

## BROWN BILLBOARDS

**Character:** Julio

**Age:** 27-32

**Description:** The oldest and only brother of social media superstar Jayden. He tends to be reserved, quiet and grounded. Though he may not be the loudest presence in a room he is always aware of what is going on around him. Ever observant of how people move. When push comes to shove he can handle his own and when he feels the need he will hit you with some hard truths. He's been Jayden's right hand man and moral compass on his rise to the top. Julio has always been supportive of his younger brother's dreams. Recently he's noticed a change in Jayden's content and the laughter surrounding it that doesn't sit well with him. This is the moment that he drops some much needed truth on Jayden after his world has become flooded by yes-men.

JULIO

Dawg you started a movement. A fucking new wave of Latinos proud to be who they were. Unapologetically. And then what? Saliste pinche vendido wey! You turned our beautiful people into these generic caricatures of themselves. You sacrificed our culture and humanity in the name of your "brand". ¿Y pa que? For some internet clout and a handout from these companies that prey on our hunger to be accepted by America? Nah wey, te aprovechaste de la gente. You're better than this and you know it. It's why you can't even look at me right now. They won't tell you, porque les vale madre. They don't give a fuck about you or your fans. All they care about is the money you're making them and the connections you can get them. You walk around now like you are so goddamn special but you're not. You're a brown billboard with a heartbeat. That's all you are to them. Our people will buy what you push even if they can't afford it because at the end of the day we just want to be accepted by them.

(MORE)

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JULIO (CONT'D)

To fit in and be seen as one of them. Equals.  
Sad part is... we never will be and neither  
will you.

You know.. I believe that deep down inside  
there's still that young kid who started all  
of this with just a camera and a dream. You  
got a gift bro. The power to bring people  
together and listen. Why not tell them  
something worth hearing?