FACTS

• Fewer than 2% of characters in streaming, broadcast, and cable content are MENA* girls/women (Nielsen, 2021).

• Of the top 100 films of 2019, only 8 films included a MENA girl/woman character (Annenberg Inclusion Initiative, 2020).

• When it comes to leads in the top 100 grossing US films of the last decade, MENA girls/women are completely erased (The Rep Project 2022).

• MENA women are mostly depicted in highly stereotypical ways in US entertainment media— as terrorists, as anti-Semitic, as rebelling against their culture or religion, as hyper-religious, as seeking “superior” secular lives, and as new arrived in the US, speaking broken English (TTIE, 2020).

• MENA women frequently appear as scantily clad belly dancers or silent women shrouded in veils in US entertainment media (MENA Arts Advocacy Coalition, 2020).

*Please note that MENA (Middle Eastern, North Africa) is not an ideal term because it applies one colonial label to a vast and diverse region.

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