

Bernardo Arsuaga Cardenas on Why Local Stories Matter in a Global Media Age

Bernardo Arsuaga Cardenas, a filmmaker based in Monterrey, Mexico, reflects on how global media trends affect local voices and what communities can do now.



Nuevo Leon, Mexico Feb 20, 2026 ([IssueWire.com](https://www.IssueWire.com)) - Award-winning documentary filmmaker Bernardo Arsuaga Cardenas is calling attention to a growing challenge facing creative communities in northern Mexico: local stories are harder to sustain in an industry increasingly shaped by global platforms, shrinking resources, and short attention spans.

“A good story opens doors,” Bernardo says. “But only if someone takes the time to tell it right.”

Across Nuevo León and the wider region, creative workers feel this shift directly. While global streaming platforms dominate distribution, many local filmmakers, editors, and storytellers struggle to secure funding, access production infrastructure, and build consistent local audiences.

Bernardo has seen this tension firsthand. After years as a lawyer in Monterrey, he transitioned into documentary filmmaking in 2013. His films, including *The Weekend Sailor* and *The Michoacan File*, traveled internationally, yet both began as deeply local stories rooted in Mexican history and culture.

“Ideas die when they stay abstract,” he says. “Plans keep them alive.”

A Local Impact With Regional Consequences

In Monterrey and across northern Mexico:

- Creative and cultural industries employ hundreds of thousands nationwide, yet many workers operate informally or on a project-to-project basis.
- Regional film production remains highly centralized, with most funding and infrastructure concentrated in Mexico City.
- Fewer than 1 in 4 independent Mexican documentaries receive sustained local theatrical or community screenings.
- Young creatives often leave their home states to find opportunity, contributing to a regional talent drain.
- Community arts spaces have declined in many cities, limiting access to storytelling tools for new voices.

Bernardo believes this isn't just an industry problem. It affects how communities understand themselves.

“My goal in filmmaking is to make people sit down, forget about themselves, and enjoy a story,” he

explains. “When local stories disappear, people lose mirrors.”

Why This Matters Now

As audiences consume more global content than ever, Bernardo argues that local storytelling needs deliberate support.

“Finish what you start, even if it’s imperfect,” he says. “That applies to communities too.”

He points to his own experience premiering *The Weekend Sailor* at maritime venues like Forum Marinum as proof that regional stories can resonate worldwide when given the chance.

Local Action List: 10 Things You Can Do This Week

- Attend a local film screening, talk, or cultural event.
- Share a locally made documentary or short film online.
- Follow and support one local creative on social media.
- Volunteer skills (editing, writing, organizing) to a community arts group.
- Watch a film made in your region instead of a global release this week.
- Ask schools or libraries about hosting local screenings.
- Buy directly from local creators when possible.
- Recommend a local story to a friend or colleague.
- Offer a public space for a small cultural event or talk.
- Encourage young people to document their own communities.

How to Find Trustworthy Local Resources

Look for film collectives, cultural centers, universities, libraries, and nonprofit arts organizations rooted in your city or state. Prioritize groups that show transparent leadership, community partnerships, and consistent programming. Local festivals and public universities are often reliable starting points.

A Call to Action

Bernardo urges readers not to wait for perfect conditions.

“Time is not the enemy, fear is,” he says.

Take one local step today. Attend one event. Share one story. Support one voice close to home.

About Bernardo Arsuaga Cardenas

Bernardo Arsuaga Cardenas is a Monterrey-based documentary filmmaker, producer, and post-production studio partner. A former lawyer, he has directed internationally recognized documentaries including *The Weekend Sailor* and *The Michoacan File*. His work focuses on discipline, storytelling, and bringing overlooked stories to life across cultures and industries.



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