Amplifying Radical Voices: POP-UP STYLE

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Introduction

'Just doing my job'

Challenging Hegemony?
- Aversion to 'accompanying material'
- Regular Channels' largely circumvented
- Pop-up approach
- No narrative, no promotion

Rationale
- Such accompanying material, in our view, would at best patronize, and at worst offend our student users
- Here's why...

Results
- Broke the rule of school's ethics, but apparently only impacted a few users
- Several improve most of us, but concept is still positive
- 'We saw a drop in complaints'. Marquez
- Films now being integrated into classroom curricula

Introduction

Angela Davis speaks on Oppression & Repression (1972)

Oscar Chavez speaks on Farm Workers' Rights (1972)

Sal Castro advocates for bilingul education (1972)
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Angela Davis speaks on Oppression & Repression (1972)
Cesar Chavez speaks on Farm Workers' Rights (1972)
Sal Castro advocates for bi-lingual education (1973)
Challenging Hegemony?

- Aversion to 'accompanying material'
- 'Regular Channels' largely circumvented
- 'Pop-up' approach
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Rationale

- Such accompanying material, in our view, would at best patronize, and at worst offend our student users

- Here's why...
Results

- Presenting this material without promotion certainly impacted audience size
- Several negative reactions, but outweighed by positive
- 'We should have coordinated' (Archives)
- Films now being integrated into classroom courses