



Educational Engaging Entertaining

A Live Interview Series Featuring
Innovators in Media and
Entertainment

created by

Rick Najera, MFA



“WHAT RICK NAJERA HAS DONE WITH LATINO THOUGHT MAKERS IS HISTORICAL. HE MAKES YOU LAUGH, HE MAKES YOU THINK.”

Edward James Olmos
Actor & Activist

Promoting Diversity via Sponsorship

A live interview series with an interactive Q&A hosted and moderated by award-winning Rick Najera that connects your brand with an engaged audience.

Showcases BIPOC leaders in Media and Entertainment and raises the bar on the positive images of Latinos and Blacks while exploring diversity in America

Delivers engaging, thought-provoking and candid conversations about critical issues facing Latinos and Blacks with a comedic twist

Provides rare access to insights and inspirational stories from BIPOC artists, celebrities and entertainment professionals

Sponsors can choose from important topics: Latinos in the Media, Immigration, Social Justice, Career & Life Choices, and Inspirational Success Stories

Notable Guests of Latino Thought Makers

In a successful 6 year history, Latino Thought Makers has featured an important array of insightful, inspirational and trailblazing guests.



Danny Trejo
Actor



Josephina Lopez
Playwright



Esai Morales
Actor



Dolores Huerta
Activist



Dr. Sanjiv Chopra
Physician

As sponsors can choose from a variety of topics and hosts the brand will resonate with the guests who gain first-hand access to the insights of these powerful leaders.

DR. CORNEL WEST & MR. RICK NAJERA

MODERATED BY DR. JAMILLAH MOORE

A VIRTUAL EVENT ON
WEDNESDAY, OCTOBER 27 FROM 12:15 - 1 P.M. CST

Dr. Cornel West is Professor of the Practice of Public Philosophy at Harvard University and Professor Emeritus at Princeton University. He is best known for his classics, *Race Matters* and *Democracy Matters*, and for his memoir, *Brother West: Living and Loving Out Loud*. His most recent book, *Black Prophetic Fire*, offers an unflinching look at African-American leaders and their visionary legacies. He is co-host of the podcast "The Tight Rope," and is committed to telling the truth and bearing witness to love and justice.



Jamillah Moore, Author of *Race and College Admissions: A Case for Affirmative Action*

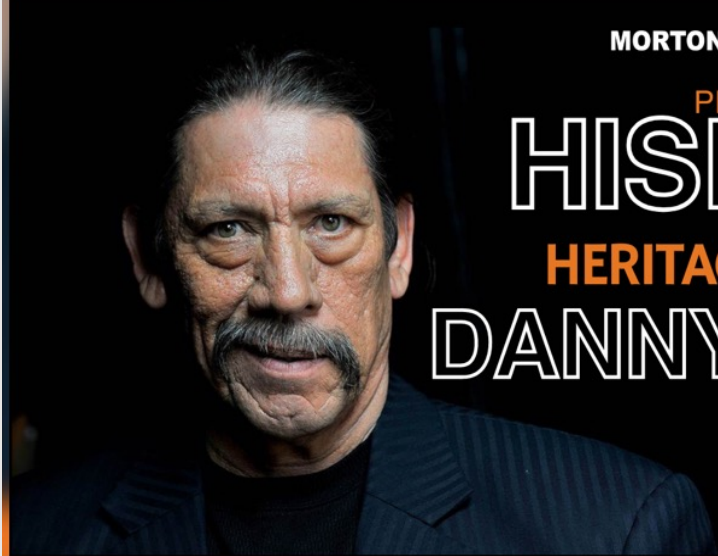



Rick Najera, Host of Latino Thought Makers, Award-Winning Writer, Broadway, TV, Film



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DANNY TREJO



LATINO THOUGHT MAKERS

HOSTED BY **RICK NAJERA**

THURSDAY
SEPTEMBER 15
6:30 PM **ADMISSION \$10**

ADMISSION IS \$10. ALL PROCEEDS GO TOWARDS THE MORTON COLLEGE HOPE SCHOLARSHIP. THE HOPE SCHOLARSHIP PROVIDES FINANCIAL ASSISTANCE THOSE STUDENTS WHO DO NOT QUALIFY FOR FINANCIAL AID AN OPPORTUNITY TO CONTINUE THEIR EDUCATION.

Latino Thought Makers in the Media

Latino Thought Makers has been
featured in:

- Forbes
- Univision
- NBC News
- NPR
- The Travis Smiley Show
- New York Times
- Los Angeles Times
- La Opinion
- BuzzFeed



Forbes

JUN 8, 2016 @ 07:29 PM 966 VIEWS

The Little Black Book of Billionaire Secrets

Changing The Latino Narrative In The Age Of 'Big Content'

I recently spoke with someone who not only understands the value of big content, but who is actually on the opposing side of the anti-immigrant rhetoric. Actor, writer, and producer Rick Najera -- whom I've written about several times before -- has been producing content to change the Latino narrative in a variety of formats. And, if he gets his way, he will soon be distributing that content digitally to get the scale and precision that all smart content marketers want.

I'm betting Rick can do it for three reasons. First, he's a pioneer in cross-cultural theater, one of only three Latinos to have written and starred in their own show on Broadway (Latinologues). Rick recently launched a series of talks called **Latino Thought Makers** (LTM), which leverages the power of live experience to help people engage more intimately with Latino leaders and influencers. With three seasons at Oxnard College in California and other venues, he's interviewed actors Edward James Olmos, Esai Morales, Josefina Lopez, Luis Guzman, Danny Trejo, Lisa Vidal, Judy Reyes, Julissa Arce, Marco Antonio Regil; journalists Ruben Navarrette Jr., Myrka Dellanos, Julio Ricardo Varela; Hispanic tech and social media leaders David Lopez, Vincent Marcus, Ana Flores; the Cesar Chavez family -- thoughtmakers then and now -- and many others, both established and emerging, in American life.

NBC NEWS HOME TOP VIDEOS DECISION 2016 ONGOING: FLINT WATER CRISIS
U.S. WORLD LOCAL POLITICS HEALTH TECH SCIENCE POP CULTURE BUSINESS INVESTIGATIONS SPORTS MORE
NIGHTLY NEWS TODAY MEET THE PRESS DATELINE



NEWS > LATINO

U.S. WORLD INVESTIGATIONS CRIME & COURTS ASIAN AMERICA NBCBLK

NEWS APR 30 2016, 8:20 AM ET

'Latino Thought Makers' Brings Stories, Successes to Next Generation

by KELLY CARRION

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'Latino Thought Makers' Wants To Change Lack Of Representation In The Media

Rick Najera wants to educate people on Latino culture, while increasing their visibility

NY 1 "Rick Najera is a shrewd political observer."

NY1

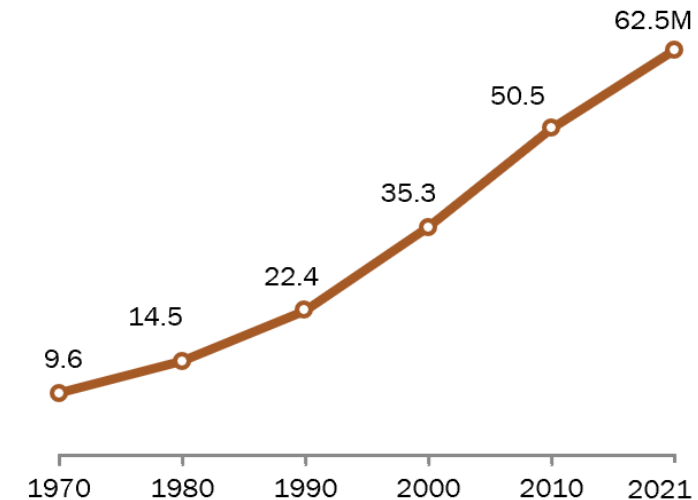
Brand Impressions

Latino Thought Makers has increased brand awareness, community engagement, and student retention for past sponsors in front of the following audiences:

- Hispanic-serving institutions (HIS)
- Colleges and universities looking to become HIS
- Colleges and universities with diverse enrollment
- Companies looking to engage diverse audiences
- Organizations looking to book entertainment shows for events
- Trade shows focusing on reaching diverse attendees

U.S. Hispanic population reached more than 62 million in 2021

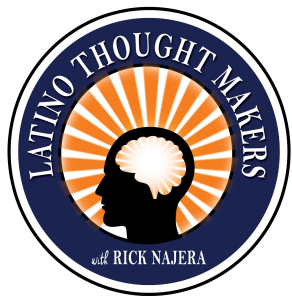
U.S. Hispanic population, in millions



Note: Population totals are as of April 1 for 1970-2010 and July 1 for 2021. Hispanics are of any race.

Source: Pew Research Center analysis of 1970-1980 estimates based on decennial censuses (see 2008 report, "U.S. Population Projections: 2005-2050"); additional analysis of 1990-2010 PL94-171 census data and the 2021 American Community Survey (U.S. Census Bureau).

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Reviews and Testimonials

"It was such a pleasure to have Rick Najera and the Latino Thought Makers Series at Santa Clara University. The accolades for the event and for the inspiring words from Rick are pouring in."

- Carol Ann Gittens, Ph. D.,
Santa Clara University

"This innovative Latino Thought Makers series is both inspirational for our students and is a great resource for our community."

- Dr. Cynthia E. Azari, President,
Oxnard College

"Rick Najera's dynamic presence and encouraging stories of victory were particularly impactful for UNK's young population. He made us laugh, but also made us think about breaking down barriers. Everyone enjoyed Rick's visit immensely. What a great role model!"

- Michelle Warren, Ph.D.,
University of Nebraska at Kearny

"Rick Najera's Latino Thought Makers was a great success at our inaugural President's Breakfast. Rick is a great conversationalist and the dialogue was informative and engaging."

- Jovan Owens,
Charles R. Drew University

"Rick Najera's Latino Thought Makers is a powerful meeting of the minds that dares to ask the tough questions the Latino Community needs to ask as well as an exploration of creative solutions. By bringing together artists, educators, activist and creative Latinos, we will all get to celebrate our contributions to society and the U.S."

- Josefina Lopez,
playwright

"There were many teaching moments during the evening and the enthusiasm in the audience was energizing. The biggest benefit is the realization that critical thinking can be stimulated and is a welcome and valuable learning outcome." –

Dr. Bernard Luskin, Chancellor,
Ventura County Community College District

Community Engagement



Latino Thought Makers inspires the future leaders of America through this positive, powerfully uplifting and motivational platform

Latino Thought Makers uses humor to create a safe space for candid discussion and audience Q&A regarding important issues facing minorities today

Latino Thought Makers addresses lack of representation in the Entertainment Industry which holds opportunities for careers as actors, directors, writers, animators, producers, lawyers and executives

Latino Thought Makers provides critical access to Latino innovators and influencers in the Entertainment Industry as well as the fields of Media, Technology, Business, Science and Sports

Sponsors



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