**FACTS**

- Latine women are 8.2% of the US population, but represent only 1.9% of all leads/co-leads in popular films (Annenberg Inclusion Initiative, 2021).
- Of the top grossing films of 2019, 59% had no Latine women characters (Annenberg Inclusion Initiative, 2021).
- Only 2.4% of characters in television shows are Latine women (Nielsen, 2020).
- Fewer than 1% of the top films of the past decade were directed by Latine women (Annenberg Inclusion Initiative, 2021).
- When they do appear in film and TV, Latine women are often stereotyped as maids, as impoverished, and as short-tempered. They are often depicted as the “Spicy Latina” trope (TTIE, 2020).

**LATINE LEADS IN THE TOP 100 FILMS BY GENDER, 2011-2021**

<table>
<thead>
<tr>
<th>Year</th>
<th>Latine Men</th>
<th>Latine Women</th>
</tr>
</thead>
<tbody>
<tr>
<td>'11</td>
<td>7</td>
<td>13</td>
</tr>
<tr>
<td>'12</td>
<td>7</td>
<td>13</td>
</tr>
<tr>
<td>'13</td>
<td>7</td>
<td>13</td>
</tr>
<tr>
<td>'14</td>
<td>7</td>
<td>13</td>
</tr>
<tr>
<td>'15</td>
<td>7</td>
<td>13</td>
</tr>
<tr>
<td>'16</td>
<td>7</td>
<td>13</td>
</tr>
<tr>
<td>'17</td>
<td>7</td>
<td>13</td>
</tr>
<tr>
<td>'18</td>
<td>7</td>
<td>13</td>
</tr>
<tr>
<td>'19</td>
<td>7</td>
<td>13</td>
</tr>
<tr>
<td>'20</td>
<td>7</td>
<td>13</td>
</tr>
<tr>
<td>'21</td>
<td>7</td>
<td>13</td>
</tr>
</tbody>
</table>

**POSITIVE REPRESENTATIONS OF LATINE WOMEN IN MEDIA**

1. JANE VILLANUEVA  
   *Jane The Virgin*

2. HONEY LEMON  
   *Big Hero 6*

3. AMY SANTIAGO & ROSA DIAZ  
   *Brooklyn Nine-Nine*

4. VANESSA  
   *In the Heights*

5. ANITA & VALENTINA  
   *West Side Story (1961, 2021)*

**ACTIVISTS & ORGANIZATIONS TO SUPPORT/FOLLOW**

- @NHMC
  National Hispanic Media Coalition

- @SONIAMMANZANO
  Sonia Manzano

- @BVCASTILLO11
  Brenda Castillo

- @VERONICAXHDZ
  Veronica Hernandez

- @EVALONGORIA
  Eva Longoria Baston

- @AMERICAFERRERA
  America Ferrera

© THE REP PROJECT, 2022