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## **Hear Us, See Us – Latinas making moves in media**

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***Sponsored post presented in partnership with Comcast***

Hola Amigas! We partnered with Comcast and a group of amazing, pioneering Latina women for *Hear Us, See Us*, a roundtable discussion about forging your own path and becoming trailblazers of your own dreams.

Full of powerful truths, personal stories, and valuable advice, our conversation with these remarkable mujeres made one thing clear -- Latinas are taking control of their own narrative in media.

We kicked things off with an introduction from our very own Ana Flores and a presentation from Marcela Ramirez, Manager of Multicultural Editorial for Comcast NBCUniversal. Marcela revealed a special collection available on Comcast Xfinity of films and television curated by our panel speakers specifically for our WeAllGrow community called *Hear Us, See Us*.

Our panelists, Aimee Garcia

(<https://web.archive.org/web/20201212010039/https://www.instagram.com/aimeegarcia4realz/>), Kase Peña

([https://web.archive.org/web/20201212010039/https://www.instagram.com/kase\\_pen\\_a/](https://web.archive.org/web/20201212010039/https://www.instagram.com/kase_pen_a/)), Nydia Simone

(<https://web.archive.org/web/20201212010039/https://www.instagram.com/blactina/>), Melissa Barrera

(<https://web.archive.org/web/20201212010039/https://www.instagram.com/melissabarreram/>), and Juleyka Latingua-Williams

(<https://web.archive.org/web/20201212010039/https://www.instagram.com/juleykalingua/>) chatted with us about Latinx representation and what that means for them in their own careers.

For Aimee Garcia, representation does not end in front of the camera, but encompasses everything behind the scenes as well, “I love acting but I feel like writing and producing is what I want my mark to be and I just want to leave media a little more represented than when we found it. Representation is everything. I think it’s really important to kind of step back behind the camera and just create and write the change we want to see in media.”

Representation goes beyond fitting into spaces, it means breaking and reshaping them to truly understand the scope of what intersectionality means. “I spent a deal of time asking for permission, and I am not asking for permission anymore.” explained Kase Peña, “This is exactly what you need to do if you want to open up doors for yourself. They’re not opening doors for us. So, create your own opportunities and open your own doors.”

For Nydia Simone being heard means being held up, not tolerated, “I feel like as a community we need to go where we’re celebrated not where we’re tolerated. Sometimes those spaces feel foreign to us.” As a creator she explained that there are sacrifices that come along the way with it, “The meaning of sacrifice is to lose something that you love, to get something bigger that you didn’t know.”

In the world of podcasts, Juleyka Latingua-Williams talked about the valuable space that it provides Latinx people, “For us as people who are multi-hyphenate, podcasting is really a great medium that really thrives on our multiplicity and I’m constantly regrouping people from all kinds of places coming into podcasting.”

Representation isn’t something reserved for US media, it’s global. With experience in Mexican and American media, Melissa Barrera talked about the power our stories have everywhere to change narratives. “When we have those roles and those stories and everyone is seeing them and everyone is that is not Latinx watching a show like VIDA, we realize that we have so much more in common than the differences that we have, from wherever we come from.”

Spending an evening with these incredible women and getting their unique perspective on how they see media and representation was both illuminating and reaffirming. These ladies are on the forefront of making changes for Latina women in the media and we can’t wait to see what else they will create!

Author: Andrea Gomez



# ABOUT THE AUTHOR

Andrea Gomez is a Mexican-American writer and book reviewer from Southern California. Her work can be found in Tor.com, TheYoungFolks, Locale Magazine, CV Independent and more. She has a B.A. in Literary Journalism and Film and Media Studies from UC Irvine.



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