



STUDIO OCHENTA ORIGINAL TRANSCRIPT

CULTUREVERSE – EPISODE 3: THE CHOLITO DE LA SUERTE

[0:06]

NARRATOR: We interrupt your regular scrolling, tweeting, Instagramming, and Tik Toking to bring you a message from your cultural past. You are about to step into the Cultureverse... a place where myths and legends come alive in the modern world. For the next few minutes, listen carefully. Hopefully, you'll find something unexpected, something you've never heard before, or maybe, something you have. I'm your host, Kelly Marie Tran.

[0:40]

NARRATOR: Episode 3: The Cholito de la Suerte. Today we bring you a story about a mysterious little creature.

(SFX: Smooth reggaeton beat in the background)

NARRATOR: Our story begins in Tucson, Arizona with Isa, an aspiring reggaeton-rapper-artista who spent the entire summer writing lyrics and creating beats. Right now she's in the process of "rebranding" herself for the new school year. Isa is scrolling through Tik Tok for inspiration.

(SFX: Tik Tok audios)

[1:11]

ISA (Excited): That's a bop!... Virgen santísima. And those shades are fire!

NARRATOR: Isa has fallen in love with rapper Bad Bunny's new shades. She runs to find her

mom watching telenovelas in the living room.

ISA (out loud): ¡Amaaaaaaaaaaaaaa!

[1:31]

OLGA (out loud): ¿Queeeeeeee? ¿Qué pasa, mija?

ISA (excited): Mami! Mira! Look at Bad Bunny's new shades. I gotta have them for my new brand!

OLGA: Brand? ¿Qué?

ISA: For my recording career, I want my brand to match my new persona... Soy Bella Canela.

[1:53]

OLGA (sarcastic): Bella Canela?... Déjame ver that video. (starts laughing really loud) ¿Que QUÉ? Those are SUNGLASSES? They don't even cover your eyes! They are no use for you mijita.

ISA: Mami, please! (Hesitantly) I've been working so hard on my music, I gotta have the right fit para ser famosa, so I can build my fanbase! Mira, check this out!!

[2:25]

ISA: I'm Bella Canela, nela nela nela... Soy Bella Canela, bella mela mela

(SFX: ISA'S LAME BEATZ)

NARRATOR: Olga stares at Isa blankly.

OLGA (sarcastically): You've been working on this the... entire summer?

[2:42]

ISA: Yea, and like look, imagine this song and me... with these shades!

OLGA: You don't need any Bad Bunny shades to get ahead of the curve! ¡Ándale! Go get ready for school, you'll be late!

ISA: UGHH Fineeeee... (storms off)

(Music transition)

[3:11]

NARRATOR: Later on, Isa is in class with her best friend Dali who can see that she's not her usual self.

(SFX: English lesson in the background)

ENGLISH TEACHER: (GRAMMAR LESSON)

DALI (under her breath): You okay, fam?

ISA (under her breath): Not really, my mom won't let me get these SHADES.

NARRATOR: Isa whips out her phone and stealthily shows Dali the picture of Bad Bunny.

[3:32]

DALI (under her breath): OMG those shades are IT! Maybe ask for them for your bday or something????

ISA (a bit sad, under her breath): You know I've gotten nothing but books, books and more books every birthday since I was five.

(SFX: TEACHER English lecture)

NARRATOR: All of a sudden, Isa sees something that looks like a ball rolling down the aisle towards her teacher's desk... She leans further over her desk to get a better look.

[3:53]

ISA (to herself): Is that a... ball?

NARRATOR: Suddenly the little ball unfurls revealing tiny arms and legs and, and a face! It's not a ball, it's a... a thing!

(SFX of ISA jumps and goes AHH!)

NARRATOR: Isa's classmates stare at her as the thing scurries behind the teacher's desk before anyone else can see it...

[4:16]

ENGLISH TEACHER: Isa, what are you doing, we are right in the middle of a lesson and you nearly gave me a heart attack" You nearly gave me a-

ISA (frantically): It's behind your desk!

(SFX of teacher screaming bloody murder)

NARRATOR: The teacher freaks out and jumps up from her desk.

ENGLISH TEACHER (dramatically freaking out): Oh my god what is that???

NARRATOR: She looks again.

ENGLISH TEACHER: (Screaming down the hall)AHHH!!! Class dissssssssssmissssssssssssssed!!!!!!

(SFX:Door opening and teacher screaming as she runs down the hall)

(Music transition)

NARRATOR: Isa stops at her locker. She's so distracted thinking about the creature that she can't remember her combination...

ISA: (Frantically: Three... nineteen... seventy... Come on! Open! Open! Open! (SFX: Click from the locker lock) Finally!

[4:54]

NARRATOR: All of a sudden Isa hears a noise coming out of her bag that can only be described as --- well--kinda ---cute! (SFX: tiny sneeze)

ISA (confused): What is that??

NARRATOR: Isa cautiously unzips the bag and sees "the thing" she saw in the classroom. Now that she's closer- she can make out its features better--it's chubby and has a round face with little arms and it's smiling at her...

(SFX locker door slamming and then Cholito making a sad sound).

CHOLITO (from the inside of the locker; sad and cute):Pero soy tu cholito de la suerte...

[5:27]

Narrator: Isa stares at the locker in disbelief----She tries to make sense of it: She opens the door again slowly....

CHOLITO: Soy tu Cholito-

NARRATOR: Then she jumps back and nearly falls when the thing sticks its head out.

CHOLITO(quickly):¡Soy tu Cholito de la Suerte!

NARRATOR: Isa runs down the hall, out of the school and all the way home!

(SFX Isa running down the hall and out of the school)

[5:53]

Narrator: That night, Isa can't sleep because she can't stop thinking about that thing. She gets up at 1:00 am to work on her latest track, hoping that will distract her.

(SFX: Isa's beats playing on the background)

ISA (to the beat): Soy tu reina, soy tu jefa, soy tu Choli... to? Cholito? What? No... why did I say that... Cholito...

(SFX: Beat goes on)

Narrator: Isa rushes to her bookcase and searches for a little picture book she received from her grandmother in Mexico when she was a baby, called Cholito de la Suerte.

[6:31]

ISA: Cholito! Cholito!

Narrator: She finds the book flips through the pages and stops suddenly when she lands on an image of Cholito tossing gold coins all over the place and then she remembers...

ISA: Cholito de la Suerte... Good-luck-Cholito... Abuelita said... she said that if you are lucky enough to find a Cholito and you take good care of it, it will give you money every morning for the rest of your life. So if that thing hiding in my locker can spit out gold coins like the Cholito in this book... I can get my new FIT! (Laughing)

[7:14]

NARRATOR: She lays the book down on her nightstand and finally falls asleep... with a smile on her face...

(Music transition)

Narrator: The next day Isa walks to school early... determined to find out what this whole Cholito thing is about...

(SFX: Isa's music)

[7:29]

NARRATOR: Just as she is dialing the last number in the combination she hears...

CHOLITO (from the inside of the locker): Hola Isabelita, yo soy tu Cholito de la Suerte.

ISA: Yes! You're still here!

(SFX Lock combination being turned and then locker door opening)

CHOLITO (Excitedly): HOLA ISABELITA! FINALMENTE!!!

[7:44]

ISA: Shhhhhhh!

NARRATOR: Isa looks around the hallway to make sure no one is watching.

CHOLITO(serious): Soy tu Cholito de la Suerte... (He moans as if he has stomach pain)

ISA: Woah are you okay? Lockers aren't exactly the best place to sleep you know.

CHOLITO: Yo sé... ¡Ayyyyy tengo hambre!My tummy.

[8:06]

ISA (in a low voice): Are you hungry? Can I get you something to drink?

CHOLITO: Sí, hungry!

ISA (funny warningly)I got some leftover Hot Cheetos but don't finish them all.

NARRATOR: The Cholito eats the Hot Cheetos so quickly, he starts coughing. (SFX: cough) Isa gets worried until something falls to the floor from his mouth (SFX: a coin falling to the floor) - a golden coin. Then he spits out another one. (SFX: a coin falling to the wooden floor) And another one. (SFX: a coin falling to the floor). And so on...

(SFX multiple coins dropping)

[8:32]

NARRATOR: Isa drops to the floor and scoops up all the coins. This new source of money gives her an idea.

ISA: Oh, daaaaaaaaang! Would you like to come home with me?

(SFX Cholito makes cute agreeable sound)

ISA: Ok... Hop in.

(SFX: Zipper opens, Isa puts de Cholito inside, zipper closes. Steps run in the hallway) (Music transition)

NARRATOR: Isa grabs the Cholito carefully and puts it in her backpack and he giggles.

(SFX: Cholito giggles)

ISA(Whispering): I'm gonna have to fake like I'm sick so I can go home early! (Pretending - Moaning) Ohhhhhh my tummy, I feel like I'm gonna barf! (Pause) How'd that sound?

[9:03]

CHOLITO:Goooooooooooooooood!

NARRATOR: She puts on her headphones, plays one of her favourite self made beats and starts walking to the school nurse. (Sfx: Reggaeton headphones) The Cholito hears the music, and starts to rap alongbegins to sing...

CHOLITO (singing): I'm your Cholito, lito, lito, lito, I'm your Cholito... (To reggaeton beat).

ISA (in a low voice): Shhhhh, someone's gonna hear you!!!

CHOLITO (singing): I'm your cholito lito, lito, I'm your cholito. (To reggaeton beat).

ISA: Actually that doesn't sound too bad. But we gotta stop when we get to the nurse!

(SFX: THE TWO BEATBOXING... FADEOUT)

(MUSIC TRANSITION)

[9:38]

Narrator: At home, Isa unzips her backpack and sets it on her nightstand. The Cholito pops out, smiles at her and then jumps around the room exploring everything.

(SFX: lamp falling)

ISA: Heyyyyyyyyy! Be careful!

NARRATOR: The Cholito finds the picture book and starts flipping through the pages.

CHOLITO: Ese soy yo! Me! Me! Meeeeeee!

[10:01]

NARRATOR: Isa sits next to him and she flips through the pages ending on an image with the gold.

ISA: Soooooooo. About this gold!

CHOLITO (rapping/singing): Gold gold! Gold gold gold! Gold gold! Gold gold-

[10:17]

ISA (cutting him off): I wanted to show you this mood board together with the outfits I'm gonna need for my new look.

Narrator: She shows Cholito her Pinterest board.

ISA: Mira! Look at the hat, the shoes... like it's sooo the fit for me! Just wait till I walk into school with my new look!

ISA: Are you... hungry again?

(SFX: cute Cholito sound)

ISA (funny warningly): You can have some of my chocolate.

[10:43]

NARRATOR: He eats the chocolate bar so fast that it starts coughing. (SFX: cough) and then more gold falls to the floor from his mouth (SFX: a coin falling to the wooden floor)

ISA: Oh--- my--- god! Here we gooooooooooooo!

NARRATOR: The creature spits out another one, but this time, it's a silver dollar. (SFX: a coin falling to the wooden floor) And then it spits out another and another! (SFX: a coin falling to the wooden floor)

CHOLITO: ¡Soy tu cholito de la suerte!

(Sound of Isa gathering up the coins)

[11:10]

ISA (Laughing): Watch out world! Bella Canela has arrived!

(Music transition to a trap beat fashion song)

NARRATOR: A couple of days later, Isa walks down the hall at school this time with the newest Bad Bunny shades. Everyone is checking her out.

DALI: Isa! You got them? How ?

ISA: It's actually Bella Canela now!

[11:36]

NARRATOR: Isa puts on her brand new shades, which do not actually cover her eyes but do look really, really dope on her.

DALI: (Making fun of her) My bad, my bad... (Sarcastic) Ooooh kayy, Bella Canela! (Pronounced bela canela) You comin' to Drama Club?

ISA: Oh... I can't. I have to beat my mom home from work so she doesn't see all the packages arriving today or she'll make me return them.

[12:00]

NARRATOR: Isa rushes home from school, and scoops up the packages piled up at the front door--all courtesy of... The Cholito! She goes to her room and tries everything on. The Cholito, who has been sleeping under her bed, peaks its head out and watches her curiously.

ISA: Just wait till they see me in this! Issa lewk! But now I really need a bomber jacket and some neon kicks to complete the look. Cholito can you help me out here?

NARRATOR: The Cholito makes some noise and starts coughing up more and more coins. At first, it's just a few, but pretty soon...

(SFX: Coins flowing all around)

[12:39]

NARRATOR: A mini mountain of coins starts to form in the middle of Isa's room.

ISA: There's so much money in here I can't even see you!

(SFX: Sounds of Isa wading through the coins)

ISA: Cholito! Where you at?

(SFX: Sound of Cholito burrowing out of the coins. Cholito makes a cute sound).

ISA: There you are! Come here! Let's take a selfie. We are lookin' good!

(SFX: Door opening afar, keys)

OLGA (from afar, out loud): ¿Qué suena? Isa, what was that sound? I could hear it all the way-

[13:02]

ISA (yelling): Hey, Mami. Hold on a sec! (SFX: Wading through coins) Come on, Cholito. Just one pic for the gram! We gotta hurry before my-

NARRATOR: Isa picks up her phone, sets the timer and the Cholito jumps out of her arms and scurries around the room...

CHOLITO: Isa noooooooooooooooooooooo!!

OLGA (Steps approaching quickly towards the noise): Por Dios Isa what's all that noise? ¡¿Qué estás haciendo?!

(SFX: Sound of Isa chasing the Cholito in and out of the coins and the Cholito screaming)

(SFX: Sound of knocking on the door which continues until Isa's Mom enters the room).

[13:23]

NARRATOR: Just as Isa's mom opens the door, the Cholito jumps out of Isa's arms, grabs her shades and puts them on swiftly.

CHOLITO: Aye nos vemos Isabelita... I'll let you keep the shades (giggle)

(SFX: A whoosh sound swipes up everything and leaves a slight wind behind) (A pause) (After the wind passes, the sunglasses fall to the wooden floor and make a lot of echo)

(Slow music starts)

NARRATOR: The Cholito disappears... and so does every single coin... a mountain of them... the only thing left behind are the sunglasses.

(Slow music starts)

[13:54]

NARRATOR: Olga spots the sunglasses on the floor.

OLGA: Whose are these? And who were you just talking to?

ISA: They're um... no one, I...

OLGA: Mira Isa, don't lie to me! I heard another voice in here! And these are clearly not yours!

[14:10]

ISA: They're mine, ok!

OLGA: You don't have money for glasses like this!

ISA:(quietly) It was the Cholito.

OLGA: Excuse me?

ISA (a little louder): The Cholito de la Suerte!

[14:21]

OLGA: Mira Isa, I don't have time for this. Whose sunglasses are these?

ISA (getting emotional): I'm telling you the truth, Mami, I promise I'm-.

OLGA: You're grounded until you tell me the truth!

(SFX: Door slamming)

ISA (anguished: Amahhh! Wait! Wait! Wait!

(SFX: DOOR ISA RUNNING)

ISA (anguished) I have a picture! I have a picture! I have a...

NARRATOR: Isa opens her phone and frantically searches through her camera roll and thrusts her phone into her mother's hand.

[14:47]

ISA: Oh nooooooooooooo! You can't... You can't see him, it's just a big flash of light in his place.

NARRATOR: Isa runs to her bed and plops down in defeat. Just then, Olga sees something in the background of the photo and enlarges it and stares for a moment, dumbfounded.

OLGA: ¿Y qué es eso? What's that shiny stuff behind you on the floor?

ISA (Pleading): It's gold, Mami, it's the Cholito's gold. I told you I wasn't lying.

[15:20]

NARRATOR: Isa takes the phone back, grabs her Mother's hands and stares deeply in her eyes.

ISA (from pleading to being confident: If there ever was a time I need you to believe me, the time is now, Mami, the time is now.

OLGA:(Indignant) What has gotten into you??..... (Curious) Wait a second...

NARRATOR: Olga looks at the pic again and realizes what she's looking at and starts laughing...

(OLGA STARTS LAUGHING HYSTERICALLY)

OLGA: ¡Ahhhhhh ya veo!

[15:51]

ISA (Upset): Are you laughing at me?

OLGA (Laughing): Nooooo, baby, nooooo, but kinda yeah!

ISA (Angrily): Mami!

OLGA (Laughing): You... You found yourself a Cholito de la suerte and you tried to take a selfie with it? Ven aquí, mija. I ALWAYS wanted a Cholito of my own so I could buy those Ray Ban Aviator shades that everyone had-

ISA: Ray Ban's?

[16:26]

OLGA: (laughing) Okay, that's not the point! (Pause) They say that you should never take a picture of a Cholito 'cause it cannot be seen by anyone else or it will...

ISA: Disappear! Oh man, se me fueron las cabras mami!

OLGA: Está bien, princesa. At least you get to keep your Bad Bunny shades!

[16:48]

NARRATOR: Olga puts them on and poses in the mirror.

OLGA: No se ven tan mal. They don't look that bad on me, right?

ISA: ¡Maaaaami! Those are no good for reading, you know.

OLGA: Ay mija que reading ni que nada, we got the right fit now huh.

ISA & OLGA: Jajajajajaja

(SFX Both laugh)

Narrator: In the distance, the sound of the Cholito's laughter becomes louder and louder--a sign

that he soon will appear to another kid.

[17:20]

(SFX: Slow CHOLITO BEAT fades)

NARRATOR: This story is based on el Cholito de la Suerte, a folk creature from Hidalgo, Mexico. According to popular culture, this creature appears only to girls and if he is found, you should take him, clean him, feed him, and protect him. In return, he will give you money every morning for the rest of your life.....if he remains a secret. If not, the Cholito and your new fortune will disappear at once.

[17:49]

If you're interested in learning more about the Cholito and more folklore creatures from Mexico check out Bestiario de los seres fantásticos mexicanos, by Norma Muñoz Ledo and Isabel Barrón, and Songs my Mother sang to me, An Oral history of Mexican-American women by Patricia Preciado Martin.

[18:12]

NARRATOR: This podcast was produced by Studio Ochenta for TRAX on PRX. Isa was voiced by Daisy Guevara. Dali was voiced by Lisha López. Olga, Isa's mom, was voiced by Sylvia Rosas, the Cholito was voiced by José Érick Yáñez and the English teacher was voiced by Lory Martínez.

NARRATOR: Special thanks to our Cultureverse editorial team for this episode: Karen Ramos, Natalie Ramos, and Alberto Carrillo, who brought their experiences as Mexicans to this story.

[18:44]

NARRATOR: The creative director for this series is Lory Martínez, founder of Studio Ochenta. Dr. Kiona is our consulting producer for all things culture. Our Senior Fiction Producer is Maru Lombardo. All original opening songs for this series were composed by Gabriel Dalmasso. Sound design and music by Luis Raúl López Levi. And our art is by Steve Aparicio.

[19:08]

NARRATOR: The Executive Producer for TRAX is Michelle Smawley and our scripts were edited by Nathan Yungerberg. Follow us on tiktok & IG @cultureversepod. Transcripts are available at ochentastudio.com.

NARRATOR: And I'm Kelly Marie Tran, your host. Thanks for listening!