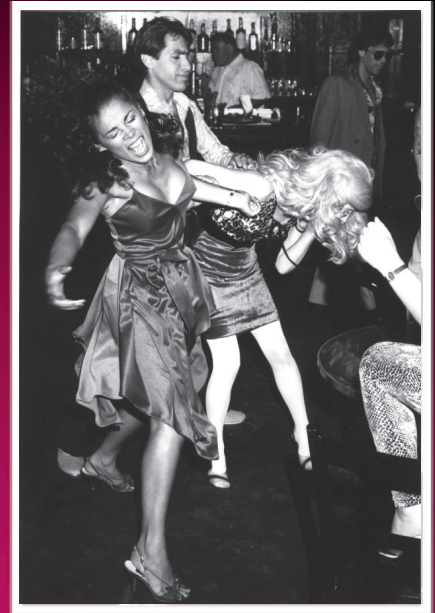


SPITFIRES, LATIN LOVERS & BANDIDOS: The Latino Stereotype in Film

- ◆ *Who created the Latino stereotype and why?*
- ◆ *What is the "American" stereotype?*
- ◆ *Why are stereotypes so controversial?*
- ◆ *Does the media have an obligation to defuse stereotypes?*



ALMA MARTINEZ is a highly sought after lecturer and motivational speaker. A professional actor with over 35 years experience in the entertainment industry, and over 100 commercials, her presentation offers a keen, insightful and highly personal perspective that addresses the construct of Latino stereotypes and images in film.

Guiding audiences through the decades-long evolution of Latino images, Ms. Martinez introduces a critical awareness of the media's role in creating negative, and oftentimes positive, depictions that have permeated our collective conscious and unconscious and impacted how we define ourselves as individuals, how we label others and, how America is perceived globally as a nation.



ALMA MARTINEZ is an Assistant Professor of Theatre at Pomona College in Claremont, CA and holds a PhD in Dramatic Criticism from Stanford University, an MFA in Acting from the University of Southern California and a BA in Theatre from Whittier College. She has appeared in the films *Zoot Suit*, *Under Fire*, *Barbarosa*, *Born in East LA* and *Cristiada* with Academy Award Nominees Andy Garcia and Peter O'Toole. On stage she has performed on Broadway, Off Broadway, in regional theaters across the country and on Latin American and European stages. Her professional acting debut in Luis Valdez's play *Zoot Suit* in 1978 began a 30-year collaboration with this internationally renowned director and playwright and his theatre company El Teatro Campesino, one of the most important political theatre groups of the 1960's and 70's.

For more information, go to: www.AlmaMartinez.com

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