



Joe

From *El Coquí Espectacular and the Evil Bottle of Doom*

By Matthew Barbot

Age Range: Young Adult

Style: Comedic, Contemporary

Monologue:

“Hi. This mask is pretty cool. I really like it. I want to go to the Parade this year. I hit a snag at work but I think I know how to fix it and fix your problem, too. I need you to be El Coquí. I need you to put the costume back on. I need El Coquí to march with us at the Puerto Rican Day parade. El Coquí went viral. I swear the only reason no one reached out to recruit you for their campaign is because no one knew who the hell you were, but you're you! You is who El Coquí is! And you can be the face of Mi Voltage. Voltage has a float. Twenty feet tall with the logo plastered all over it. Salsa dancers. And the slogan: "¡EMPIEZA YA!" We were trying to book some popstar to sing. Or lip sync. Do you know they all lip sync in parades? The glass bottles were finally happening, see? The agency was going to change the world of Latino marketing, whatever that means and I was going to be right there in the middle of it. The websites were ready, the ads were... This was going to make my career! But then my manager said they might think about moving me and putting the new guy Tony in charge. Give me some, like, pretzels or chips thing. Tony doesn't even speak Spanish. I'm learning! I'm supposed to be the Latin guy on this project. I put months of work into being that guy for them. But the boss says Tony "better exemplifies the Urban Latino audience the client seeks to serve." And that's bullshit. What does that even mean? What does it mean to be Puerto Rican enough? How can anyone be enough anything? Who measures that? By what metric? Is it the same thing in Latin America as in US? Is Hispanic the right word? What are the political ramifications of saying Hispanic vs. Latino? Can you use “Latinx” in ad copy? Why do they expect me to be an encyclopedia on all this? They're just selling soda, Alex! Cola! Pop! God damn, this stuff has a lot of caffeine, huh?”

Play Synopsis:

When Alex's brother Joe is fired from a project for not being Puerto Rican enough, the two hatch a plan with the help of a young photographer named Yesica: to debut El Coquí at the Puerto Rican Day Parade and prove themselves to the world! 'El Coquí Espectacular and the Bottle of Doom' examines the ways in which we define our heritage, and ourselves.

Read the Play Here:

https://drive.google.com/file/d/1DPC8ng7l2cmDVk9xp5EiYznc_wvhNSX3/view?usp=sharing