



National Hispanic Leadership Agenda

October 16, 2018

Jim Gianopulos
Chairman & CEO, Paramount Pictures Corporation
5555 Melrose Avenue
Los Angeles, California 90038

Re: National Hispanic Leadership Agenda Vote to Support Campaign Against Paramount Pictures

Dear Mr. Gianopulos:

The board of the National Hispanic Leadership Agenda (NHHLA) recently voted to support a nationwide campaign against Paramount Pictures for its refusal to work with the National Hispanic Media Coalition (NHMC) and the National Latino Media Council (NLMC) to address Paramount's status as the worst-performing movie studio with respect to Latino inclusion. The NHHLA is a coalition of 45 of the most preeminent national Latino nonpartisan civil rights and advocacy organizations in the United States. The NHHLA works as a coalition to address national issues of concerns to the Latino community. We urge you to agree to work with NHMC and NLMC to address the issue of Latino exclusion immediately. The NHHLA will join others in a campaign against Paramount Pictures until it addresses this issue.

As you know, Latinos represent over 18 percent of the United States population, and Latinos have been the largest racial/ethnic minority group in the country for more than a decade. In addition, Latinos comprise over one quarter of all public school students from kindergarten through 12th grade nationwide. Not surprisingly then, surveys indicate that Latinos represent nearly a quarter of all moviegoers in the United States. These statistics render all the more shocking -- and insulting to all Latinos -- Paramount's abysmal representation of Latinos both in front of and behind the camera in your movies.

The Latino community faces a particular challenge in 2018 as some of our country's leaders, including Donald Trump, regularly marginalize and demonize Latinos despite our longstanding and continuing contributions to public and military service in the United States. Prominent media companies that continue to dramatically underrepresent the Latino community are complicit in creating a societal atmosphere that permits such demonization. The Latino community can no longer tolerate such complicity.

Paramount Pictures must immediately attend to its worst record in the industry with respect to Latino inclusion, and cease its ongoing campaign of disrespect toward the Latino community and its leadership.

Sincerely yours,

Thomas A. Saenz
Chair, NHHLA

cc: Andrew Gumpert, Chief Operating Officer, Paramount Pictures Corporation

MEMBER ORGANIZATIONS

- Alianza Americas
- American G.I. Forum
- ASPIRA Association
- Avance Inc.
- Casa de Esperanza: National Latin@ Network
- Congressional Hispanic Caucus Institute
- Farmworker Justice
- Green Latinos
- Hispanic Association of Colleges & Universities
- Hispanic Federation
- Hispanic National Bar Association
- Inter-University Program for Latino Research
- Labor Council for Latin American Advancement
- LatinoJustice PRLDEF
- League of United Latin American Citizens
- MANA, A National Latina Organization
- Mexican American Legal Defense and Educational Fund
- Mi Familia Vota
- National Association of Latino Arts and Cultures
- National Association of Hispanic Federal Executives
- National Association of Hispanic Publications
- National Day Laborer Organizing Network
- NALEO Educational Fund
- National Association of Latino Independent Producers
- National Conference of Puerto Rican Women, Inc.
- National Hispanic Caucus of State Legislators
- National Hispanic Council on Aging
- National Hispanic Environmental Council
- National Hispanic Foundation for the Arts
- National Hispanic Media Coalition
- National Hispanic Medical Association
- National Institute for Latino Policy
- National Latina/o Psychological Association
- National Latina Institute for Reproductive Health
- Presente.org
- SER Jobs for Progress National
- Southwest Voter Registration Education Project
- UnidosUS
- United States Hispanic Chamber of Commerce
- United States Hispanic Leadership Institute
- United States-Mexico Chamber of Commerce
- U.S. - Mexico Foundation
- Voto Latino