

NATIONAL HISPANIC MEDIA COALITION

# LACK OF LATINX IN FILM INDUSTRY

## COMBATING EXCLUSION, DISCRIMINATION, AND NEGATIVES STEREOTYPES



National Hispanic  
Media Coalition

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## Introduction

Despite representing 18% of the United States population and buying 24% of all tickets sold at the box office, between 2007 and 2016 Latino actors only appeared in 3.1% of the speaking roles in front of camera according to a [July 2017 report](#) by USC. The number of Latino directors and writers were just as dismal. The 2016 numbers released by UCLA's "[Hollywood Diversity Report](#)" in February 2018 were even worse. Latinos only appeared in 2.7% of the speaking roles and writers and directors were practically non-existent. Paramount has the worst record among the six top studios in town and it faces punitive actions if it doesn't sign a memorandum of understanding (MOU) detailing how it is going to integrate Latinos into its workforce.

## NHMC POLL

In April 2018, NHMC commissioned a poll, "Latinos, Movie Watching, and Views on Representation in Film." Latino Decisions surveyed 423 adults in the United States who self identified as Latino or Hispanic with data collected from May 21, 2018 to May 29, 2018. The focus of the poll was to learn Latino movie consumption patterns in the last 12 months, and their willingness to act in response to poor representation on screen. To view the poll results, visit NHMC's website at [www.nhmc.org/wp-content/uploads/2018/07/LD\\_NHMC\\_Deck\\_1June2018-final.pdf](http://www.nhmc.org/wp-content/uploads/2018/07/LD_NHMC_Deck_1June2018-final.pdf).

## Poll Highlights

- Latinos are avid media consumers;
- Significant majorities think not enough Latina/o actors/directors/writers/storylines:
  - Majority see stereotypic portrayals of Latinos in film as harmful;
- Latinos more likely to see films with relevant stories and co-ethnic talent:
  - 66% more likely to watch a film with Latino themes, and 61% are more likely to watch a film with Latino actors/directors/writers;
- Latinos are willing to take action against studios who are failing in inclusion:
  - Majority of Latinos are willing to flex their purchase power by reducing or boycotting films from studios that lack Latino representation;

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- Half of all respondents, 51%, would either reduce or stop watching movies from the worst offending studio;
  - 2 out of 5 Latinos, 41%, would talk with friends about their concerns;
  - 25% report being willing to write a letter;
  - 1 in 8, 13%, would protest.

## **PARAMOUNT PICTURES**

NHMC, with the help and cooperation of UCLA's "[Hollywood Diversity Report](#)" and NHMC entertainment advocacy fellow, Alejandra Salazar, compiled film studio research from 2012 through 2017, and found that Paramount had the worst numbers when it came to hiring Latino actors, writers and directors.

On May 2, 2018, NHMC's Alex Nogales sent a letter to Jim Gianopulos, Chairman & CEO of Paramount Pictures, requesting a meeting to discuss Paramount's Latino numbers. Among the top 6 film studios Paramount Pictures has the worst employment record of Latino actors, directors, and writers. Out of the top 100 grossing films of 2016, Paramount Pictures produced 12 films. None of the 12 films featured any Latino directors, writers, or a lead Latino actor. Only 3 films out of the 12 included Latino actors billed within the top 8 acting credits (per IMDbPro). This totals out to just 4 actors out of the 96 analyzed, and of these 4 actors, 1 is Spanish, 1 is Brazilian, and only 2 are U.S.-born and/or immigrant Latinos.

NHMC also looked at the top 100 grossing films of 2017, of which Paramount Pictures produced 8 films. None of the 8 films featured any Latino writers or a lead actor. One film featured a Spanish director. Only 2 films out of the 8 included Latino actors billed within the top 8 acting credits (per IMDbPro). This totals out to just 3 actors of the 64 researched, and of these 3, 1 is Chilean, 1 is Brazilian, and only 1 is a U.S.-born and/or immigrant Latino.

On June 25, 2018, NHMC and the National Latino Media Council (NLMC) met with Paramount COO Andrew Gumpert, to begin a dialogue with Paramount to sign a MOU that would increase Latinos in its workforce. Three weeks later on July 17, 2018, Andrew Gumpert spoke to NHMC's President & CEO Alex Nogales and stated that Paramount would not sign a MOU with NHMC/NLMC.

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## 2016 and 2017 Paramount Latino/Hispanic Data

### **2016 Paramount Pictures Totals:**

Total # **films** produced\*: 12

*of those 12 films:*

Total # **films** with Hispanic talent (overall): 3

*\*# out of the year's 100 top grossing films via BoxOfficeMojo*

#### Acting

Total # **films** with Hispanic actors in lead\* roles: 0

Total # Hispanic actors in lead roles: 0

Total # **films** starring\*\* one or more Hispanic actors: 3

Total # U.S. born/based Latino actors in starring or lead roles: 2

Total # Latin American actors in starring or lead roles: 1

Total # Spanish actors in starring or lead roles: 1

*\*lead: top billing for film*

*\*\*starring: billed in top 8 via IMDbPro, NOT including lead actors*

#### Directing

Total # **films** with Hispanic directors: 0

Total # U.S. born/based Latino directors: 0

Total # Latin American directors: 0

Total # Spanish directors: 0

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## Writing

Total # **films** with Hispanic writers: 0

Total # U.S. born/based Latino writers: 0

Total # Latin American writers: 0

Total # Spanish writers: 0

### **Paramount Films with Latino/Hispanic Talent (2016):**

B.O. rank	movie title	director(s)	writer(s)	actor(s)	hispanic talent
16	<i>Star Trek Beyond</i>	Justin Lin	Simon Pegg, Doug Jung	Chris Pine, Zachary Quinto, Karl Urban, Zoe Saldana, Simon Pegg, John Cho, Anton Yelchin, Idris Elba	1. Zoe Saldana (actor, starring, Latino)
91	<i>Zoolander 2</i>	Ben Stiller	Justin Theroux, Ben Stiller, Nick Stoller, John Hamburg, Drake Sather	Ben Stiller, Owen Wilson, Will Ferrell, Penélope Cruz, Kristen Wiig, Fred Armisen, Kyle Mooney, Milla Jovovich	1. Fred Armisen (actor, starring, Latino) 2. Penélope Cruz (actor, starring, Spanish)
97	<i>Ben-Hur</i> (2016)	Timur Bekmambetov	Keith R. Clarke, John Ridley	Jack Huston, Toby Kebbell, Rodrigo Santoro, Nazanin Boniadi, Ayelet Zurer, Pilou Asbæk, Sofia Black-D'Elia, Morgan Freeman	1. Rodrigo Santoro (actor, starring, Latin American)

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**2017 Paramount Pictures Totals:**

Total # **films** produced\*: 8

*of those 8 films:*

Total # **films** with Hispanic talent (overall): 3

*\*# out of the year's 100 top grossing films via BoxOfficeMojo*

Acting

Total # **films** with Hispanic actors in lead\* roles: 0

Total # Hispanic actors in lead roles: 0

Total # **films** starring\*\* one or more Hispanic actors: 2

Total # U.S. born/based Latino actors in starring or lead roles: 1

Total # Latin American actors in starring or lead roles: 2

Total # Spanish actors in starring or lead roles: 0

*\*lead: top billing for film*

*\*\*starring: billed in top 8 via IMDbPro, NOT including lead actors*

Directing

Total # **films** with Hispanic directors: 1

Total # U.S. born/based Latino directors: 0

Total # Latin American directors: 0

Total # Spanish directors: 1

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Writing

Total # **films** with Hispanic writers: 0

Total # U.S. born/based Latino writers: 0

Total # Latin American writers: 0

Total # Spanish writers: 0

**Paramount Films with Latino/Hispanic Talent (2017):**

B.O. rank	movie title	director(s)	writer(s)	actor(s)	hispanic talent
25	<i>Transformers: The Last Knight</i>	Michael Bay	Art Marcum, Matt Holloway, Ken Nolan, Akiva Goldsman	Mark Wahlberg, Anthony Hopkins, Josh Duhamel, Laura Haddock, Santiago Cabrera, Isabela Moner, Jerrod Carmichael, Stanley Tucci	1. Isabela Moner (actor, starring, Latino) 2. Santiago Cabrera (actor, starring, Latin American)
30	<i>Daddy's Home 2</i>	Sean Anders	Sean Anders, John Morris	Will Ferrell, Mark Wahlberg, Mel Gibson, John Lithgow, Linda Cardellini, Alessandra Ambrosio, Owen Vaccaro, Scarlett Estevez	1. Alessandra Ambrosio (actor, starring, Latin American)
87	<i>Rings</i>	F. Javier Gutiérrez	David Loucka, Jacob Estes, Akiva Goldsman	Matilda Lutz, Alex Roe, Johnny Galecki, Vincent D'Onofrio, Aimee Teegarden, Bonnie Morgan, Chuck Willis, Patrick R. Walker	1. F. Javier Gutiérrez (director, Spanish)





*Hollywood turning its back on the Latinx community.*

## **TAKING ACTION**

NHMC and NLMC are asking the public to join them in a series of actions to be taken against Paramount, including a social media campaign and demonstrations nationwide, until, and if, they sign a memorandum of understanding (MOU) with NHMC/NLMC, detailing how they plan to solve their exclusion and lack of Latino talent.

### **Action Items**

1. Sign NHMC's Color of Change petition at [campaigns.organizefor.org/p/paramount](https://campaigns.organizefor.org/p/paramount).
2. Make a sign and join us at the demonstration in front of Paramount Studios on Saturday, August 25, 2018 at the corner of Melrose and Windsor at 11 a.m. PDT.
3. Boycott Paramount Films. For list of films, visit [www.nhmc.org](http://www.nhmc.org).
4. Follow us on social media for the latest updates: [Facebook](#), [Twitter @NHMC](#) and [Instagram @NHMC.org](#).
5. For campaign updates, visit NHMC's website at [www.nhmc.org](http://www.nhmc.org) and join our mailing list by selecting 'Latinx in Film Campaign' list.
6. Donate to the campaign by visiting: [www.nhmc.org/donate](http://www.nhmc.org/donate).



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## ABOUT NHMC

[The National Hispanic Media Coalition \(NHMC\)](#) is the media watchdog for the Latino community, ensuring that we are fairly and consistently represented in news and entertainment and that our voices are heard over the airwaves and on the internet.

We exist to challenge executives and influencers throughout the entertainment and news industry to eliminate barriers for Latinos to express themselves and be heard through every type of medium. NHMC works to bring decision-makers to the table to open new opportunities for Latinos to create, contribute and consume programming that is inclusive, free from bias and hate rhetoric, affordable and culturally relevant.

Receive real-time updates on [Facebook](#), [Twitter @NHMC](#) and [Instagram @NHMC.org](#).

**For interviews**, please contact Clarissa Corona, at [communications@nhmc.org](mailto:communications@nhmc.org) or at 213.718.0732.

### July 31, 2018 Press Conference Speakers

- **Alex Nogales**, NHMC President and Chief Executive Officer
- **Gloria Molina**, former Los Angeles County Supervisor
- **Thomas A. Saenz**, Chair of the National Latino Media Coalition and President and General Counsel of the Mexican American Legal Defense and Educational Fund
- **Brenda Victoria Castillo**, NHMC President and Chief Executive Officer Elect
- **Matt A. Barreto, Ph.D.**, Co-founder and Managing Partner of Latino Decisions