



# 100,000 POETS FOR CHANGE: 9/26/2020

## OVERVIEW

100 Thousand Poets for Change is a global movement that brings together artists for the purpose of advancing social justice in our local communities. Corazón del Pueblo participated in this event in 2020 through a virtual, Facebook Live event that featured artists and activists from the Santa Maria valley. Building from past events in the community, this program was highly successful in terms of highlighting the voices of local artists, connect art to activism, and building community capacity for arts and culture. The event is dedicated to Ivan "BrownOtter" Lacore.

Our program was hosted by Jeremiah Hernandez, and we had two featured poets who read full sets: Jaime Cuello and Eunice Gonzalez, in addition to a line up of community poets: Jeremiah Hernandez, Natalia Bautista, Gabriela Santos, Lata Murti, Shorty DuWop, and Viviana Hall. We also hosted a panel on Social and Economic Justice with speakers from Chicano Renaissance (Leo Ortega), Central Coast Coalition for Undocumented Student Success (Cate Trujillo), CAUSE (Zulema Aleman), and Santa Maria City Council (Councilmember Gloria Soto).


## GOALS AND AIMS

- Inspire and educate community with poets whose voices reflect the Santa Maria Valley
- Build community and connection through a virtual, real-time event with active participation
- Increase accessibility for arts programming by having interpretation during the event
- Raise awareness about current issues facing Santa Maria area and opportunities to get involved with social and economic justice

## FOOD FOR THOUGHT

- Facebook Live is one way of engaging with community events in a COVID-safe environment
- All program participants are now champions of Corazón! We have grown our artistic community in Santa Maria.
- Community members are seeking out space for empowerment and artistic expression.
- Equity and accessibility cost money! Ongoing programs need a sustained fundraising strategy.

## EQUITY CHECKLIST

-  Community involved in program design
-  Promotions and marketing with hard-to-reach groups
-  Budget spent locally
-  **Language Access**  
ASL or captioning provided
-  Español
-  Indigenous language interpretation

## PROGRAM PARTICIPATION

The Live event was attended by over 53 people, posting 558 comments and replies.

After the Live, the video was promoted and viewed by nearly 5,000 individuals. Of these, 314 watched the full 2.5 hour event.



Patricia Solorio · 2:10:22

We need to support local artists and cultural spaces!

Love · Reply · Message · 1w



Ricardo Valencia · 2:31:10

Love the "turn your pain to power" song. Keep singing.

Love · Reply · Message · 1w



Gabriela Guillén · 47:45

Yes, poetry is so healing and beautiful

Love · Reply · Message · 2w



**Permanent Link:** [https://www.youtube.com/watch?v=dyUD\\_oWcJLM](https://www.youtube.com/watch?v=dyUD_oWcJLM)