

2020-11-23

Latin American Films Need Our Attention

Trop, Sara

<https://hdl.handle.net/2027.42/163526>

<http://creativecommons.org/licenses/by-nc-sa/4.0/>

Downloaded from Deep Blue, University of Michigan's institutional repository



Latin American Films Need Our Attention

Sara Trop

Michigan Library Scholars

Capstone Project

August 21st, 2020

Mentors: Sheila McFolley, Laurie Shaw Smith, Chloe Herl



Project Overview

- Expand the usage and awareness of the Latin American films in the Askwith collection
- Create marketing material for students, faculty, and the community to learn more about the films in the collection
- Find ways to promote the collection
- Collaborate with the mentors, library professionals, and challenge myself in new ways



Challenges



SIMPLE TO USE

Our “five-minute setup” makes launching an online exhibition as easy as launching a blog. No code knowledge required.

1. Establishing a plan
2. Omeka
3. Working from home and how it affected communication
4. Creating a new theme for my deliverable

Latin-American:

Spanish

L'affaire Coca-Cola (doc.) 54023
Aleida Guevara remembers her father, Che (doc.) 44330
Barroco (drama) 63791
El Benny (feature) 54923
Black in Latin American (doc. Span. Track) 54645
Buscando a Miguel (drama) 57431
Caracoles: new paths of resistance (doc.) 72398
Chávez, Venezuela and the new Latin America (doc.) 44644
Che (drama) 51175, 54717-B
Che Guevara, donde nunca jamás se lo imaginan (doc.) 49553
Cine a contracorriente: un recorrido por el otro cine latinoamericano
A Journey through the other Latin American cinema (Portuguese) 7225
Como agua para chocolate= Like water for chocolate (rom.) 29899
Corazón del tiempo= Heart of time (doc.) 611150
Coyula: 5 shorts (experimental) 42501
El cuerno de la abundancia = Horn of plenty (comedy) 54774
Los derechos (doc.) 54637
Eréndira Ikikunari (drama) (Purépecha dialogue) 58180
Fresa y chocolate = Strawberry & chocolate (drama) 36878
Guantanamera (rom-com) 29889
Hija de la laguna= Daughter of the lake (doc.) 67614
Historias de fútbol+ Soccer stories (drama) 72687
El hombre, cuando es hombre= Man when he is a man (doc.) 63388
La hora de los hornos= Hour of the furnaces (doc.) 56940



Spanish

L'affaire Coca-Cola (doc.) 54023:

- Indictment against the empire which was suspected of being involved in the kidnapping, torture, murder of union leaders who were fighting for the improvement of working conditions
- Follow the labor lawyers and activist as they do what they can to force the industry to answer for their actions in the battle for human rights
- Colombia is the trade union murder capital of the world. Since 2002, more than 470 workers' leaders have been brutally killed, usually by paramilitaries hired by private companies intent on crushing the unions. Among these unscrupulous corporate brands is the poster boy for American business: Coca-Cola. These unpunished crimes spur U.S. activists David [i.e. Dan] Kovalik, Terry Collingsworth and Ray Rogers into an ambitious crusade against the soft drink giant. A searing indictment of a major corporate brand, The Coca-Cola Case takes us on a riveting legal game of cat and mouse via the U.S. federal court and the Stop Killer Coke! campaign
 - About labor unions
- Director: German Gutierrez

Aleida Guevara remembers her father, Che (doc.) 44330

- Aleida Guevara discusses Che Guevara, her father, and their family. She recounts anecdotes from her childhood and describes coming to terms with her father's decision to go to Bolivia as well as her own decision to follow in his footsteps as a doctor and social activist.
 - About fathers/daughters, biography
- Actor: Aleida Guevara
- Director: Carlos García

Barroco (drama) 63791

- A series of images, music, and sounds, without dialogue, which address the Spanish, Native, and African contributions to Latin American music and culture. Features the opera "Montezuma".
- Based on the novel *Concierto Barroco* by Alejo Carpentier
 - About music, singers, history
- Director: Paul Ledoc

Final Deliverable: <https://apps.lib.umich.edu/online-exhibits/exhibits/show/askwith-latin/conclusion>

Exhibit Contents

- Introduction
- A Common Theme
- La Jaula de Oro
- Which Way Home
- La Laguna
- Children of Haiti
- La Source
- Poto Mitan
- Conclusion

Introduction

An exhibit to highlight some of the Latin American films of the University of Michigan Askwith Media Library.

A Common Theme

The directors of the films in the Latin American international media collection all have one common goal: they want the...

Which Way Home

"The film follows several unaccompanied child migrants as they journey through Mexico en route to the U.S. on a freight..."

La Laguna

"Visually stunning portrait of a childhood on the margins of society." - Cinema Guild

Exhibit Contents

- Introduction
- A Common Theme
- La Jaula de Oro
- Which Way Home
- La Laguna
- Children of Haiti
- La Source
- Poto Mitan
- Conclusion

Children of Haiti

The Children of Haiti are desperate for help. This film follows three teenage boys caught up in the orphan epidemic...

La Source

The film La Source shares the story of Josue Lajuernes, a janitor who takes it upon himself to bring clean...

Poto Mitan

Women in Haiti are treated as second class citizens by facing exploitation, extreme poverty and subjugation daily. Poto Mitan literally...

Conclusion

The goal of these films is to highlight the often unheard stories of the people from Latin American countries. These...

Children of Haiti

The Children of Haiti are desperate for help. This film follows three teenage boys caught up in the orphan epidemic. The boys all want the same things: social acceptance, education and government aid but the reality is that Haiti can not provide these essentials for them. The orphans roaming the streets are known as the Sanguine, or the "souless", who are wandering without guidance when guidance is the one thing they are searching for.



"Screenshot of the main character in the film Children of Haiti." Alexandria Hammond. Children of Haiti. January 11th, 2011.

The point of the films in this exhibit are to educate those watching the documentaries on the obstacles the people are facing and what is in the best interest to help them overcome said obstacles. Since the films are coming from the very people asking for help it allows the audience to sympathize and aid them in any way they can. The films emphasized in this exhibit are a great starting point for educating people about where the struggles stem from in Latin America and what the audience can do to help.

La Jaula de Oro

"Observes the world through the shining eyes of these teenagers who have yet to be calloused by experience." - Stephen M. Holden





"Kindergartener's on their first day of school." Jim & Carolyn Hunt. Durham's Partnership for Children. August 3rd, 2016.



"Screenshot from the film La Jaula de Oro when the main character finally makes it to the border of the United States." Diego Quemada-Diez. La Jaula de Oro. October 16th, 2013.

These pictures represent the juxtaposition between life for children. One is a little girl off to her first day of school, and the other is an immigrant who just made it to his first day in the US. The American Dream is very different for these two children.

Buzzfeed Quiz

AskWith Latin American BuzzFeed Quiz iQ Score: Fair Draft Version

Questions Block Options

Q1 *All questions are required*

Which summary intrigues you the most?

Changing the course of history Protecting your home

Walking a mile in someone else's shoes Fulfilling your destiny

Q4 Who will you be watching with?

 Siblings  Friends

 Grandparents  Pets

Display This Question:

If ***All questions are required*** Which summary intrigues you the most? Changing the course of history Is Selected

And Who will you be watching with?  Friends Is Selected

Or What's your dream job? Judge Is Selected

Q14



L'Affaire Coca-Cola

Since 2002, more than 470 workers' leaders have been brutally killed, usually by paramilitaries hired by private companies intent on crushing the unions. Among these corporate brands is the poster boy for American business: Coca-Cola. These unpunished crimes spur U.S. activists into a crusade against the soft drink giant. A searing indictment of a major corporate brand, The Coca-Cola Case takes us on a riveting legal game of cat and mouse via the U.S. federal court and the Stop Killer Coke! campaign.

https://umich.qualtrics.com/jfe/form/SV_6mW39UX6P7Qe1Cd

What I've learned:

- Experience working on a project with extreme autonomy
- How to work remotely - the importance of project management
- How to write for the web using the accessibility and usability training
- Navigate the unknowns



1. First took the list of films for the Latin American collection and researched them all a little to get a summary of them and highlight certain themes etc
 - a. <https://docs.google.com/document/d/1XbbnjJqG5-JvZmA6qNoKN9YzkRP8T6je6jBZadtVDJ/edit>
2. Decided to break the list down to just documentaries I wanted to highlight in the quiz, can't have too many film titles in the mix or else it won't be as accurate
3. Took the documentaries and made a spreadsheet highlighting the film title, summary, sub-genre, director, and a picture url
 - a. https://docs.google.com/spreadsheets/d/1N6msC8BFOXBaSL68AZAmqfKRvn0e_WZ6hxmHqxT656g/edit#gid=0
 - i. Included is the "inspo link" for the quiz : <https://www.buzzfeed.com/jamispain/movie-series-you-should-watch>
4. After that I decided on questions to begin the quiz. I wanted questions that would be able to nit-pick the topics the audience would want to see
 - a. https://docs.google.com/document/d/1XRSgmKwUlyc8KWOMzhqqCy9mrdUMCNRAhfaK9_wTH8/edit
5. I cut the list down to 12 documentaries that could potentially be given in the end to the person taking the quiz. This allows me to make the quiz accurate and personalized since they're all great films but based on different topics. Some films overlapped so it made sense to cut the list more and more.
6. Every question has 4 answer choices - each make up a variable
7. I have had 2 meetings with Diana Perpich who is the expert in qualtrics. She helped me see how qualtrics works and how to design the quiz for it.
 - a. I feel like it'd be best if you set up a meeting with her yourself so she can teach you 1-1 how qualtrics works because it's hard to do alone// I'm not the expert lol
 - i. Her email is dperpich@umich.edu
 - b. https://docs.google.com/document/d/1g1ySjDrPrR2ve7yF9CfzCz_IdPlyOgRLLAX-VL_i8DMw/edit (NOTES from meeting)
8. I'm going to share my quiz with you, not sure if you'll be able to see it but worth a shot!
 - a. <https://umich.ca1.qualtrics.com/Q/MyProjectsSection>

It's imperative that going into this I stay open-minded and am aware of the danger of a "single-story." I need to be cautious of what I'm researching and ensure it doesn't portray the Latin American culture unjustly. With that being said, I'm hoping to go into this project as an outsider to the collection but acquire the knowledge so that in the end I have deliverables that are extensive in covering the various perspectives of the collection and emphasize the information that the community as a whole will appreciate.

A comment I made in my initial write-up.

What's Next?

- If time permitted I would take the time to...
 - *Find the links for non-profits out there already addressing these problems and include them within my exhibit*
 - *Put in information for how you can get involved with the Latin American community here in Michigan*
 - *Meet with Laurie in Askwith to make some posters highlighting the exhibit to display in the library:)*
- For now...
 - *Maybe you guys could scroll through my exhibit and educate yourselves on the issues hindering the Latin American community. If the work I did giving a platform for these directors is enough to even affect one of you, then imagine the impact if all of the UM community saw my exhibit.*



I thank my mentors, Sheila McFolley, Chloe Herl, and Laurie Shaw Smith for being my biggest cheerleaders throughout this time, Gabriel Dunque for being beyond encouraging as a program coordinator, and my co-intern Effy for the constant support. Thank you!