rico

Arizona ranchers fear armed Mexican drug smugglers

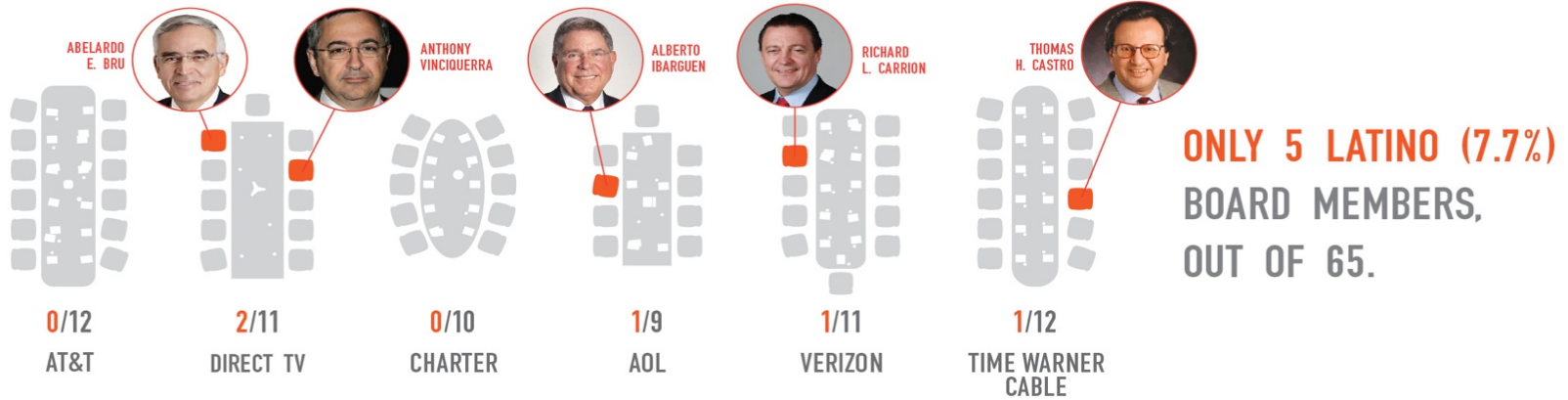
Mutilated bodies found in Mexico near U.S. border



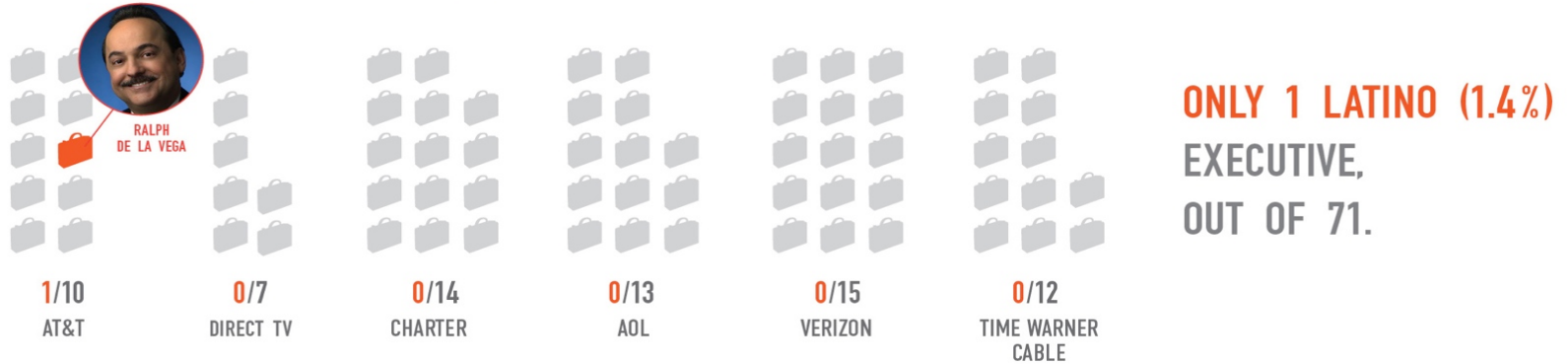
LATINOS IN NBC NEWS SHOWS, PREMERGER AND POSTMERGER



LATINO BOARD MEMBERS IN MAJOR MEDIA/CABLE COMPANIES



LATINO EXECUTIVES IN MAJOR MEDIA/CABLE COMPANIES



WHAT CAN WE DO: SPEAK UP

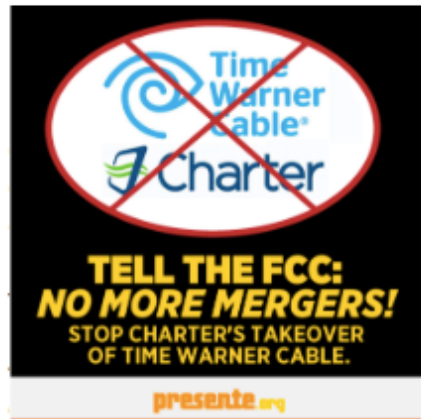


WHAT CAN WE DO: DIGITAL ACTIVISM



“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



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

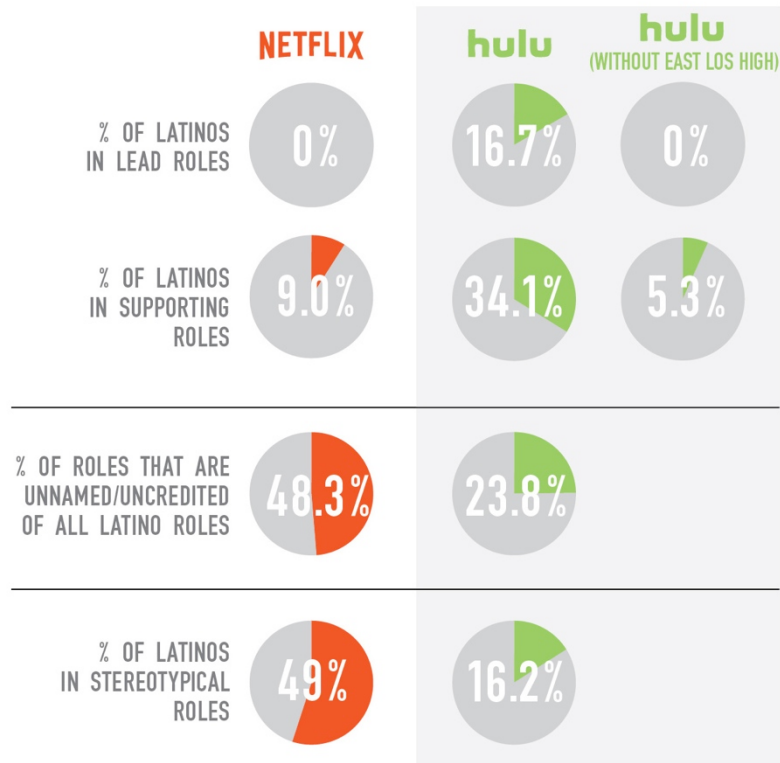
70 TOTAL CAST MEMBERS, 13 LATINO TALENT
IN THE 13 PICKED-UP PILOTS.



4 LATINO LEADS

9 LATINO SUPPORTING

LATINOS IN FRONT OF THE CAMERA
NETFLIX VS. HULU, 2014-2015





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