

The logo for ALMA culture lab is positioned on the left side of the image. It features three overlapping speech bubbles: a teal one in the foreground containing the text, a dark blue one behind it, and a red one at the bottom. The text 'ALMA' is in a small, white, sans-serif font, while 'culture' and 'lab' are in a larger, white, lowercase sans-serif font.

ALMA  
culture  
lab

A small white speech bubble with a dark blue border and tail, containing the text 'Q1-2019' in a dark blue sans-serif font.

Q1-2019

# QUARTERLY DIGEST

**A SNAPSHOT OF HISPANIC  
SOCIAL CONVERSATIONS...**

WHAT'S  
TRENDING

## REPRESENTATION MATTERS

# LATINX BURNING DESIRE FOR CONTENT “FOR ME”

Understanding consumers' desires and expectations for fair and accurate representation in the media, Netflix launched a show called “One Day at a Time,” featuring a Cuban-American family. The series has been praised by Latinx fans for its ability to examine hot-button issues without being preachy. This includes a number of thoughtful LGBTQ storylines that manage to be amusing while avoiding offensive stereotypes. The rare specificity of the family's portrayal is partly why Netflix's recent announcement of the show's cancellation caused such a strong reaction from their Latinx audience, who took to Twitter to express themselves. Hispanics from all walks of life, influencers, and even celebrities like Lin Manuel Miranda expressed their sadness and frustration regarding the decision. They even created a change.org petition to **#SaveODAAT**.



## SO WHAT?

As American audiences become increasingly diverse, people across all tribes are craving stories that reflect their daily realities and experiences. Hispanics are willing to fight for their stories. Not only is this the case in film and TV, but brands who want to resonate authentically across consumer targets also need to understand the importance of representation in the content they create.

**M TYNER**

**@MTUT76**



Heartbroken and slight pissed off. I know it's just a show but this was the first time I felt like here were some people who got it. It gave us a chance to laugh at our follows and a launching point for the things we need to talk about. @OneDayAtATime **#saveodat**

**ARIEL #SAVEODAAT**



As a lgbt Latina, this show was the first time I saw myself being represented as something other than a fetish. I originally only watched the show because it was about a Latinx family but it became so much more. Please renew ODAAT. **#SaveODAT**

**LINE-MANUELA MIRANDA**

**@LIN\_MANUEL**



“Yknow, that Latinx audience is SO vast and SO underserved... if only we had a show that we KNOW would have a passionate, young fanbase...” — Every TV exec everywhere  
Us: Haaaave you met **#ODAAT**

**NETFLIX US**

**@NETFLIX**



And to anyone who felt seen or represented — possibly for the first time — by ODAAT, please don't take this as an indication that your story is not important. The outpouring of love for this show is a firm reminder to us that we must continue finding ways to tell these stories.

WHAT'S  
TRENDING

## POINTS OF PASSION - EDUCATION



# COLLEGE CHEATING SCANDAL STIRRS LATINX PRIDE

The recent college admissions scandal where Hollywood celebrities and other wealthy elite bribed their kids' way into top schools sparked much debate on privilege and the education system. Though the scandal reinforced perceptions that the admissions process favors the upper class, it also spurred an unexpected sense of pride among minorities. Social media platforms were flooded with posts from Hispanics who have been making inroads and huge strides in education over the past several years. While many were frustrated and angry by the news at first, they also expressed immense pride in the accomplishments of their community and in getting into top schools, earning their rightful spots based solely on merit and against all odds.

## SO WHAT?

Education is one of the most fundamentally important values to the Hispanic community, as it is the conduit for generational and familial progress over time. And there are numbers to prove it. The Hispanic high school dropout rate has plummeted over the past decade, while the Hispanic college enrollment rate has skyrocketed with a 180% increase since 1999. Brands aiming to connect with the US Hispanic audience should leverage any opportunity to show support for Latinx goals, celebrating their accomplishments and helping them continue building and achieving their dreams.

**ODARIS SANTOS**  
**@ODARISSSS**

We cried during that talk and my mom promised me that we would get through it all. Here I am, in my third year of college, as a Latina, first gen. [#CollegeCheatingScandal](#)



**ABBY RAMOS STANUTZ**  
**@IAMMISSRAMOS**

Too many stories of being the token Hispanic girl to count. Years of people discounting my achievements as "affirmative action." Never occurred to them that I could just be that damn good. [#CollegeCheatingScandal](#)



**GENDERQUEER HERE**  
**@MONIQUE\_SCHOECH**

I'm chronically depressed, have PTSD, severe anxiety, was homeless in high school, been on my own since 16, Latinx, working since 12... and I still didn't need to cheat the system to get into @usc [#CollegeCheatingScandal](#)



## WHAT'S TRENDING

### MAINSTREAM IMPACT

# LATINX WIN MORE THAN TROPHIES IN 2019 AWARD SHOW SEASON

If you ask April Reign, creator of the 2015 viral hashtag **#OscarsSoWhite**, there's still a lot to be done to continue expanding diversity in the entertainment industry. And while that may be entirely true, 2019 demonstrated a big step forward for the Latinx community, as is evident by their recognition during this year's award show season.

• **Film:** "Roma" was the star of the show at the 2019 Oscars with Alfonso Cuarón winning Best Director, Yalitza Aparicio being nominated for Best Actress, and the film taking home the prize for Best Foreign Language Film.

- **Children's Film:** "Spider-Man: Into the Spider-Verse," featuring an Afro-Latino lead, won an Oscar for Best Animated Film and a Golden Globe for Best Animated Feature Film.
- **Music:** Camilla Cabello opened the Grammy's and Cardi B was nominated for an astonishing 7 Grammy's, winning Best Rap Album.
- **Other Media:** Rita Moreno will be the first-ever Latinx recipient of a Peabody, winning the Peabody Career Achievement Award. She's set to receive the elite and highly sought after PEGOT status — winning a Peabody, an Emmy, a Grammy, an Oscar and a Tony.

**CYNTHIA**   
**@CYNTHIA\_SH\_**

However, tonight I finally saw people I could relate to. I immediately felt at home when Spanish was spoken, when I could hear the accent in Alfonso. Today broke barriers, not all but enough, enough to empower the Latinx community  
**#Oscars19 #AlfonsoCuraon**

**GIRLGENIUS**   
**@SLIMJOSA**

Remember when Miles Morales was first published and people said "this won't last long"? Spider-Man: Into the Spider-Verse just won Best Animated Feature, pioneering an entirely new style of animation, featuring the first Afro-Latinx Spider-Man  
**#Oscars**

**G MCD**   
**@MCDONALD20**

Last year the New York Times referred to Rita Moreno as a "Guest" in a photo caption at the Oscars. I'm sure she can commiserate with you!

## SO WHAT?

Latinx contributions are being increasingly felt across various sectors of the entertainment industry. Their wins showcase a recognition and an appreciation for the Hispanic perspective, further demonstrating the impact and appeal that multicultural talent has on broader mainstream culture. Bold brands that embrace diversity can connect with the multicultural audiences that feel reflected and represented in their content, while also increasing resonance among broader audiences.





WHAT'S  
TRENDING

## AFRO-LATINX PRIDE

# LATINX JOIN THE NATURAL HAIR MOVEMENT

The divisiveness that has characterized the US socio-political climate over the past few years seems to have created a culture of taking pride in one's own identity, and the natural hair movement is just one example. The movement emerged in the 2000s and encouraged women of color to keep their natural hair. The Afro-Latinx and Latinx communities are now joining the conversation. They, too, are proud of showcasing who they really are.

Enter the [change.org](#) petition for the Afro Hair emoji, giving women of color the chance to use emojis that truly reflect their hair, cultural identity and that consequently broaden the conversation about inclusivity. "The addition of Afro Hair Emoji — Afromoji — will diversify the conversations we're having, and allow us to celebrate our culture on and off screen," says Rhianna Jones, petition creator. Because **#AfroHairMatters**

LET'S MAKE THE AFRO HAIR EMOJI HAPPEN



#AFROHAIRMATTERS



A PETITION FOR EMOJI EQUALITY  
ON CHANGE.ORG

## SO WHAT?

The natural hair movement has given women of color a platform, one that goes beyond just hair and centers on freedom of speech and pride in self-expression. It's about collapsing society's beauty standards and embracing the beauty in diversity and inclusion. It's important for brands to pay attention to groundswell, consumer-driven movements happening across communities, and use them as indicators to help them understand what is important to their target audiences.

**MAMA CHORRAD**

**@LUNICHORRA**



Nos hicieron creer que los rulos son feos y por culpa de eso me queme todo el pelo con la planchita todos los días de mi vida no puedo creer q los odiaba tanto si son hermosos

**P**

**@PAULAHNICOLE**



I pelo rizo no es pelo malo, es lo más lindo que existe por ley

**SELENA JAS**

**@YOSOYSELENA**



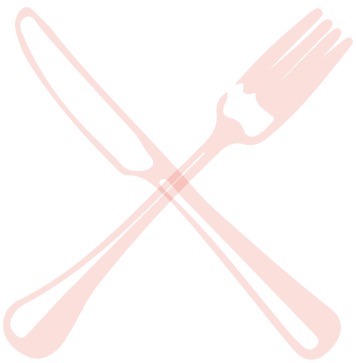
Love my crown <3 **#Afrolatina**  
**#mixedchicks #NaturalHair**

WHAT'S  
TRENDING

MUTUAL  
INFLUENCE

# HISPANIC VEGANISM

THE NEW



MAIN COURSE



While veganism has made steady inroads with the general population, from influencing personal diet choices to fast food chains like White Castle testing the impossible burger, it has also begun to gain traction among Hispanics. This is especially evident through the Gentrification process (as featured in our Q3 2018 Quarterly Digest). Upwardly mobile Latinos are returning to the neighborhoods they grew up in and starting businesses that reflect more American tastes while still maintaining their Hispanic roots. Many of these “Gentefiers” are now opening up restaurants and veganizing traditional Latin fare. In fact, for many Mexicans specifically, going vegan is actually “decolonizing their diets” and returning to their roots. In Pre-Columbian times, many indigenous Mexicans ate a plant-based diet, and it wasn’t until the Spaniards arrived with domesticated farm animals that meat became a classic in Mexican dishes. Cut to 2019, and you’ll find ingredients like jackfruit and soy milk used to make taco dishes that resemble carne asada and tripitas.

## SO WHAT?

Food has always been a passion point for Hispanics and a way for them to connect to their culture. But living in the US exposes them to American culture and trends, inspiring them to take the best of both worlds and create something completely new — a HispanoAmerican fusion! Brands that recognize the interplay and fluidity of cultures better position themselves to leverage the rich nuances that can be used to connect with their Hispanic audiences.



**MARK SAMUELIAN**  
**@MARKSAMUELIAN**

“Join the City of Miami Beach and the Hungry Black Man this Saturday, March 23 at the North Beach Bandshell for a Soul Vegan Festival. This culinary event will feature plant-based African-American, Caribbean and Hispanic-inspired foods.” [#MiamiBeach](#) [miamibeachfl.gov/wp-content/upl](#)

**EMILY GOLSTEIN**  
**@SOLNEEDATAG**

A lesbian witch who brews using Latino and Yiddish recipes, while also using Old English and Latin, depending on need and what I need to provide. Will operate a bodega that not only has vicks vapor rub and fabuloso but gluten free and vegan recipes and has a book club.

**JAIROSO**  
**@JAIROFBONILA**

“Jus try it, g. No harm and a lot of staple Mexican food is technically vegan if we are being honest and we have the best dishes in the world!”

**KOMBUCHA QUEEN**  
**@ROSEBYTHSTAIRS**

“I’ve never had next mex but vegetinos is amazing. It’s the only like truly authentic vegan Mexican food I’ve had from a restaurant. + the people who own it are so sweet & such good people. They started their own scholarship fund for undocumented immigrants. I stan so hard.

**ERIC WEBB**  
**@ERICZWEBB**

so many black and Hispanic vegan businesses at vegfest Y’all.