



**POP-UP  
MAGAZINE**

# **STORIES FOR HISPANIC HERITAGE MONTH**

WITH SUPPORT FROM **Google**

**DISCUSSION GUIDE**

# **TABLE OF CONTENTS**

**3 INTRODUCTION**

**4 STORIES + DISCUSSION  
PROMPTS**

**14 ARTISTS AND MUSICIANS**

**15 GOOGLE COMMUNITY  
SPOTLIGHT**

# INTRODUCTION

*Pop-Up Magazine*, the acclaimed “live magazine,” is pleased to present a collection of videos celebrating Latinx voices, presented as part of Hispanic Heritage Month, with support from Google. Experience intimate, funny, moving performances; stunning film, art, and animation; and an original score.

The stories are emotional and surprising — a teenage volunteer paramedic navigates gang violence in El Salvador, a book of Peruvian tips on public speaking becomes a reference guide for the complex diversity of cultures in Latin America, cumbia serenades serve as a soundtrack for the labor and immigration movement, an advice columnist finds universal humor in our personal identity crises, and more.

WATCH THE STORIES AT

**POPUPMAGAZINE.COM/HERITAGE**

# STORIES + DISCUSSION PROMPTS

## GENERAL DISCUSSION PROMPTS

Which stories stayed with you and why? Which stories made you curious to learn more?

These stories fuse art, music, and nonfiction storytelling made for the internet. Some people have said the videos feel like a “cross between a live performance, a video, and a graphic novel.” Describe what the experience was like for you and how the different elements worked together.

Together as a collection, the stories highlight the diversity and nuance of the Latinx experience that spans language, country, culture, migration, generations, and identity. What common themes and differences did you see across the stories?

If you were adapting nonfiction stories to celebrate Hispanic Heritage month, what perspectives would you add? What new stories do you think need to be told?

## STORIES

# MIMI Y LOS COMANDOS

## BY JULIANA SCHATZ PRESTON



Juliana Schatz Preston is a Colombian American documentary filmmaker. Her film *Los Comandos* was short-listed for a 2019 Academy Award. She contributed to 12 documentaries at *FRONTLINE* — including two Emmy Award winners and one Peabody Award winner. Her coverage of the Egyptian revolution with The GroundTruth Project was nominated for the Livingston Award for Young Journalists.

### SYNOPSIS

Juliana Schatz Preston shares the story of Mimi, a teenage volunteer paramedic in El Salvador. After Mimi loses a friend to gang violence, she's forced to consider the dangers of life in her hometown against the unknowns of immigrating to the United States.

### DISCUSSION PROMPTS

- Reflect: Mimi is a volunteer paramedic in El Salvador, the “murder capital of the world,” where gang and police violence have overrun the country. Where does she feel safest and why? What shatters that sense of protection?
- Respond: Mimi’s friend and cousin migrated north, and Mimi contemplates doing the same. What push-and-pull factors does she weigh to make her decision? How would you draw from Mimi’s experience to challenge common narratives and widely held assumptions about migration to the United States?
- Research: “Being young is a crime here ... being young is the worst thing that can happen to you,” Mimi says. What do you think she means by this? Research the historical, political, economic, and cultural factors that have created the conditions that impact young people in El Salvador.
- Resource: Learn more about Mimi’s organization, the Green Cross/Comandos de Salvamento to [comandosdesalvamento.org/](http://comandosdesalvamento.org/)



## STORIES

# PUBLIC SPEAKING BY DANIEL ALARCÓN ANIMATIONS BY JOSH COCHRAN



Daniel Alarcón is a writer and journalist and the host of NPR's Spanish-language podcast, *Radio Ambulante*. He teaches at the Columbia Journalism School. His latest book of stories, *The King Is Always Above the People*, is available now.

### SYNOPSIS

While living in Lima, Peruvian American writer Daniel Alarcón stumbled upon a strange little book featuring inspirational (and incredibly specific) advice for public speaking. At first, it appears to be fun and cheeky, but the pulp novelty reveals deep insights into the complex diversity of cultures within contemporary Latin America.

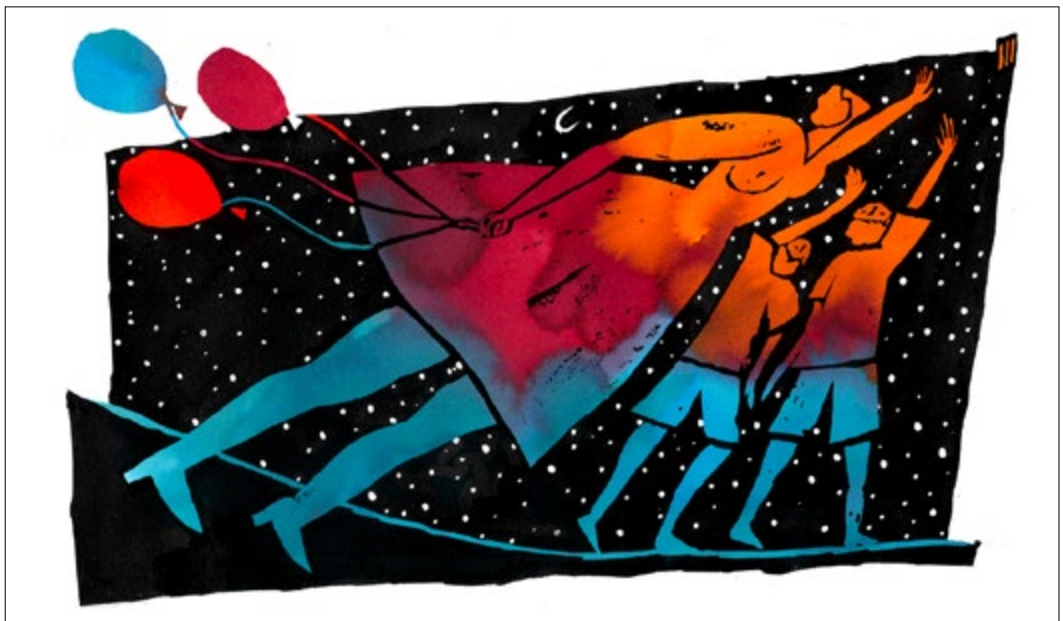
### DISCUSSION PROMPTS

- Reflect: The speeches and toasts in the book are unexpected and humorous. What do the speech scenarios reveal about a country in transition? Who do you think this book is for and why?
- Respond: Daniel Alarcón says, “In Peru, how you talk matters as much as how you look.” In your own experience, has language played a part in signaling economic class and status, in opening up opportunities or creating barriers? Are there practices from your culture or heritage that are similar to the speeches and toasts found in the book that signal societal position?
- Research: The official language of Peru is Quechua, an indigenous language spoken by more than 5 million people; yet Spanish is considered the language of mobility. Explore the colonial history of the Spanish language in Latin America and its effect on culture, education, economics, government, and other structures of power.
- Resource: Enjoy more stories about Latin America narrated by Daniel Alarcón by subscribing to the *Radio Ambulante* podcast at [radioambulante.org](http://radioambulante.org)

## STORIES

# THE SERENADE

BY JOSH KUN  
NARRATED BY LA MARISOUL  
ILLUSTRATIONS BY ARIANNA VAIRO



Josh Kun is an award-winning writer, professor and chair in Cross Cultural Communication at the USC Annenberg School for Communication and Journalism, and a 2016 MacArthur fellow. He is the author of several books, including *Audiotopia: Music, Race, and America*, and is director of the The Popular Music Project at USC's Norman Lear Center.

La Marisoul was born Eva Marisol Hernandez in DTLA (downtown L.A.), the diverse and vibrant heart of Los Angeles. Growing up in Mexico and the United States exposed her to American pop culture and the roots of traditional folkloric music, shaping her musical sensibility. Her musical group, La Santa Cecilia, won the Grammy in 2014 for Best Latin Rock Album for *Treinta Días*.

### SYNOPSIS

L.A.-based musician La Marisoul tells the story of Los Jornaleros del Norte, a band made up of former and working day laborers in Los Angeles. The band's cumbias and norteñas have become a soundtrack for the labor and immigration movement, played at immigration marches, in front of detention centers, and at City Hall.

### DISCUSSION PROMPTS

→ Reflect: Omar, the singer/songwriter of Los Jornaleros del Norte is inspired to write the song "Serenata a un Indocumentado," a serenade for an undocumented immigrant, after meeting a mother with her children, visiting a family member at The Metropolitan Detention Center. The song is picked up by radio stations across Los Angeles, at day laborer job centers and played for workers across the city. What happens when Los Jornaleros perform the song in front of the detention center? Why do you think it has such a powerful effect in this context?

→ Respond: The mission of Los Jornaleros is to create music to tell stories of migrant life in the

United States. If you were to write a serenade or song about an issue that is important to you, what would it be about and why?

→ Research: How does music play a role in direct action and movements for social justice? From the Civil Rights Movement of the 1960s to anti-war organizing, immigrant rights, and climate activism to Black Lives Matter, research the ways in which music has rallied people together, serving as a vehicle for agitation and education. Are there songs or anthems that have universally been used across issues and generations? How has music been used to give underrepresented communities a voice and a platform?

→ Resource: Listen to more music by Omar and Los Jornaleros del Norte at **losjornalerosdelnorte.com**



## STORIES

# SIGNED, PAPI

## BY JOHN PAUL BRAMMER

### ANIMATIONS BY NATALIA ROJAS CASTRO



John Paul Brammer is an author and illustrator based in Brooklyn. He currently runs the popular advice column “¡Hola Papi!” and is set to publish a memoir of the same name with Simon & Schuster’s flagship imprint in June 2021.

### SYNOPSIS

Advice columnist JP Brammer responds to three funny, moving, and surprising questions from readers about Latinidad and identity. His reflections include earnest advice — and a reminder to always find the humor in our own problems.

### DISCUSSION PROMPTS

- Reflect: The advice-seeking letters speak to different facets of the LGBTQ experience that intersect with being Latinx. JP Brammer says “people aren’t fractions” and suggests authenticity is about embracing one’s simultaneous truths. In what ways does JP Brammer infuse humor and levity to help his readers navigate multiple, even competing identities?
- Respond: La Mentirosa shares the conflict of balancing her “real life” as a lesbian and “the lie” of not being out to her grandparents. In what situations and experiences have you had to adapt your behaviour to fit into an expected set of social norms and how have those expectations changed with quarantine restrictions during the COVID-19 pandemic?
- Resource: For more advice, check out the “¡Hola Papi!” column at [holapapi.substack.com](https://holapapi.substack.com)

## STORIES

# CALL AND RESPONSE

BY JOSÉ VADI

ANIMATIONS BY DEREK ABELLA



Rachel Smith is a creative strategist and the design leader behind DesignToCombatCovid19, a nonprofit that uses design to combat the pandemic through innovative solutions.

José Vadi is an essayist, poet, playwright, and film producer based in Oakland, California. His debut essay collection, *Inter State*, will be published by Soft Skull Press fall 2021.

### SYNOPSIS

Writer and *Pop-Up Magazine* contributing producer José Vadi shares the story of Rachel Smith and Alex Torres, two young strangers driven by a shared desire to use whatever skills they had to address the devastating effects of the pandemic in the Latino and African American communities.

### DISCUSSION PROMPTS

- Reflect: Rachel's efforts have helped create the foundation for thousands of volunteers across the globe to lend their skills in a coordinated effort to give masks directly to doctors and nurses. How did design and technology play a role in making this mission possible? What is the role of the public health sector in combating COVID-19, and how does it relate to efforts like the ones Design to Combat COVID-19 are taking?
- Respond: Rachel drew from her experience and passion as a UX designer to find a unique way to contribute to the growing threat of the pandemic. Are there skills or ideas inspired by your own experience that could create unexpected or unique solutions to a challenge in your community?
- Research: Studies show that Black and brown communities, especially the Latinx community have been disproportionately affected by COVID-19. Turning to public health, historical

data, and sociology, research and explore what institutional forces have led to these disproportionate health outcomes.

→ Resource: Learn more about Rachel Smith's work and how to contribute to the design community's response to the COVID-19 pandemic at **[designtocombatCovid19.com](https://designtocombatCovid19.com)**

FROM THE ARCHIVE

# VARSITY ORO

BY ALEJANDRA VASQUEZ



Alejandra Vasquez is a documentary filmmaker from West Texas. She and her filmmaking partner, Sam Osborn, recently released *Night Shift*, a four-part series about New Yorkers who work the graveyard shift. The two are also working on a magical realism project that takes place on the U.S.-Mexico border.

## SYNOPSIS

In the state of Texas, the mariachi tradition is recognized in the public school system as a sport equivalent to marching band. Alejandra's story follows one of the state's top high school varsity mariachi squads, Edinburg North, as they prepare for the 2020 UIL State Mariachi Competition.

## DISCUSSION PROMPTS

- Reflect: Edinburg sits just 20 miles from the Mexican border in the middle of the Rio Grande Valley. It is considered the heart of mariachi in Texas. How does place and the people who live in a place shape art and culture? Can you name other examples of music or art that is informed and inspired by a region, its geography and people?
- Respond: If you've ever participated on a team, you may be able to relate to Mariachi Oro's journey: countless hours of practice, feedback from coaches, the sense of camaraderie with your teammates, and the pressure to win. What sport or cultural activity that is meaningful to your community do you wish could be made into a class or competitive sport? What would practice and competition look like?
- Research: Marifer describes how mariachi has been a traditionally male-dominated arena, and women are taught to "sing like we're men." However, the women on the team are putting their own spin on these traditions. What are the specific ways women are challenging norms and transforming music, sports, or other traditionally male-dominated spaces?



WITH SUPPORT FROM GOOGLE

# BUSCÁNDOLE: SEARCHING TO FIND A WAY



Maxeme Tuchman comes from a long line of tenacious small business owners, but she's created a lot of firsts. She was the first in her family to graduate from college and then received an MBA and MPP from Harvard. She's also the first Latinx founder in the U.S. to raise \$1 million in Equity Crowdfunding for her game-changing startup Caribu, the interactive video-calling platform for kids and families. Maxeme was named one of *Inc. Magazine's* Top 100 Female Founders in 2019 and is currently a participant in the Google for Startups Academy.

## SYNOPSIS

Maxeme shares how her family's saga of resilience and enterprise inspired her to launch her business to ensure families, like her own, can stay connected.

## DISCUSSION PROMPTS

→ Reflect: Maxeme's family is Jewish, Cuban, and American. Her grandparents migrated from Germany after World War II and then moved from Cuba to Miami, where she was born. She tells us this means "resilience is in her DNA." Think about your own family history. What events have shaped your family's experiences and what traits and values do you think this might have instilled in you?

→ Respond: Maxeme's company, Caribu, helps kids, parents, and grandparents read together and connect, even when they're far away from each other. Why does this business feel particularly relevant to Maxeme's life story? How might recent events influence the need for a service like this?

→ Research: Maxeme mentions the importance of Latinx entrepreneurship and the ability of the community to "adapt." Research the impact that Latinx entrepreneurs make to the U.S. economy. Do you notice any trends? What are some of the challenges that Latinx entrepreneurs face?

→ Resource: Learn more about Maxeme's organization, Caribu, at [caribu.com](https://caribu.com)



# ARTISTS AND MUSICIANS

**DEREK ABELLA (“CALL AND RESPONSE”)** is an illustrator living and working in Brooklyn. His ethereal work pulls from his queer and Cuban American identities and has been commissioned by a wide range of editorial and commercial clients.

**CHECHE ALARA (MUSICAL DIRECTOR)** is a multiple Grammy- and Latin Grammy Award-winning composer, producer, arranger, and conductor. He has composed music for *The Titan Games*, *Death by Magic*, *To Tell the Truth*, and The ALMA Awards, and has worked with notable artists, including Lady Gaga, Natalia Lafourcade, Barbra Streisand, Ricky Martin, Christina Aguilera, Mike Patton, Alejandro Sanz, Colbie Caillat, and more.

**NATALIA ROJAS CASTRO (“SIGNED, PAPI”)** is a visual artist from Bogotá, Colombia, and the CEO of creative studio Los Naked, which makes handmade objects, illustrations, animations, and more. She loves to cook, ride bikes, and be the best at karaoke.

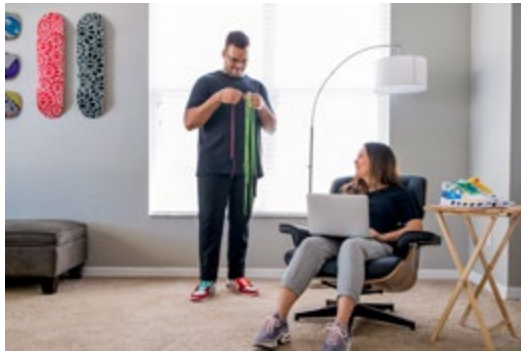
**JOSH COCHRAN (“PUBLIC SPEAKING”)** is an illustrator and muralist based in Brooklyn. His work has received many awards, including a Grammy nomination for album artwork. Josh has a children’s book about the artist Keith Haring that will be released in spring 2020 by Enchanted Lion Books.

**LOS JORNALEROS DEL NORTE (“THE SERENADE”)** was created after an Immigration and Customs Enforcement raid that took place in the City of Industry in 1995 while a mobile health clinic of the Los Angeles County Health Department was providing HIV and other STD testing. Omar Sierra, one of the main vocalists of the band, was present during the raid and decided to write a corrido (ballad) about the incident. The band’s purpose is to inform, educate, organize, and mobilize day workers, sensitize the general community about day-labor-related issues, and denounce the abuses committed against them.

**ARIANNA VAIRO (“THE SERENADE”)** specializes in illustration. She has created art for *The New York Times*, the Marina Abramovic Institute, and Bocconi University, Milan, among other clients. Her work has been exhibited and recognized in Italy and worldwide. She teaches print-making at the European Institute of Design, Milan.

# GOOGLE COMMUNITY SPOTLIGHT

Grow with **Google**, PASO A PASO



uno Virtual Workshops  
dos Digital Coaches  
tres Primer Lessons  
cuatro Quick Help Videos

Latino artists, entrepreneurs, and small businesses are an integral part of our communities. From restaurants to retail stores to everything in between, Latino businesses help keep our neighborhoods thriving.

While many Latino business owners embrace technology, others may lack the digital skills needed to grow and scale their business in the wake of the COVID-19 crisis. Google is here to help businesses adapt using digital tools and grow step-by-step with free virtual workshops, coaching, online classes, and video tutorials. Our friends at Google even have a free, customizable marketing kit to help you promote your business.

Share these resources with a Latino business you know: [grow.google/pasoapaso](https://grow.google/pasoapaso)



Google Arts & Culture

1



2



3

Dive into Latino Cultures in the United States with more than 100 stories and 4000+ artifacts curated by over 50 cultural organizations. From Hollywood to Congress and from painters to poets, discover how Latinos and Latinas shaped the history and culture of the U.S. — all available in one place on Google Arts & Culture at [g.co/latinocultures](https://g.co/latinocultures). Google Arts & Culture builds free tools and technologies for cultural organizations to share their treasures with a global audience, and the platform currently supports over 2,000 cultural partners in 80+ countries.

1. *The New Awakening* by Santos Motoapohua de la Torre de Santiago from the National Museum of Mexican Art
2. Annabelle Lopez Ochoa's *Línea Recta* from the Ballet Hispánico
3. *Autumn Reigns* by Judithe Hernández from the Museo Eduardo Carillo