



Comedic PSA's Target Spanish-Speaking Community

City of Santa Fe Launches Video Series for COVID-Safety Featuring Carlos Medina

“Los Maskareñas,” a PSA starring local entertainer Carlos Medina, is part of an effort by the City of Santa Fe and the Arts & Culture Department to reach the Spanish-speaking community with targeted messaging about COVID-safe practices. The City is working hard and getting creative to reduce the viral infections that are raging locally.

A comedic four-part mini-series, “Los Maskareñas” depicts a day in the life of a Southside Santa Fe family as it navigates how to live safely in a COVID world.

The PSA series was directed, produced, shot, and edited by Kaela Waldstein of Santa Fe-based Mountain Mover Media, and co-written by her and Medina. In the video, he plays the five main characters: a single father who's a COVID tester, his two children, Tia Lola, and his brother. It touches on themes of virtual learning, COVID testing, shopping alone, and physically distanced activities--all in a fun, light-hearted way. Waldstein used camera and editing tricks to layer shots of each of the characters so they all appeared simultaneously in the same shots.

"Having just one actor and taking care of all the shooting and lighting myself kept it a COVID-safe production," Waldstein says. "We had to carefully watch the Governor's shifting COVID recommendations and quickly adapt. For example, after one of Michelle Lujan Grisham's public safety updates, we decided to re-shoot all the scenes in which the characters were at home maskless, and that's when we decided on the name 'Los Maskareñas.' "

Carlos Medina says: "I was excited to do my part in helping my friends and neighbors stay COVID-safe. I appreciate the creative freedom we had to reach an important community in a unique way. It's really about looking after and supporting one another."

The City of Santa Fe will be releasing one episode every 1-2 weeks. The first episode, "¡Living La Vida Covid!," is now available to view on the City of Santa Fe Arts & Culture social media pages, YouTube (youtu.be/8ykCMUf6WSg), and the City webpage todosjuntossantafe.org/partners. A 30-second commercial featuring "Los Maskareñas" characters and tailored COVID messaging is now airing on Telemundo.

The soundtracks and musical themes were composed by Medina, local band Lone Piñon, and Jason Goodyear. Local photographer Tira Howard, animator Alec Brown, Joe Dean of Lumenscapes Illumination Media and Motorama, La Familia Medical Center, and Christine Romero also contributed to the production. Arts and Culture Department Project Specialist Erminia Tapia co-produced the project.