

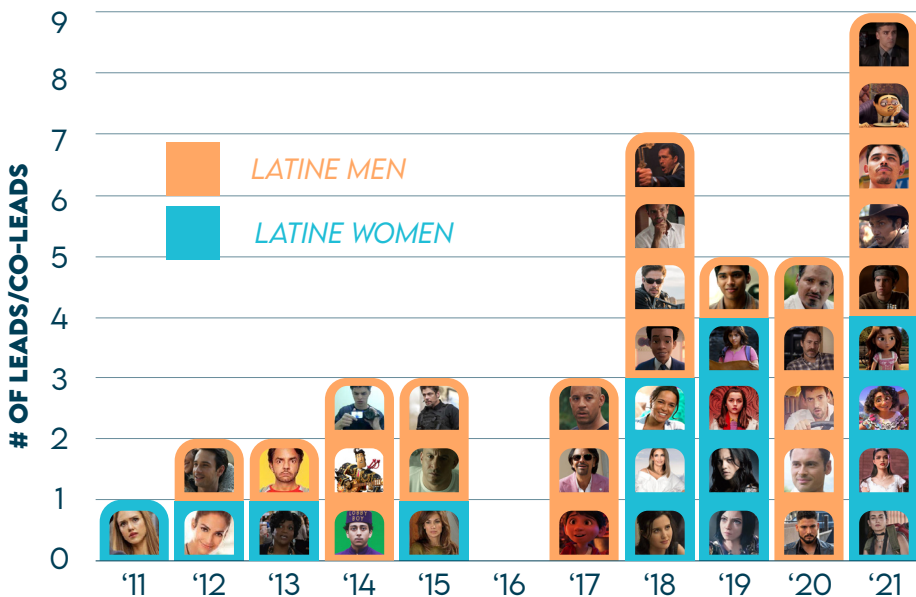
LATINE WOMEN IN MEDIA



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



POSITIVE REPRESENTATIONS OF LATINE WOMEN IN MEDIA

- 1 **JANE VILLANUEVA**
JANE THE VIRGIN
- 2 **HONEY LEMON**
BIG HERO 6
- 3 **AMY SANTIAGO & 4 ROSA DIAZ**
BROOKLYN NINE-NINE
- 5 **VANESSA**
IN THE HEIGHTS
- 6 **ANITA & 7 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

